

U.S. WELLBEING: BEYOND BEAUTY

Like an ever-evolving DNA strand, the **Healthcare, Wellness, & Beauty industries merge** into one holistic industry. Beauty faces a massive structural transformation, evolving **beyond** its current definition.

CATEGORIES

BEYOND TOPICAL TO INTEGRATED SOLUTIONS

55%*

OF WOMEN AGREE THEIR **BEAUTY** ROUTINE PLAYS A ROLE IN THEIR OVERALL **HEALTH & WELLNESS**

50%*

WOULD CONSIDER TRYING **MICRODOSING**

Two distinct categorizations dismantle traditional categories :

ESSENTIAL

Health & wellbeing benefits with science-backed claims; delivers on hygiene, protection, care & repair

NON-ESSENTIAL

Communicates emotion, lifestyle, & image, transforming or altering outward appearances

Beauty Spiritualization addresses holistic needs centered around mind, body & soul

COMMUNITIES

BEYOND TRANSACTION TO INTIMACY AT SCALE

BEAUTY UNIFICATION

between luxury & mass

Future-proof Luxury brand distribution:

Increase accessibility & competitiveness

Performance-based benefits & clinical claims

Professional Health Concierge (PHC):

Fully certified to provide unbiased, holistic health, beauty & wellness-oriented expertise



COMPANIES

BEYOND TRANSPARENCY TO CONSUMER TRUST

Chief Health Officer prioritizes wellbeing internally & externally; serves as corporate ambassador to worldwide health organizations



COMPANIES' **MEDICAL EXPENSES FELL** BY AN AVERAGE OF \$3.27 FOR EVERY DOLLAR SPENT ON **WELLNESS BENEFITS**.

Harvard Business School Study

Beauty at the Core > Science at the Core

M&A activity with pharmaceutical industry leads to expanded wellness-centric portfolio & adoption of digital health technologies

J&J to be future key competitor:

94%

J&J CEO APPROVAL RATING [glassdoor.com](https://www.glassdoor.com)

*Source: FIT CFMM 2020 U.S. Wellness Study n=1,500

MERGED HOLISTIC INDUSTRY = WELL CARE EVOLVING **BEYOND VANITY TO HUMANITY**

Empowered consumers can live long, healthy, & ultimately beautiful lives