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.

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**

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:
  - J&J CEO Approval Rating: 94% on Glassdoor.com

**MERGED HOLISTIC INDUSTRY = WELL CARE**

Evolving beyond vanity to humanity

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

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