

BEAUTOLOGY L A B

FEMALE + LATIN + MIDDLE EASTERN  
FOUNDED + OPERATED COMPANY





## WHY WE EXIST

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My **health and wellness** story started from a young age when I struggled with my gut and immune system reacting to toxins present in our environment, food, and personal care products. For years my body chronically presented inflammatory disease, gastrointestinal infection, chronic bloating, dermatitis, and fatigue.

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This took me on a journey to approach my health from the inside-out, and through functional medicine learned that my body doesn't detoxify well. That led me to clean up my diet, change my personal care products, and incorporate **wellness hacks** to help me detoxify.

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This is when I realized that there were no clean skincare products that would help **detoxify** my body from the outside-in, so I set out to create them. My need turned into my purpose to **biohack skincare**.

# THE PROBLEM

our body's natural detoxification process, called *AUTOPHAGY*, slows down with age, stress, hormonal changes, and an unhealthy lifestyle.



the **accumulation** of cellular waste and toxins leads to impaired cellular function and shortened lifespan, and damaged, deteriorated and premature **skin aging**.



product and **ingredient efficacy** is limited and reduced when there's a buildup of cellular waste and toxins that your skin isn't **eliminating effectively**.



skin detoxification and rejuvenation through chemical actives and exfoliators cause **skin-stripping**, irritation and don't remove waste or offer **regeneration** at the cellular level.

# AUTOPHAGY: AUTO- (SELF) -PHAGY (EATING)

## WHAT IS IT?

the cellular removal, or self-digestion of damaged or deteriorated molecules in order to regenerate new, healthy skin cells and increase their metabolic efficiency

## HOW DOES IT WORK?

this mechanism supports the cell's ability to remove and repurpose waste on a molecular level in order to improve its overall function and longevity

## WHY IS IT IMPORTANT?

a continuous cellular process that can be boosted through internal and external stimulation to reverse and prevent signs of skin damage and deterioration





THE SECRET:  
WE'RE  
BIOHACKING SKIN™

when we **biohack** our skins **autophagy** function:

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cellular waste that causes **skin aging** is removed and repurposed

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**mitochondria** is strengthened improving cellular function

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the skin barrier is strengthened, and its firmness, elasticity, thickness, tone, and overall appearance **dramatically improves**



**stimulating autophagy** is the key to delaying and reversing skin damage, deterioration and premature aging.

# PRODUCTS + INNOVATION

CRYO TONING TOOLS



SKIN HACK DETOX FACE OIL



LYMPHATIC DRY BRUSH



24K GOLD COLLAGEN EYE MASKS



SKIN HACK DETOX BODY OIL

COMING  
SOON

DETOX BODY WASH

COMING  
SOON



# CLEAN-CLINICAL, MULTI-TASKING PRODUCTS

## OUR UNIQUE FORMULAS

use a proprietary **hero complex** that stimulates autophagy in the skin to repair and rejuvenate at the **cellular level**

improve cellular function and **longevity**, reverse the signs of **skin aging**, and increase **ingredient efficacy** for maximum results

have **multi-tasking** benefits that target everyday skin concerns through topical and tool **skin ritual products**

are **100% clean** and safe for our bodies and the environment banning **2,700+** toxic and questionably toxic ingredients

use nature-found, science-backed safe ingredients with **clinically proven efficacy**

# CLEANER STANDARDS

our skincare should never jeopardize our health nor our environment. our Cleaner Standards **ban 2,700+ ingredients** that have been scientifically found to be disruptive or even questionably **disruptive** to our health + our environment including some below.

## PHENOXYETHANOL

human skin irritant  
organ system toxicity  
allergen

## ETHYLHEXYLGLYCERIN

human skin irritant  
organ system toxicity  
allergen  
environmental toxin

## SODIUM BENZOATE

organ system toxicant  
possible carcinogen

## PROPANEDIOL\*

human skin irritant  
endocrine disruptor  
possible carcinogen

## BUTYLENE GLYCOL

human skin, eyes, lungs irritant

## PROPYLENE GLYCOL

human skin irritant  
organ system toxicity  
allergen

\*of non-plant derived materials



# CRYO TONING TOOLS



Retail Price \$148

the ONLY **all-in-one** tool combining **cryotherapy + lymphatic drainage** to **tone, lift, detoxify,** and **firm**

unique design delivers an **INSTANT FACELIFT**, **sculpts** muscles, reduces **puffiness + dark circles**, **plumps** skin, **smooths** lines, controls **breakouts**, and **tightens** pores

**thermal water technology**, non-porous and unbreakable medical-grade **stainless steel**, and an **ergonomic shape** in a **portable design**

replace expensive treatments and the clutter of different tools with **1 tool** that delivers **professional results**

**travel bag** included for an on-the-go **Cryo-Lymph Detox Facial** any time you need a lift

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# BENEFITS



SCULPT + TONE  
MUSCLES



TIGHTENS PORES  
FIRMS SKIN



RELEASE TOXINS  
DRAIN FLUIDS



SMOOTH FINE  
LINES + WRINKLES



REDUCE PUFFINESS



BOOST CIRCULATION  
PLUMP SKIN



ENHANCE PRODUCT  
PENETRATION



ALLERGY RELIEF



REGULATE OIL  
CONTROL BREAKOUTS



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Retail Price \$68

## SKIN HACK DETOX FACE OIL

an everyday, **multi-tasking** face oil in a non-toxic, **lightweight**, non-comedogenic formula

**enzymatically detoxes** with grapefruit, pumpkin, lemongrass, and fennel to **eliminate impurities**, visibly **de-puff**, and **refresh** skin cells

**jojoba**, **sunflower**, and **tamanu** oils rich in **vitamins** A, B, D, and E and high in omega 3, 6, and 9 **fatty acids** hydrate, protect, and **feed the moisture barrier**

potent blend of **science-backed** ingredients **regulate oil production** to prevent breakouts and **even tone and texture** for a clear, smooth complexion

use **morning and night** as part of a regular skincare routine and as a conductor for the Cryo Toning Tools massage

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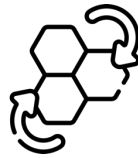
# BENEFITS



DETOX SKIN



VISIBLY DE-PUFF



PROMOTE FRESH,  
NEW SKIN



FEED MOISTURE  
BARRIER



DEEPLY HYDRATE



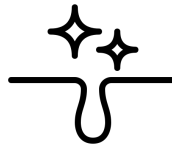
REDUCE EXCESS OIL



SMOOTH COMPLEXION



EVEN SKIN TONE



ELIMINATE IMPURITIES



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Retail Price \$32



## LYMPHATIC DRY BRUSH

natural grass wood and cruelty-free bristles in an ergonomic shape deliver daily essential skin detox

made to stimulate lymphatic drainage + increase circulation + gently exfoliate skin without the use of harsh chemicals

an ancient wellness technique that “wakes up” our lymphatic system to provide optimal lymph flow + eliminate toxins

just 5 minutes a day before showering energizes your body + unclogs pores + reveals fresh + smooth + glowing skin

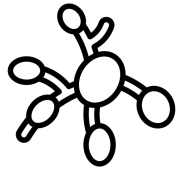
comes with a travel bag so you can take this must-have self-care health ritual on-the-go

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# BENEFITS



EXFOLIATE + SHED  
DEAD SKIN CELLS



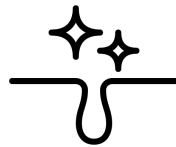
STIMULATE  
LYMPHATIC DRAINAGE



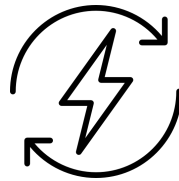
ELIMINATE  
TOXINS



SMOOTH + FRESH  
GLOWING SKIN



UNCLOG PORES



ENERGIZE BODY  
INCREASE CIRCULATION



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## 24K GOLD COLLAGEN EYE MASKS

formulated according to our **cleaner standards** which ban 2,700+ ingredients

they're **science-backed + multi-tasking** to stimulate our body's natural detoxification process and target **brightening + hydration**

just 13 **cruelty-free, vegan** ingredients that improve **elasticity**, calm **puffiness**, lighten **dark circles**, and reduce **fine lines + wrinkles**.

**biodegradable hydrogel** material holds ingredients which can be **absorbed** for up to **2 hours**

featured in **Forbes, People, and InStyle** as a must have self-care product at-home or on-the-go

Retail Price \$42 (Box of 10) / \$10 (Single)

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# BENEFITS



BRIGHTENS  
DARK CIRCLES



CALMS PUFFINESS



HYDRATES + PLUMPS



SMOOTHES FINE  
LINES + WRINKLES



INSTANT  
AWAKENED GLOW



FIRMS + IMPROVES  
ELASTICITY



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# IMPACT PROGRAM



## 1 PRODUCT PURCHASED = 1 TREE PLANTED

every product purchased plants 1 tree throughout Sub-Saharan Africa to help reduce our carbon footprint, create a regenerative agricultural cycle, and improve the lives of generations of farmers.





# PARTNER SUPPORT

## 1. DISPLAY MATERIALS

- Branded Acrylic Container + Signage
- Product Information Cards

## 2. EDUCATIONAL CONTENT

- Social Media Graphics
- How-To Videos
- Blog Articles + Videos

## 3. PROFESSIONAL SPA PROTOCOLS

- Proprietary Product Techniques + Tutorials
- Plug + Play Menu Protocols

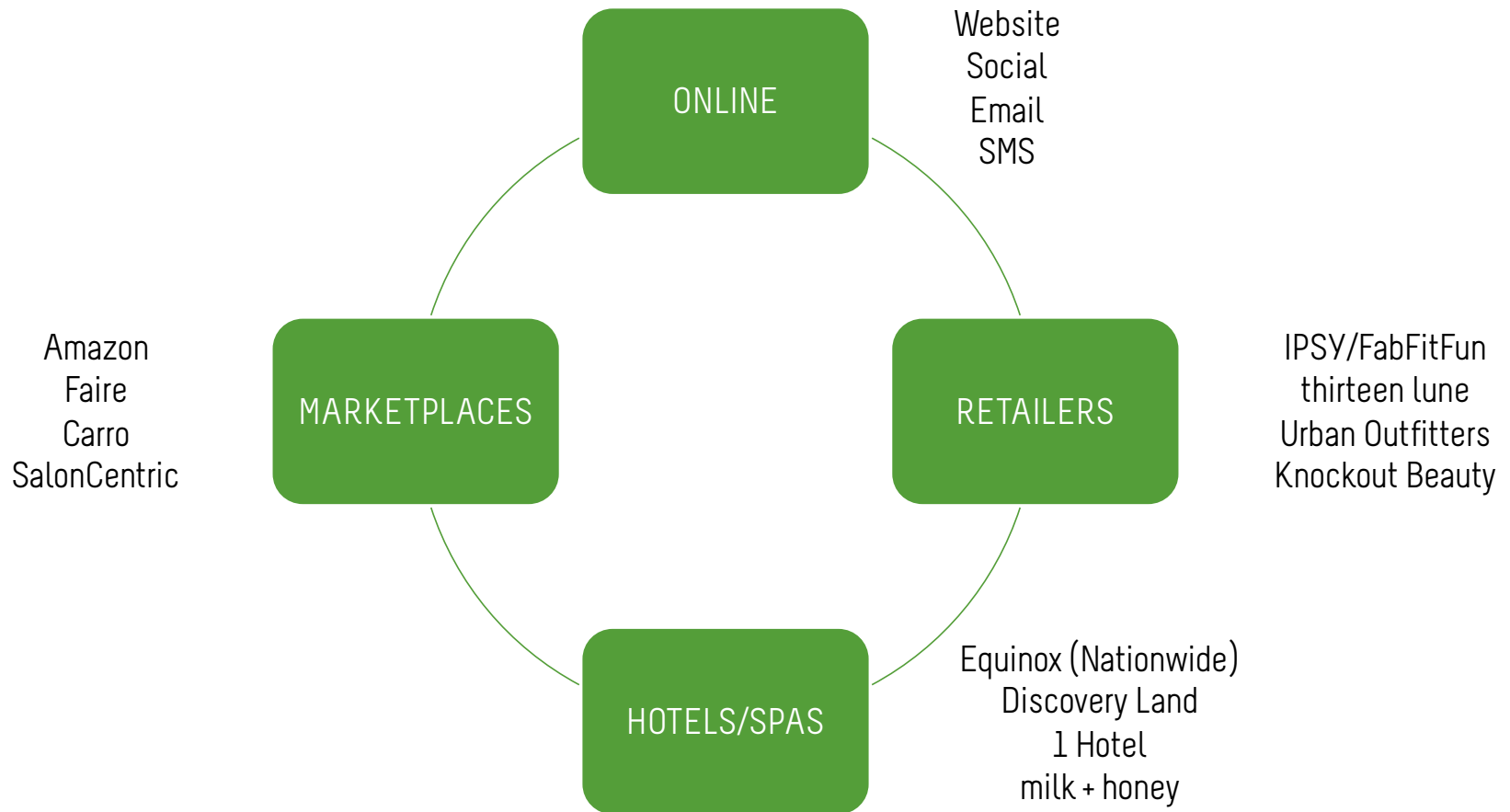
## 4. GIFT WITH PURCHASE OPPORTUNITIES

- Unique Swag + Incentive Gifting



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# DISTRIBUTION STRATEGY



‘THE SKINS REBOOT  
SECRET.’

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