

# Beloved<sup>®</sup>

Luxurious  
(and a Little Naughty)  
Sexual Wellness  
Products



# Beloved<sup>®</sup> is the Sexual Wellness Brand for Sophisticated Women



Our Target Market: luxury buyers most in need of these products and with the highest disposable income who were not being served.

This customer demographic doesn't want to use lewd, possibly dangerous lubrication or clinical lubrication from the drugstore. She also doesn't want a value-priced option for a product whose purpose it is to make her feel special.

**She wants tasteful and classy intimacy products—and will pay a premium for them.**

Beloved offers an elegant, discreet and thoughtful assortment of sexual wellness products for millions of affluent buyers

# Why Beloved Was Created



## Sara Gold

FOUNDER, CEO, OWNER

Sara started and has run five businesses over the past 30 years. These include a marketing agency, a jewelry-design studio, a consulting firm and a wireless technology company that was doing \$10 million in revenue when she sold it. She has a Bachelor of Science Degree from St. Cloud State University.



I personally searched for a product that would help with the dryness that I was experiencing as a middle-aged woman.

I'm quite particular about what I put on my skin. I use high-quality, high-end (i.e. expensive) skincare for my face. I wanted the same for the intimate parts of my body.

In my obsessive search for a lubricant that was safe, healthy, discreet and high-end, I found *nothing* that met my needs.

So I decided to make a luxurious lady lube.



# Converging Trends = Opportunity

## Affluent, Middle-Aged Women Want & Need Sexual Wellness Products

- Most women will experience vaginal dryness and discomfort in their life; increases significantly with perimenopause and menopause.
- 51.9 million women in the US between ages 45 and 70.
- 72% of women between 44 and 72 are sexually active.
- These women have a \$1 million+ average net worth and \$1 trillion in collective purchasing power/year.

Source: U.S. Census Data, Simmons National Consumer Survey, Personal Lubricants Market Forecast to 2028 - COVID-19 Impact and Global Analysis By Lubricant Type; Distribution Channel and Geography

## Sexual Wellness Market Growing 9% per Year Largely Because it's No Longer Taboo

- \$33 billion in the US in 2021. Expected to hit \$45 billion by 2026.
- Top 5 Trends in Beauty for 2023 include Sexual Wellness.
- Viagra has helped people to have sex much later in life and has helped destigmatized more mature couples being sexually active.
- "Much of that growth comes from the continuing creation of the new sexual culture devoid of the stigma attached to the concept of sex, linking sexual wellness to lifestyle."

Source: Sexual Wellness Market - Global Outlook & Forecast 2021-2026, NeilsenIQ Trend Predictions 2023 .

## Women Are Investing More Than Ever in Youth & Wellness

Women are more youthful and sexy than those from past decades.

These celebrity role models (age 49- 84) show us that it's acceptable to be an attractive and sensual woman at any age.



## Sold at Mainstream Department Stores, Speciality Retailers, Spas, Hotels

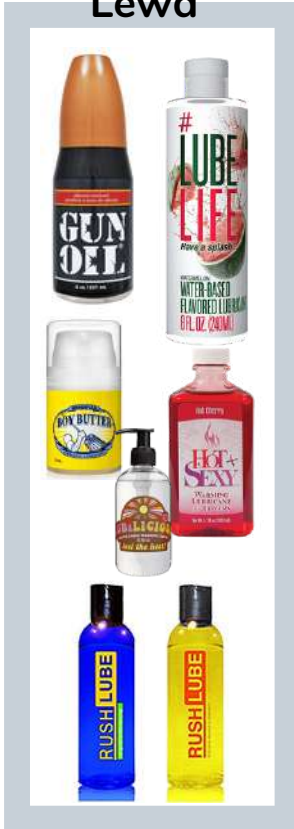
*"Sexual wellness is our fastest-growing category in wellness and beauty"*  
- Department Store Buyer



# Lubrication & Sexual Wellness Market

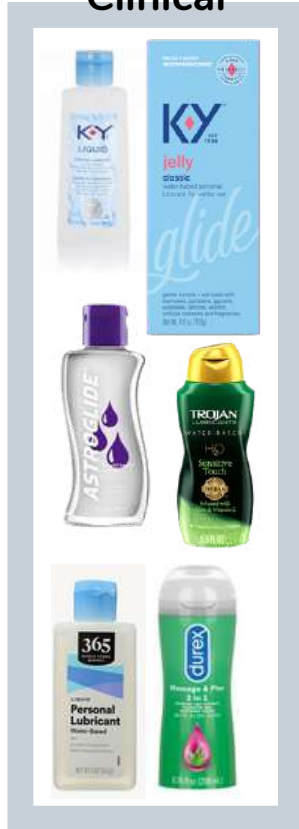
These are crowded markets with hundreds of competitive products that are **NOT at all** attractive to an AFFLUENT, FEMALE consumer

## Lewd



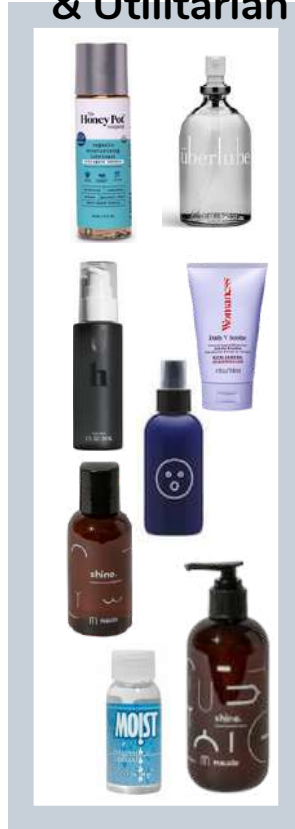
Sold in adult stores and online.

## Clinical



Sold in mass market retail and online.

## Price-Sensitive & Utilitarian



Sold in adult stores, mass market retail and starting to be sold at more high-end retailers

Beloved Created a New Product Category

NEW

Discreet  
Luxurious & Beautiful



Dual-Use  
Safe, Good for the Body

# Beloved Brand Differentiators



Dual-Use  
Hero Product



Safe, Good  
for the Body



Discreet



Luxurious &  
Beautiful



Sell-Through  
Support



Recurring Revenue  
Program

# Placement Options for Spas & Hospitality



**Spa Retail**



**Couple's Spa Packages  
and Suites**



**In-Room Treatment  
Add-On**



**Hotel Packages**



**Wedding or  
Lingerie Shop**



**Hotel Boutique**



**Room Service Product**



**In-Room Sample or Sign**



**In-Room Mini-  
Bar/Ammenities**



**Online Shop**

# Hero Product: Luxurious Intimacy Serum & Personal Moisturizer

## Product Swatch



Consumable, Replenishment Needed Every 1-4 months (3-12 bottles/year/customer)

+1 Bottles for Multiple Locations/Uses: bathrooms, nightstand, travel bag, purse, lover's home



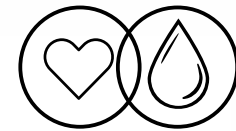
**15 ml., 65 pumps**  
**\$49 MSRP**



**30 ml., 130 pumps**  
**\$79 MSRP**

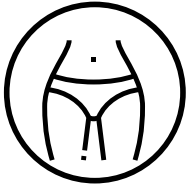


# Dual Use: Lubrication & Intimate Skin Care



Beloved's high-quality ingredients are so nourishing and moisturizing it can be used **during sex** AND as a **daily moisturizer** to relieve vaginal dryness, discomfort and irritation.

# +Post-Waxing/Sugaring Treatment



While we initially developed the Serum as a sexual wellness product, what we've discovered is that it's extraordinary as a treatment after a bikini or Brazilian wax/sugar (which makes sense because its main ingredient is organic aloe).

Many other post-wax treatments are not Cleared by the FDA and may not be safe to go "in" the body (where the product easily migrates to) and can cause problems.

**So Soothing and Healing that it is Used by Radiologists and Oncologists to Treat Radiation Burns on Intimate Areas**

"Beloved is the most effective moisturizer and healing agent that we use to treat our female patients who experience radiation side effects such as irritated, dry, red, and blistered vaginal skin. It provides tremendous relief to our patients and their most-sensitive skin."

- Dr. Kenneth Macdonald, Radiation Oncology Cancer Care Northwest



# Safe



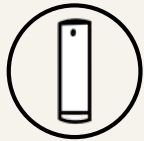
Personal lubrication is regulated by the FDA as a Class II medical device and Beloved has completed the extensive process to be CLEARED 510(k) by the FDA. This includes initial testing and ongoing individual batch testing of 25 items.



**Made in USA** by an ISO 13485, OTC, FDA, MDSAP, UL, ISO, eCMP certified lab in business since 1989 with zero recalls.



**Recommended by Medical Professionals** as a treatment



**Airless Bottle** keeps the product safe and free of contaminants which also means the product needs fewer preservatives. Bonus: the bottle allows the product to be dispensed one-handed, on its side or upside down, perfect for the heat of the moment.



**Sex Toy Safe**



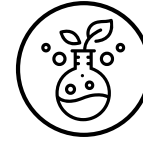
**Condom Safe**

# Good for the Body & Sensitive Skin

Contains absolutely nothing that can disrupt the natural vaginal environment and cause irritation or infection



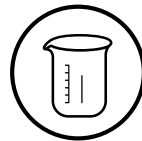
Mimics Natural Feel;  
Not Sticky or Slick or Slippery



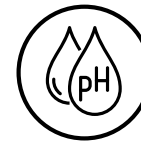
Highest-Quality,  
Purposeful Ingredients



Organic



Hypoallergenic



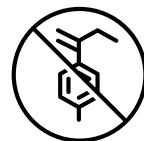
pH Balanced



Vegan



Cruelty-Free



Paraben-Free



Gluten-Free



Glycerine-Free



Fragrance-Free



Flavor-Free



# Discreet

**Nobody** will know what it is; looks like skincare.  
Removes the worry of embarrassment and  
need to hide it away.



Leave It On Your Nightstand



TSA Carry-On Compliant



# Luxurious & Beautiful



Designed for a  
Sophisticated Lady



Won't Stain  
Sheets or Lingerie



Luxury Distribution  
Partners, Not Sold  
on Amazon or Other  
Online Marketplaces,  
Never Discounted



Affluent & Aspirational  
Price Point







Comprehensive  
Product Line  
for Her Pleasure  
& Solving Her  
Top Intimacy  
Problems

# Naked Date Night Gift Set



**\$99 MSRP, \$139 Value**

## 8-Piece Set:

- 30 ml. Beloved Intimacy Serum & Personal Moisturizer
- 2 oz. Couple's Bubbles: Sexy Charcoal Bubble Bath
- 2 oz For Play Massage Crème for Couples
- Black Soy Wax Candle
- C'mon Baby Light My Fire Matches
- 2 Milk Chocolate Hearts
- Seduction Instructions with Sensual Curated Playlists



# Naughty Night In Gift Set



**\$99 MSRP, \$139 Value**

## **8-Piece Set:**

- 30 ml. Luxurious Intimacy Serum & Personal Moisturizer
- Black Mulberry Silk Blindfold Mask
- Pair of Black Silk Restraint Ties
- Ostrich Feather Tickler
- Seduction Instructions Card
- Link to Specially-Curated Spotify Playlists
- Discreet Black Satin Safekeeping Bag

# Vacation Lovin' Gift Set



**\$99 MSRP, \$149 Value**

## **12-Piece Set:**

- 30 ml. Luxurious Intimacy Serum & Personal Moisturizer
- Quilted Carrying Case
- Silver Silk Rose Petals
- Lust Potion: Sultry Santal Linen & Room Spray
- Sex or Sleep "Key Card"
- 3 Pop-Ups: Portable Cleansing Cloths for Intimate Care
- Seduction Instructions
- Curated Sensual Playlists
- Sexy Vacation Reading Lists + Podcast Listening List

**NC-17 Edition includes:** Tiny, Shiny Sex Toy

**PG-13 Edition includes:** Mulberry Silk Sleeping Mask & more-discreet packaging

# Limited Edition for Valentine's Day Sultry Gift Set



**\$79 MSRP, \$120 Value**

### **3-Piece Set:**

- 5.69 oz. Massage Candle
- 1.69 oz. Linen & Room Spray
- Black Wooden Matches in Glass Cloche

Candles are hand-poured and made to order.  
Order by December 1 for guaranteed delivery by  
January 10 for Valentine's Day 2024.

# Valentine's Gift with Couple's Spa Service Promo

The sense of scent is our most powerful due to its unique ability to evoke strong emotions and trigger vivid memories. Ensure your guests leave your spa with a lasting memory that will be relive time and again by experiencing the Sultry scent in their room and when they return back home.



**Introduce the Sultry Scent During the Couple's Service in a Variety of Ways (optional)**

**Give Couples the GWS that includes the Sultry Scent to Experience in their Room.**

Includes Linen & Room Spray, Luxurious Intimacy Serum & Personal Moisturizer, Pop-Up, Quilted Carrying Case.

**They Purchase the Sultry Gift Set**



# Lady Libido Boost Supplement



1/3 of Women Currently Have the Problem of Low Sex Drive

We firmly believe that every woman should be able to be aroused, feel desire and enjoy pleasure.

So we crafted an all-natural solution to calm the mind, support sex-drive hormones and increase sensitivity, sensation, arousal and desire.\*

\$69 MSRP

## Supplement Facts

Serving Size: 2 Capsules  
Servings Per Container: 30

	Amount Per Serving	% Daily Value
Epimedium Sagittatum, Providing 20mg of Lcariins	1000 mg	*

**Proprietary Blend Consisting of: 560 mg \***  
Maca Root Powder, Tongkat Ali Root Powder (Eurycoma Longifolia), Saw Palmetto Berry Powder, Tribulus Terrestris 40% Extract (aerial parts), Polypodium Vulgare Powder (root & rhizome), Muira Puama Root Powder, L-Arginine (L-Arginine HCl) and Panax Ginseng Root Powder.

\* Daily Value not established

Other Ingredients: Rice Flour, Gelatin (bovine), Vegetable Magnesium Stearate

Hypoallergenic, non-gmo, gluten-free, dairy-free, soy-free.

Suggested Use: As a dietary supplement, take 2 capsules daily. Do not exceed. Works best when used consistently over time.

\*These statements have not been evaluated by the FDA. This product is not intended to diagnose, cure, treat or prevent any disease.

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# Pop-Ups™

Portable Cleansing Cloths for Anytime, Anywhere Intimate Care



\$49 MSRP

- Solves one of women's top intimacy concerns: not feeling fresh and worry about odor.
- Use before or after intimacy or any other time to feel fresh, clean and confident + use on any part of the body.
- Compressed plush towel, 8"x12" when expanded. 20 pieces.
- Individually-wrapped to stay clean when popped in a pocket, purse, travel bag, gym bag, car, nightstand or anywhere else.
- Expands with water, no solutions or chemicals.
- Hypoallergenic. No parabens, fragrance, alcohol, dye toxins or residue. Biodegradable.

# Sell Through Support

Committed to Being Your Most-Loved Partner

We are creative and dedicated business partners and **we are in service to you.**

Here are some of the resources available to help sell Beloved products through to your customers.

We also love to collaborate on custom projects and campaigns with you.



# Forever Beloved®

The Passive Income & Residual Revenue Program for Distribution Partners

## Sell Once, She Subscribes & You Earn Revenue from this Customer for Life

Our products are consumables, replenished 3-12 times per year. She will buy them again. But you would have missed out on her ongoing replenishment purchases because she's unable to return to your location and/or she chooses to buy elsewhere.



### STEP 1:

She makes her initial Beloved purchase from your location or from your tracking link on our website.



### STEP 2:

Rather than losing out on that replenishment revenue, we sell her a subscription. Beloved handles everything. You do nothing.



### STEP 3:

3. You earn passive revenue from every purchase in her subscription service for life

Example: a single sale in your location can realistically generate more than **\$800 PER CUSTOMER** over three years. One sale of Beloved per day with a 75% conversion rate can realistically generate nearly \$75,000 per year.



# Current Distribution Verticals

78% of our Distribution Partners  
Re-Order Every 90 Days or Sooner

Not Sold on Amazon

Never Discounted on our Website

## Department Stores



## Specialty Retail



## Medical Practices



## High-End Pharmacies



## Hospitality & Spas



# Reviews

## CONSUMERS



"HOLY MOLY you made a lube that really is magical! I often use it just to feel more comfortable during my day to prevent the common dry friction I feel. I won't use anything else now."  
- Bonnie W.



"My wife adores the way it feels, smells and tastes (and so do I). Nothing even comes close—we've tried a lot."- Steve A

## DISTRIBUTION PARTNERS



"We love all the promotions, marketing materials, samples and appreciation from the Beloved Gals. They are the best vendor!"  
- Donna F.



"You're our favorite supplier by far. The products are fantastic and the sales support you give to us is invaluable. It's why we re-order every 60 days."  
-Courtney C.

## MEDICAL



"Beloved is the most effective moisturizer and healing agent that we use to treat our female patients who experience radiation side effects such as irritated, dry, red, and blistered vaginal skin. It provides tremendous relief to our patients and their most-sensitive skin."

- Dr. Kenneth Macdonald,  
Radiation Oncology Cancer  
Care Northwest



# Luxurious (and a Little Naughty) Sexual Wellness Products



✉ [wholesale@feelbeloved.com](mailto:wholesale@feelbeloved.com)

📞 409-449-1875