

# OIL DIVINE

CLEAN BEAUTY MEETS LUXURY

MADE FRESH IN THE USA

[OILDIVINE.COM](http://OILDIVINE.COM)





## HOW IT STARTED

Oil Divine was conceived when Snezhana Bogatin became a new mother and decided to eliminate all toxins from her household and beauty routine, without sacrificing quality. Reading ingredient labels, she revealed many of her beauty must-haves were filled with toxic chemicals and synthetic fragrances. This important discovery led her to research and develop her own skincare and self-care formulas, using only organic, plant-based oils.

The birth of Oil Divine in October 2021 marked the dawn of a new era in beauty after 3 years of research. Since then, our blends have garnered glowing praise from delighted friends and family lucky enough to experience their transformative magic.



# WHAT IT IS

Here at Oil Divine we create the most effective, bespoke and sustainable clean beauty solution in the beauty industry. Our premium, toxin-free, luxurious oil blends offer a delectable sensory experience while delivering remarkable results.



# OUR PHILOSOPHY



EFFECTIVE, SUSTAINABLE, CLEAN

## MISSION

- *Increase awareness of all natural, organic and holistic skincare benefits.*
- *Less is more concept: our formulas are concentrated with active ingredients, so our clients get accelerated results for less.*
- *Provide effective clean beauty products aligned with ingredient and environmentally conscious consumers.*

## CLEAN COMMITMENT

- *All Oil Divine products are 100% free from: artificial colors, animal-sourced ingredients, added hormones, formaldehyde, gluten, GMO, harsh chemicals, synthetic nano particles, non-functional fillers, petroleum-based ingredients, PFAs, phenoxyethanol, parabens, sulfates, synthetic fragrances & preservatives.*
- *Our products are cruelty free and Leaping Bunny certified.*
- *Oil Divine is currently working on USDA Organic, Vegan, Plant Based and Gluten Free Certifications.*

## SUSTAINABILITY

- *We chose only natural, vegan and the highest quality bioactive ingredients to create our products.*
- *All oils come from renewable wild plants or organic sustainable farming.*
- *All of our products are packaged in recyclable glass bottles and FSC cartons.*

# OUR PRODUCTS

- Face Oils
- Scalp and Hair Care
- Body Care
- Specialty Oils





# SKINCARE

## FACE OILS



- **Age-Delay Lifting Serum**
- **5ml 24k gold roller / MSRP \$38.00**
- **15ml / MSRP \$105.00**
- **30ml / MSRP \$195.00**

*The ultimate firming treatment. Rich in vitamins, organic and amino acids, this luxurious serum supports natural skin cell turnover. Antioxidants also help fight against visible signs of aging so you can reveal your gorgeous glow.*

- **Rejuvenating Eye Serum**
- **5ml 24k gold roller / MSRP \$34.00**
- **15ml / MSRP \$98.00**
- **30ml / MSRP \$175.00**

*Strengthen the skin barrier around the delicate eye area with this antioxidant, vitamin-rich serum. Rejuvenating Eye Serum minimizes the look of fine lines and deeply hydrates.*

# SKINCARE

## FACE OILS



- **Fragrance-Free Face Oil**
- **5ml 24k gold roller / MSRP \$22.00**
- **30ml / MSRP \$112.00**

*Formulated without any added fragrances, this gentle face oil is a perfect choice for those with sensitive skin, ensuring a soothing and calming experience that leaves your skin radiant and glowing.*

- **Acne-Prone Skin Support**
- **5ml 24k gold roller / MSRP \$22.00**
- **30ml / MSRP \$135.00**

*The Acne-Prone Skin Support Oil is non-comedogenic and serves as a calming and hydrating treatment that provides a natural alternative to salicylic acid.*





BEFORE & AFTER



# SKINCARE

## FACE OILS



- ***Dark Spot Corrector***
- ***15ml / MSRP \$58.00***
- ***30ml / MSRP \$112.00***

*Fortifies. Renews. Brightens. Rich in natural Vitamin C, this advanced brightening serum helps reduce the look of dark spots, hyperpigmentation, post-acne marks and freckles. When used daily, it can improve overall skin tone.*



BEFORE & AFTER



- ***Bakuchiol Youth Booster Serum***
- ***30ml / MSRP \$112.00***

*Photochemically and hydrolytically stable, making it suitable for daytime use. It significantly improves multiple dermal and dermo-epidermal junction genes/proteins, acting as a stimulator for Collagen I, III, and IV. Furthermore, it provides hydration by up-regulating the synthesis of hyaluronic acid and aquaporin 3, resulting in a more youthful, radiant complexion.*



# SKINCARE

## FACE OILS



- **Lip Retreat Oil**
- **5ml 24k gold roller / MSRP \$20.00**
- **10ml / MSRP \$34.00**

*Give lips a retreat. This hydrating, nourishing and restorative lip treatment leaves lips looking softer, smoother, more supple. Fine, dry lines appear minimized.*

- **Moisturizing Cleansing Oil**
- **30ml / MSRP \$26.00**
- **100ml / MSRP \$68.00**

*A nourishing, cleansing oil suitable for all skin types. Removes stubborn waterproof makeup and impurities, including environmental pollutants. Leaves skin feeling soft, clean and supple. Detergent and soap-free.*



# 24K GOLD

## FACIAL ROLLERS



*Immerse yourself in the pure decadence of 24k gold-infused facial rollers, an ancient beauty secret treasured for its remarkable benefits to the skin.*

- 1. Age-Delay 24k gold 5ml / MSRP \$38.00*
- 2. Rejuvenating Eye Serum 24k gold 5ml / MSRP \$38.00*
- 3. Fragrance-Free Oil 24k gold 5ml / MSRP \$22.00*
- 4. Lip-Retreat Oil 24k gold 5ml / MSRP \$20.00*
- 5. Acne-Prone Oil 24k gold 5ml / MSRP \$22.00*





# HAIR GROWTH OIL

MSRP \$75.00

*Nutrient-rich hair oil with a light rosemary-lemon-lavender aroma. Our hair care oil contains a proprietary blend of Ayurvedic and other nutrient-dense oils that work in tandem to promote overall scalp health and a balanced follicular ecosystem, while revitalizing your roots. Hair's natural shine is restored, feels more manageable, looks fuller and healthier.*

# BODY OILS →

- **Revitalizing Jasmine Body Oil**
- 30ml / MSRP \$36.00
- 100ml / MSRP \$95.00

*A delicious treatment for the entire body that quickly absorbed by the skin and delivers glowing and youthful-looking skin. This oil while hydrating provides invigorating benefits to the entire body.*

- **Rose Body Glow Oil**
- 30ml / MSRP \$36.00

*Immerse yourself in the captivating essence of roses, combined with a nourishing blend of essential and carrier oils, for a radiant and luminous skin glow.*

- **Fragrance-Free Body Oil for Stretch Marks**
- 30ml / MSRP \$26.00

*Specially formulated to nurture your skin with a vegan, natural, and organic blend of natural carrier oils. Embrace your beautiful skin and reduce stretch marks with this luxurious body oil that's gentle yet effective in promoting skin elasticity and suppleness.*





BEFORE & AFTER



BEFORE & AFTER



# SPECIALTY

OILS



- ***Herpes Relief Oil 10ml / MSRP \$38.00***

*Decrease the appearance of cold sores and uncomfortable redness with this all-natural solution.*

- ***Nail Fungus Oil 15ml / MSRP \$48.00***

*Natural. Potent. Powerful. Essential oils of clove, lemongrass, tea tree and more, work together to restore your natural nail color. Plant-based oils help nails feel stronger, look healthier.*





# LOOKING TO THE FUTURE UPCOMING PRODUCT LAUNCHES

SEPTEMBER 2024

- *New holistic body oils that will benefit the skin, soul and all 7 chakras.*
- *Wellness candles collection with essential oils for aroma therapeutical effect.*
- *The Shower Lover collection: essential oil shower mists and Himalayan salt body treatments.*
- *Face and body massaging tools such as an Ayurvedic Kansa, Stone Gua sha, Acupuncture Pen, and more.*

# DISTRIBUTION STRATEGY



*We sell our products directly to ingredient and environmentally conscious consumers.*

## OIL DIVINE

CLEAN BEAUTY MEETS LUXURY

*Oil Divine strategically aligns itself with retailers that have strong clean beauty and sustainability standards.*

## FLIP

*We partner with Luxury Spas, Wellness Retreats, and Health Resorts.*



# OUR HERO PRODUCTS

- REVITALIZING BODY OIL
- HAIR GROWTH OIL
- DARK SPOT CORRECTOR





# HERE TO SUPPORT YOU



- We offer virtual vendor trainings.
- We provide continuous support through product education, digital and multimedia marketing efforts.
- We offer selling specialists to assist in-store or virtual events, trend shows and consultations.
- We organize PR campaigns to support our partnerships via Newsletters, Social Media, and industry relevant platforms publications.
- We supply cosmetics bags and deluxe product samples to be a part of Gift With Purchase programs to attract more buyers.
- We provide gratis to sales people on the floor, massage therapists and estheticians



# THE REVIEWS



## *Hair Growth Oil*

DANIELA B.

Thank you for this miracle in the bottle! I've lost all my hair due to chemotherapy and spent months trying to find a product that would help to grow my hair back.



## *Rejuvenating Eye Serum*

LAURA

I really like it! Now I have nothing to complain about my under eyes, which means its doing something good! My fine wrinkles are gone. Another thing I enjoy so much is a beautiful flower aroma, tender and balancing at the same time.



## *Revitalizing Body Oil*

MIRLINDA

I've been using this body oil for almost a month, and have been already noticing amazing results for fading my stretch marks on my thighs. I'm absolutely in love with it!



## *Lip Retreat Oil*

BROOKE

I love it! It is not sticky or greasy and healed my dry lips. My lips are so soft and plump I will never leave the house without this.



## *Age-Delay Lifting Serum*

CAMILLA A.

I'm onto my 2nd bottle and truly love this product. This serum leaves my skin feeling nourished and refreshed while reducing the fine lines. I use it everyday as a last step in my skincare routine and can't live without it!





# MARKETING, PR & DIGITAL STRATEGY

- Build brand loyalty through engaging, informative and thoughtful daily content on social media & brand website.
- Received the highest rating from the Good Face Project for the cleanest and safest ingredients.
- Endorsed by Kevin Harrington, the original Shark on Shark Tank.
- Created 30 and 60 sec commercials to be distributed on YouTube and cable TV.
- Hire a PR agency to introduce new media partnerships and keep momentum in existing print and digital content.
- The @oildivine Instagram account has reached 47K followers and is on a path of continuous growth.
- Started Influencer collaborations to increase brand awareness and content.
- Implemented generous affiliate program.
- Exhibited at 9 trade shows in 2022, 12 shows in 2023, and booked 12 shows and public events for 2024.
- Developed our wholesale program and choose upscale retailers and spas who align with our core values and beliefs.

AS SEEN IN



ELLE

organic spa  
MAGAZINE

VOGUE

 Good  
Face  
Project

ELUXE  
MAGAZINE

L+A Lipgloss  
+Aftershave

# MEET OUR INFLUENCERS



MATHILDECHAMBERLAND  
22.9k followers



BEAUTYROAMS\_  
31k followers



HEARTMAHER  
21k followers



PIAKORPIA  
16.5k followers



MEGHAN.DIRK  
14.5k followers



MARIYAM.NAFEES  
1m followers

# THE LANDSCAPE



*People are becoming their own health advocates, reading ingredient labels and educating themselves on what's inside.*



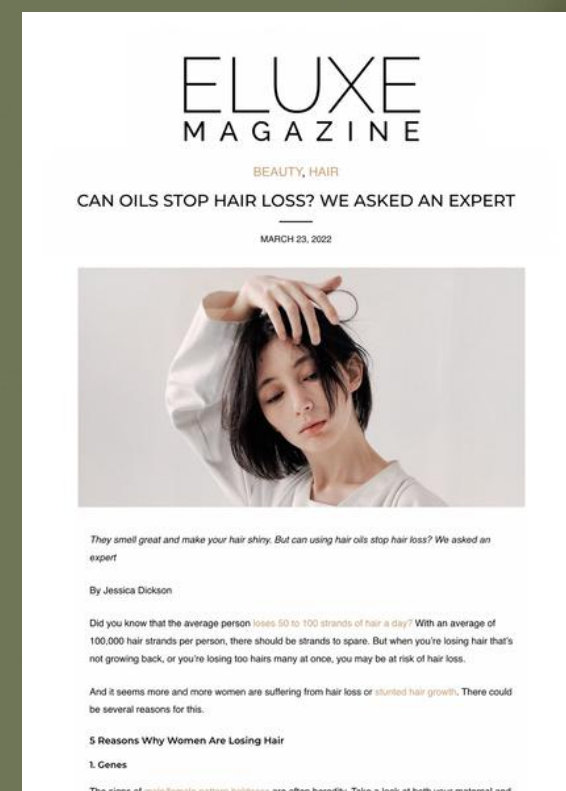
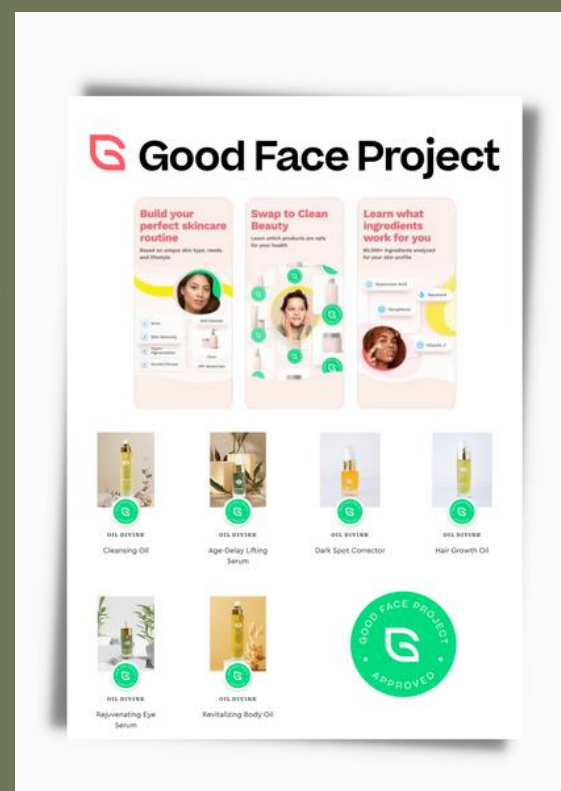
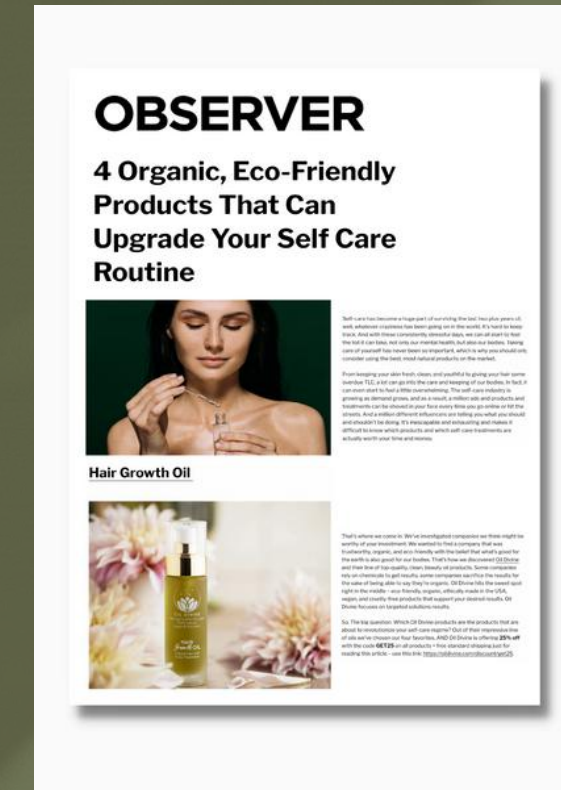
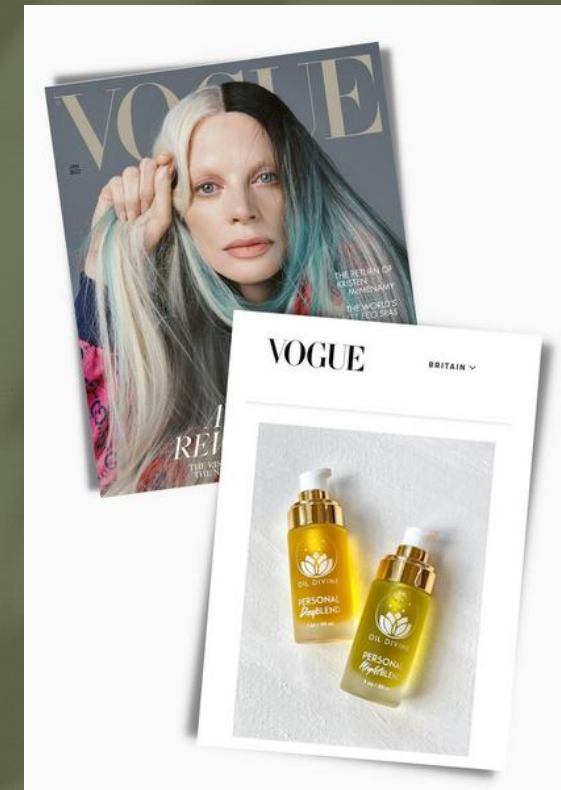
*Consumers continue to demand safety and transparency in their products.  
73% of millennial women seek out cleaner and greener products.  
60% of women over the age of 34, prioritize green beauty products.*



*Reducing carbon footprint and sustainability are important to the clean beauty buyer.*

# PUBLICATIONS

## Press & Features



SKINCARE POWERED BY  
**NATURE**

