



a new generation makeup brand

Skincare-infused Makeup at Affordable Prices

Quality | Style | Value

MAR 2024



who we are

M2U = [M(AKEUP) + 2 + (YO)U]

m2ü
-nyc-

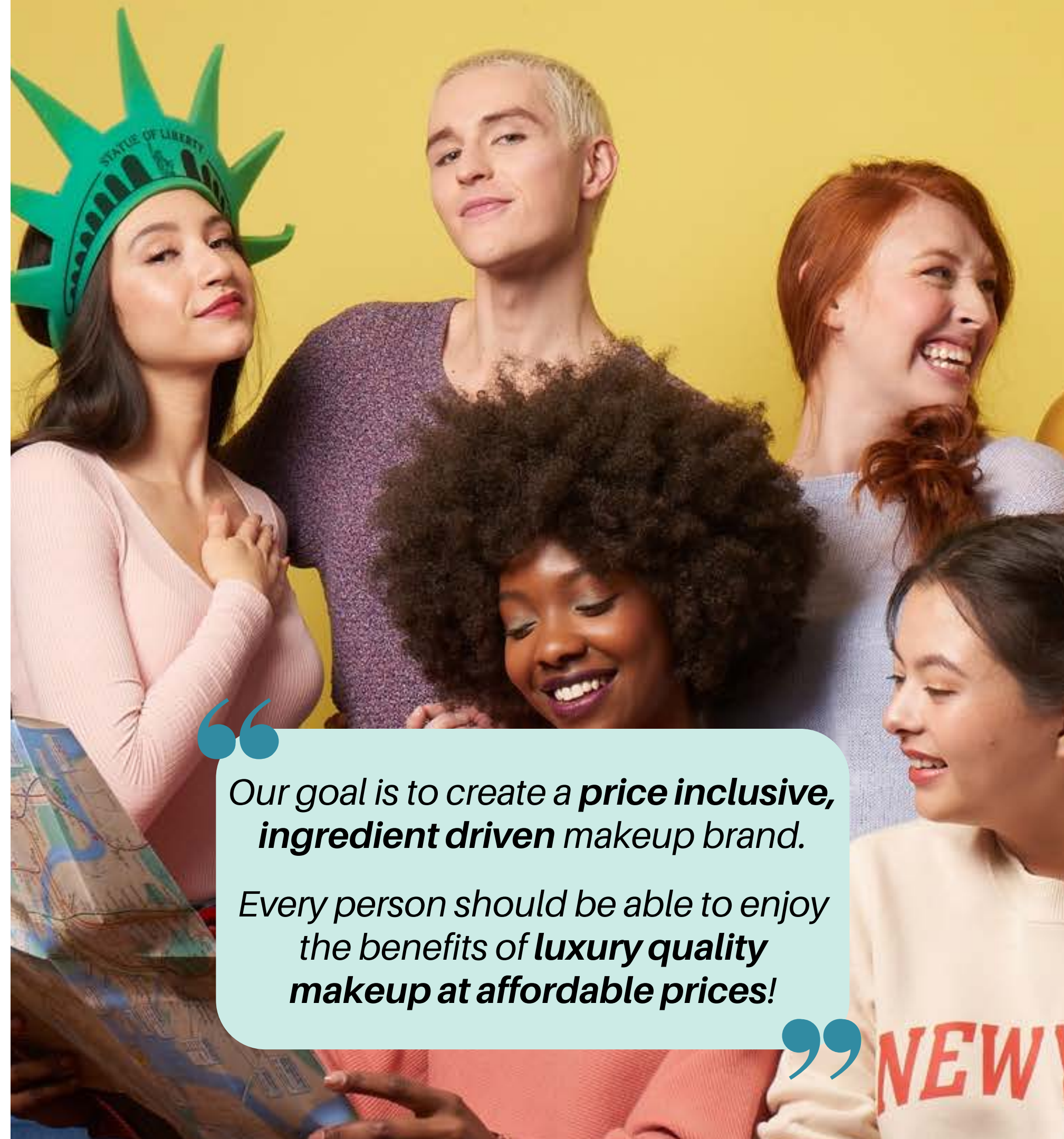
AAPI Female Founded Indie Brand Launched in 2020

High quality, affordable and **fun!**
— what makeup is supposed to be!

- 100% Vegan
- PETA certified Cruelty-Free
- Clean Beauty
- Skincare-infused

Our Founder Team

- Combined 20+ years working for big beauty companies like L'Oréal USA, Estée Lauder & E.L.F
- Has the inside scoop on what it takes to launch premium quality, in-trend beauty products
- Leverages their relationships with best manufacturers to create budget-friendly, high-quality cosmetics



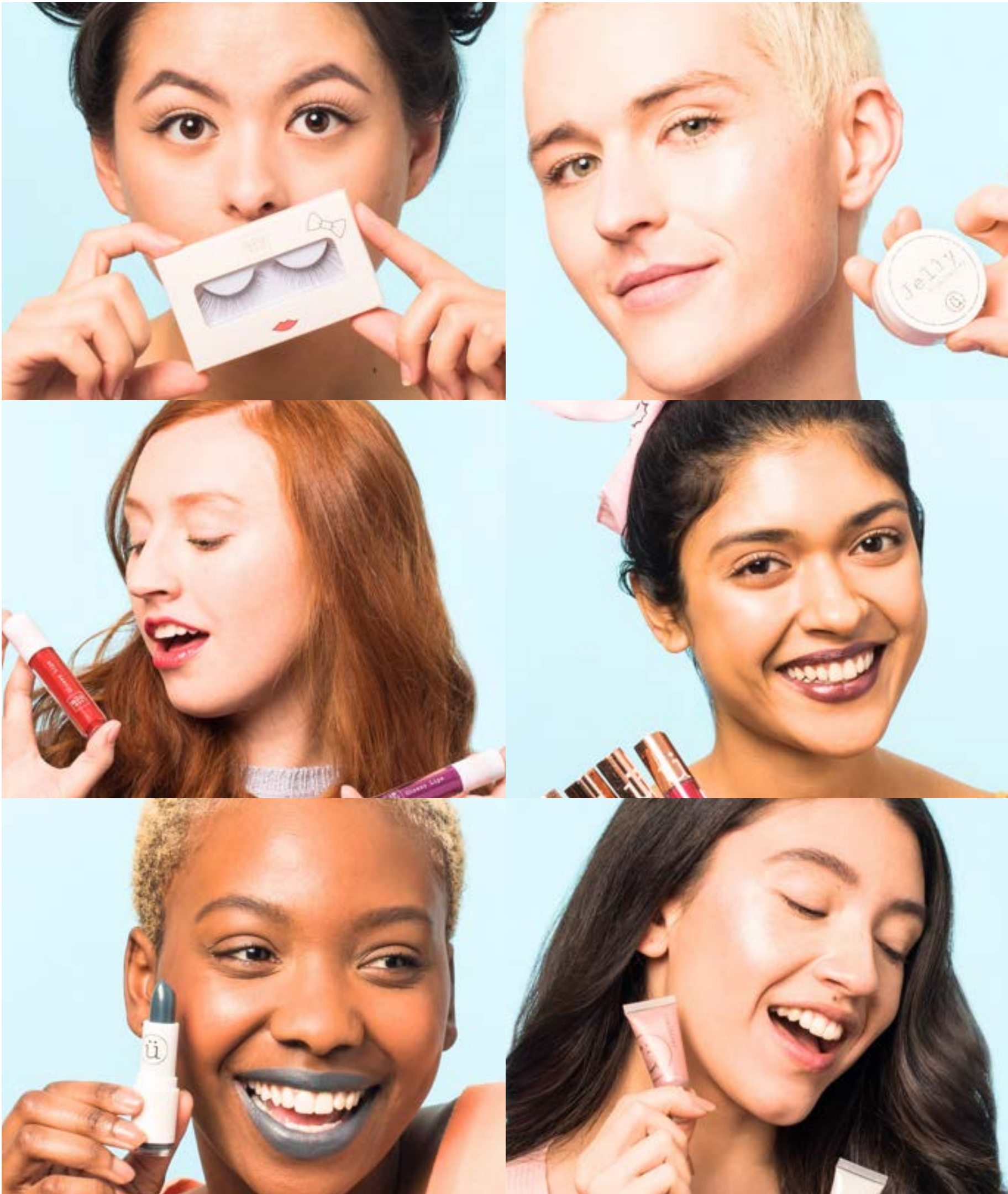
“

*Our goal is to create a **price inclusive, ingredient driven** makeup brand.*

*Every person should be able to enjoy the benefits of **luxury quality makeup at affordable prices!***

”

NEW



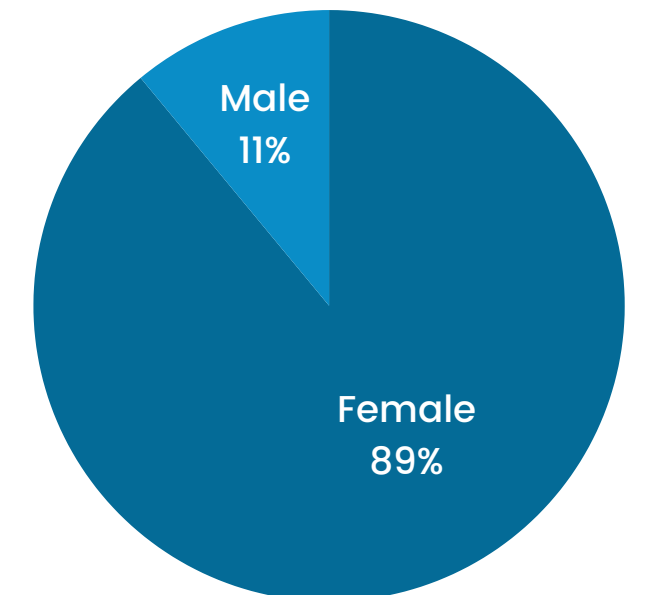
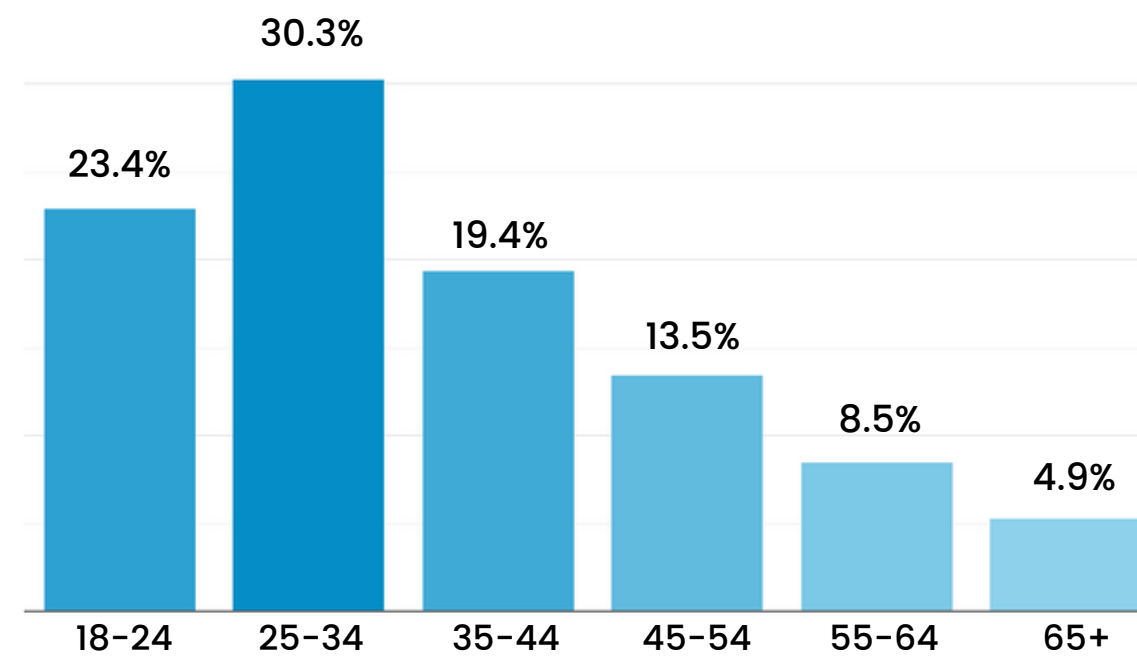
Price Inclusive



Ingredient Driven

"clean, skincare-infused vegan makeup at mind-blowing prices"

Our customers are trendy... youthful... playful...
appreciate quality ingredients and price savvy.





BRAND PERSONALITY

Youthful
No makeup makeup
Cheerful
Fresh
Playful
Be ü
...

PRODUCT OFFERING

22 Style, over 120 SKUs
Face, Eyes, Lips & Tools
MSRP from \$6 to \$14

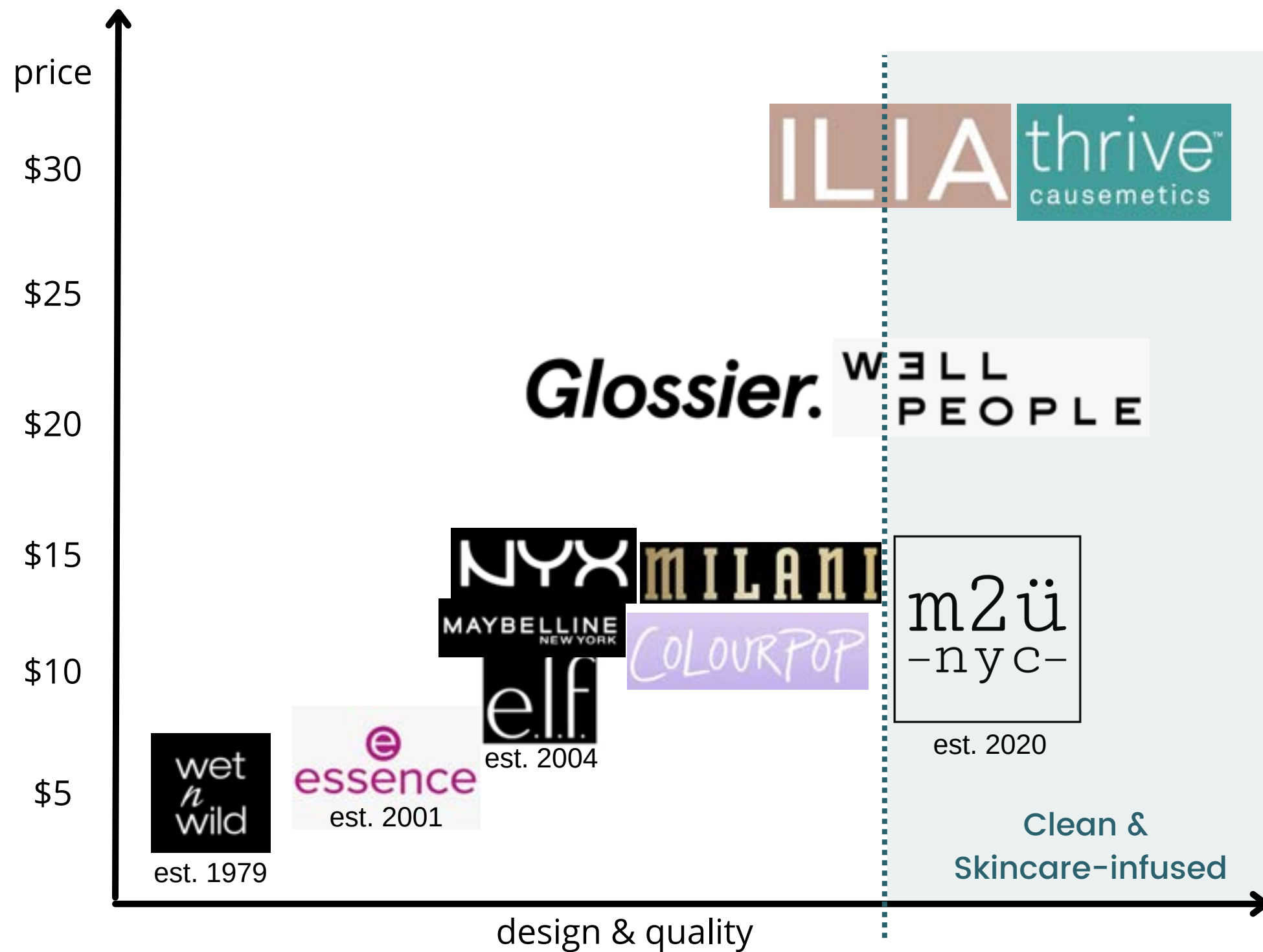
Launch pipeline: 2 new product family annually



Polarizing Economy


- Value shoppers are seeking new, exciting indie brands (but low price)
- Prestige shoppers are trading down (but still want high quality)

M2U NYC caters to an underserved niche in the market with clean, skincare-infused makeup that is budget-friendly



brand awareness

2.8 Million+
M2U products in hands of consumers in 2021-2024 (total 8 programs) via



500+ Retail Stores
**door counts by July 2024*

85 Million+
Media Impressions
**organic PR results, non-paid media coverage*

50,000+  
Social Media Followers
(3% Engagement Rate)  

90,000+
Customer Reviews
**Average 4.6 stars. including reviews on IPSY and BoxyCharm websites.*

Retail Partners

Launching in a Retail Store Chain in Summer 2024

francesca's
**Launching in Spring 2024*

Flip MINI SOU

belk.com

VERISHOP

THE SAN LUIS Resort
SPA & CONFERENCE CENTER
**4 SPA locations*

THE UNIVERSITY OF UTAH UNIVERSITY OF MINNESOTA
**10 college campus stores*

Q HSN
Small Business Spotlight



Awards & Media



alumni



InStyle ESSENCE

TZR W
The Zoe Report

Elite DAILY

greatday HOUSTON

SUPERGREAT

LX



BRIT+CO

HER CAMPUS™

NEW YORK



Women's Health yahoo!

RETAILBOSS Galore THE EVERYMOM

La Opinión BUSTLE

BuzzFeed

Beauty Independent™

This New Gen Z Brand From A Former Estée Lauder And L'Oréal Exec Makes Makeup Super Affordable





Face Products ...



Cream Blush

MSRP \$10
3 shades

Award-winning, highly pigmented cream blush in stick format (multi-usage for both face & lips).
Made with Shea butter & Jojoba seed oil



Luminizer

MSRP \$10
4 shades

Award-winning fluid format highlighter blends seamlessly for a dewy, ethereal glow.
Made with Argan oil, Vitamin E & Hyaluronic Acid



Perfecting Powder

MSRP \$14
4 shades

Silky smooth face powder for soft matte, picture-perfect look



Jelly Highlighter

MSRP \$12
1 shade

Bouncy jelly format highlighter delivers a high-shine, glossy finish look with an iridescent sheen



Hydrating Liquid Blush

MSRP \$12
4 shades

Liquid format blush tints cheeks to perfection for a gorgeous, healthy-looking flush. Made with Vitamin E & Rosehip oil



Eyes Products ...



Eye Crayon

MSRP \$8
10 shades

Highly pigmented 6-pan eyeshadow palettes with one-of-a-kind NYC-theme artwork cover designed by local art student. Made with Vitamin E & Jojoba Oil



Volumizing + Lengthening Mascara

MSRP \$7/\$12

Innovative tubing technology to build volume and lengthen lashes. Flake-free formula, gentle on sensitive eyes. with Shea Butter & Vitamin E



Eye Primer

MSRP \$10
1 shade

Award-nominated, water-resistant eye primer enhances eyeshadow pigment and longevity. Made with Argan oil, Vitamin E & Hyaluronic Acid



Liquid Eyeliner

MSRP \$12
1 shade

Waterproof, richly pigmented and allows for smooth, uninterrupted ink flow with no dragging or skipping. Infused with Vitamin E & Sodium Hyaluronate.



Eyeshadow Duo

MSRP \$8
6 shades

Richly pigmented and perfectly paired matte and shimmer eyeshadow duo for easy, effortless eye looks. Made with Jojoba Oil & Vitamin E



Lips Products ...



Moisturizing Lipstick

MSRP \$10
10 shades

Fan-fav creamy lipstick smooths and nourishes lips with vibrant pigment

Matte Lipstick

MSRP \$10
10 shades

Silky lipstick glides on lips like a dream and dries to a non-chalky, smooth matte finish

Matte Liquid Lip

MSRP \$10
12 shades

Award-winning creamy matte liquid lip applies evenly, dries nicely, and lasts all day. Made with Jojoba seed oil & Vitamin E

Metallic Liquid Lip

MSRP \$10
10 shades

Highly-pigmented, non-sticky, and smudge-proof formula with unique brushed-metal finish

Lip Gloss

MSRP \$10
9 shades

Lightweight, non-sticky lip gloss in 2 finishes - high shine and shimmer. Made with Jojoba seed oil & Vitamin E



Eyeshadow Palettes & Tools



Eyeshadow Palette

MSRP \$14
4 palettes

Highly pigmented 6-pan eyeshadow palettes with one-of-a-kind NYC-theme artwork cover designed by local art student. Made with Vitamin E & Jojoba Oil



Makeup Blending Sponge

MSRP \$6
4 styles

Soft, latex-free blending sponges to achieve the exact makeup look



Powder Brush

MSRP \$10
1 style

An incredibly soft brush made to multitask - for applying loose and pressed powders, powder foundation, blush, or bronzer



Eyeshadow Brush Set

MSRP \$10
1 set (2 brushes)

Two essential eyeshadow brushes in one set: the smudge brush & the all-over shadow brush



False Eyelashes

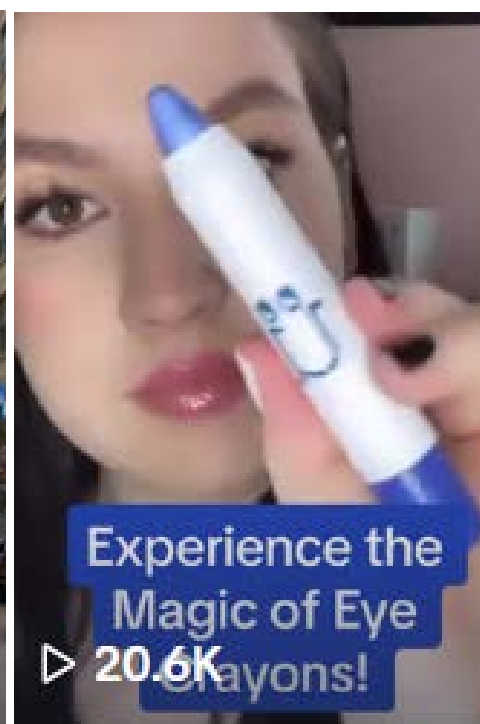
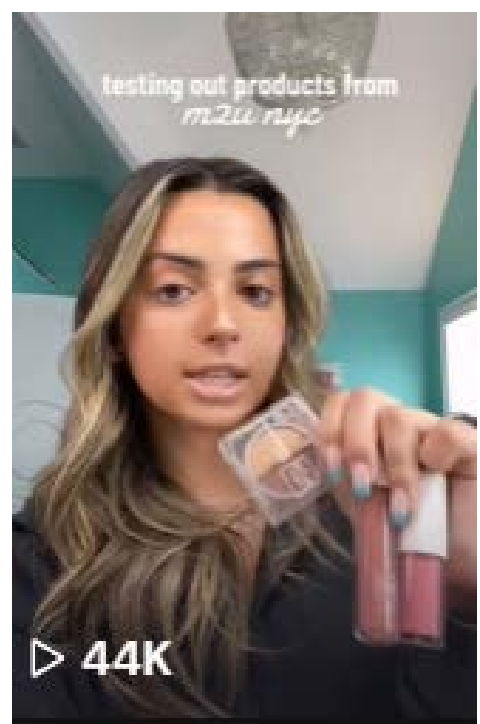
MSRP \$8
6 styles

A collection of six different styles of eyelashes, inspired by everyday New York girls, for every occasion. Glue included

- ✓ Fun, fresh, high-quality affordable makeup for cross-generation consumers
- ✓ Conscious Beauty - PETA certified Vegan & Cruelty Free, Clean ingredients
- ✓ Branded counter displays
- ✓ Social media supports
- ✓ Customized products and sets




**Partner
with us!**

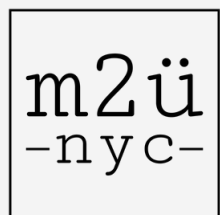




HIGH-QUALITY SKINCARE-INFUSED & AFFORDABLE

so no matter your budget,
how much or how little you wear
you can always be the unique 

CONTACT INFO



Co-Founder & President
Amy Chou Granger
(646) 468 0393
amy.granger@m2unyc.com



m2unyc.com



@m2unyc



@m2unyc



@m2u_nyc