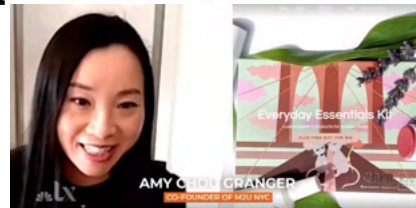




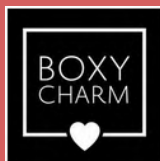
BRAND AWARENESS

Awards & Media



2.8 Million+

M2U products in hands of consumers from 2021-2024 (total 8 programs) via



Retail Partners

Launching in a Retail Store Chain in Summer 2024







*Launching in Spring 2024

500+ Retail Door Counts

*by July 2024



50,000+ Social Media Followers

(3% Engagement Rate)    

85 Million+ Media Impressions

*organic PR results, non-paid media coverage



* 4 SPA locations

90,000+ Customer Reviews

* Average 4.6 stars. including reviews on IPSY website.



*10 college campus stores