



Soke[®]

WE ARE SOKE



Soke is a unique treatment line of adhesive hydrogel masks designed to target those often-ignored problem areas. Soke is based on hydrogel science, an innovative cutting edge technology that improves the skin's ability to absorb beneficial ingredients, yielding superior results.

To lay-low or stay on the go... SOKE.

What Are Beauty Customers Looking for in 2024?



Today's skin care aficionado is adding more steps to their routine & the stakes are high

- ✔ MORE DEMAND FOR PROOF BEHIND THE CLAIMS
- ✔ VALUE OF HIGH ACTIVE INGREDIENTS
- ✔ IF IT LAYS ON THE SKIN, IT SHOULD HAVE A BENEFIT
- ✔ SKIN CARE THAT PAMPERS, OFFERS RESULTS AND SAVES TIME
- ✔ MULTI-PURPOSE SKINCARE TREATMENTS THAT WORK WELL WITH AT-HOME BEAUTY TECH TOOLS

Soke®

"The next best thing to in-office treatments that fill in and zap away the pesky under-eye wrinkles and lines"

"...With Soke Beauty, it ensures you get all the benefits and there is no product wasted"

"You get immediate results... yes I said immediate!"

"I looked dramatically different. My skin was brighter, firmer and appeared to have less wrinkles and texture"

Soke®

SELF-CARE DRIVEN BY RESULTS

Soke fills a new space as we are both corrective and preventative restoring aging skin resistant to improvement as well as maintaining and protecting skin that is vulnerable to premature aging.



Pro-aging is an un-touched demographic. Soke focuses on supporting the skin's natural progression to support healthy nourished skin. We can't stop the aging process. Soke enhances one's skin care routine to provide a luxurious self care result based home treatment.

Pro-aging 40's to 50's+ Market Growth



Women age 50+ make up the largest percent of the population with the highest amount of spending power.

- The fastest growing cosmetic segment , with 75% willing to pay a little extra for both quality and convenience.
- Post Pandemic customers now have confidence in their ability to perform treatment services for themselves.

Soke fills the need with an easy-to-use home treatment with clinical results.



Whether an indulgent treat or part of your weekly skincare routine, Soke will relax both your skin and mind.

SOKE IS:

EFFICACIOUS

- Soke's advanced hydrogel is directly infused with our own proprietary formulation of active ingredients.
- A patent pending delivery system that offers long term benefits with short term reward.
- Clinical results with one 30 minute treatment proven to effectively improve fine lines and wrinkles, skin texture, radiance, and skin tone. We know our results are unparalleled.

FLEXIBLE

Our gel masks are easy to use, with our dry on the outside occlusive layer which allows you to Wear Soke at home or on the go. Soke adheres seamlessly to the skin without a sticky residue or painful silicone adhesion.

Soke on your schedule.

CLINICAL

Thoroughly researched, clinically studied and endorsed by three of North America's finest plastic surgeons.

- Long term skin benefits with short term wear
- Our gel is made without any chemical interface to ensure the integrity of our active ingredients remain at their highest potency

TRANSPARENT

- We know the value of straight-forward honesty and like our masks are committed to full transparency
- Soke has undergone Cosmetic suitability and Sustainability testing. Our dossier is available for Review.
- Suitable for all skin types
- Free of Parabens, Sulfates, Phthalates, Silicones, Fragrance, dyes, and never tested on animals.

WHY SOKE

Soke marries the utility of masking with nutritive qualities of topical skincare in our patent pending delivery system.

We are more than a wet sheet mask, or medical grade silicone.

We are a treatment solution and an investment for your skin.

We are Instant and Preemptive with results from one 30 Minute treatment.

We are pure hydrogel with active multi-peptides that will:

- ✓ SMOOTH, MOISTURIZE, HEAL, AND HYDRATE
- ✓ FILL IN FINE LINES AND WRINKLES
- ✓ BOOST COLLAGEN PRODUCTION
- ✓ HYDRATE SKIN TO MINIMIZE PIGMENTATION & IMPERFECTIONS
- ✓ BRIGHTEN

SOKE



VS

Silicone Pads



VS

Sheet Mask



Results in 30 minutes or less to see clinical improvement in fine lines and wrinkles, skin tone, texture and radiance

4+ hours of wear time to see result

Slips off easily: typically need to lay down for mask to stay on during use

Adheres seamlessly to skin

Must have clean, dry, and oil free skin for silicone patch to adhere

Leaves a sticky residue

Powerful and potent skin ingredients

Only silicone

Less effective as the liquid formula evaporates during application

Clinically proven to improve fine lines and wrinkles, skin tone, texture and radiance

Only wrinkles

Instant (not cumulative) with no clinical proof of claims

Use on your schedule

Overnight

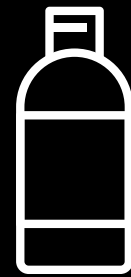
Flash mask with wear time 5-15 minutes

SOKE

with Confidence



MADE FOR ALL
SKIN TYPES AND
GENDERS



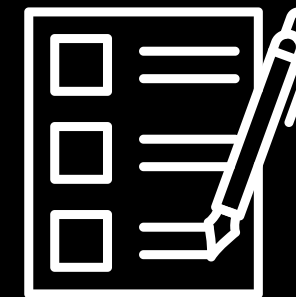
MADE WITHOUT
PARABENS,
SULFATES,
PHTHALATES,
SILICONES,
FRAGRANCE, OR
DYES



LEAPING BUNNY
CERTIFIED



CLAIMS
VALIDATED BY
CLINICAL STUDY
BCS 19-147



COSMETIC
SUITABILITY AND
SUSTAINABILITY
TESTING HAS BEEN
PERFORMED TO
VALIDATE SOKE



CLINICALLY
PROVEN
FORMULATION WITH
POWERHOUSE
PEPTIDES TO
STIMULATE
COLLAGEN
PRODUCTION,
REDUCE SKIN
INFLAMMATION,
BRIGHTEN AND
STRENGTHEN
SKIN'S SUPPORT
SYSTEM



Clinical trials for Soke was conducted on 31 females (age range was 31 to 65).

The following statistically significant improvement after One 30 minute treatment:

- Improved fine lines and wrinkles
- Improved texture of the skin
- Improved radiance and tone to the skin

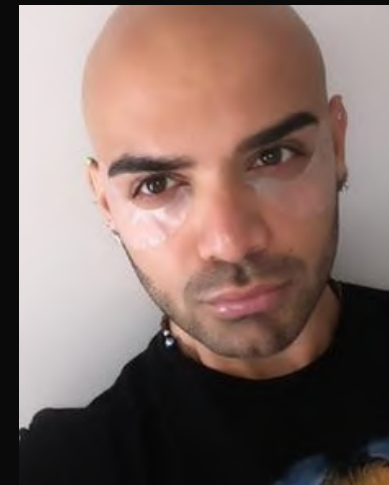
BCS 19-147 clinical study for Soke was conducted in accordance with the International Conference of Harmonization Tripartite Guideline on Good Clinical Practice, applicable FDA regulations/guidelines set forth in 21 CFR Parts 11, and 50 and standard practices of BioScreen Testing Services.

Equipment and/or bioinstrumental methods used were Primos-CR, Digital photography with Expert Grader/ VisioScan VC 98.

- 97% appreciated the ease of use/absorption of Soke and how their skin felt after application
- 94% reported fine lines and wrinkles were improved
- 93% reported smoother, softer, and more radiant skin
- 91% reported plumper skin
- 90% reported firmer and more elastic skin

CUSTOMER FEEDBACK

After wearing Soke for 30 minutes



Having demonstrated the effectiveness on the Chest, Neck and the Eye, the opportunity for Soke to be applied to other areas of the body are endless.



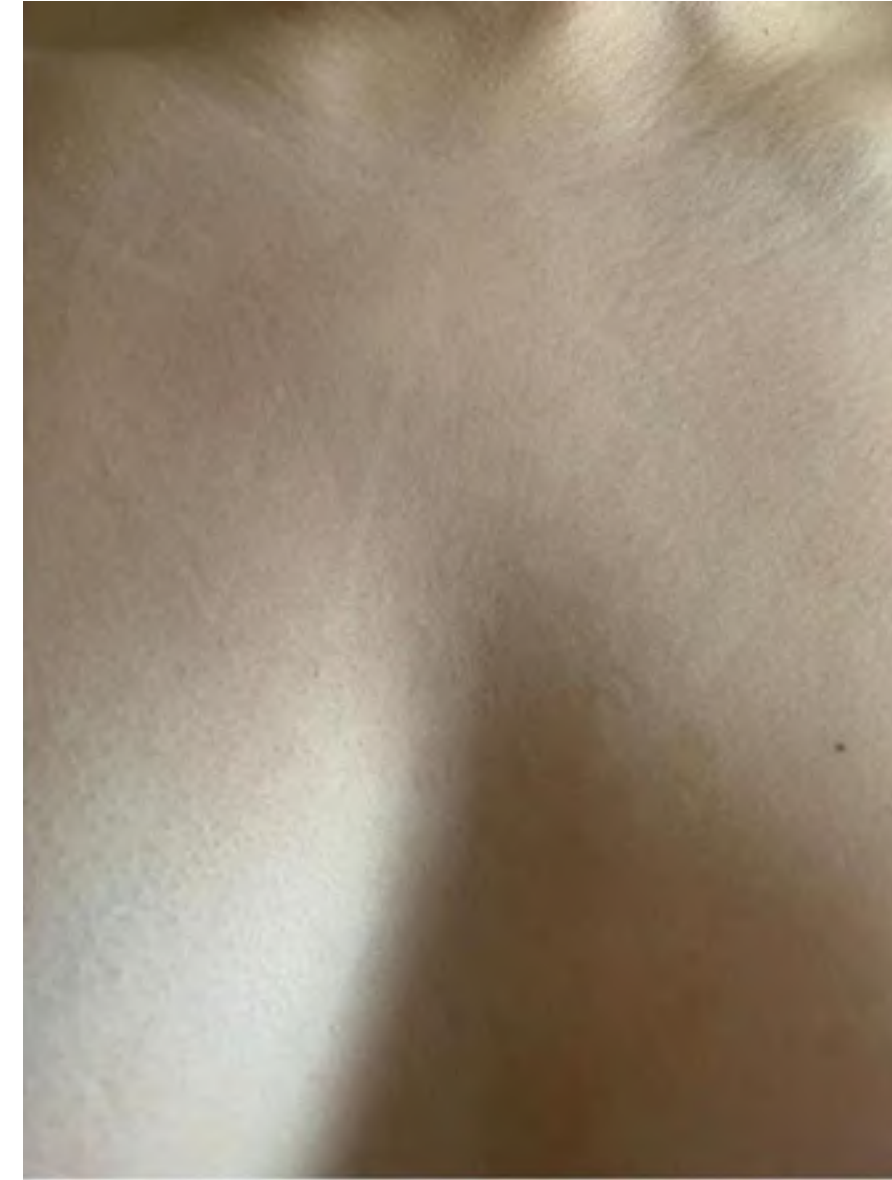
Soke[®]

before



Photos have not been retouched

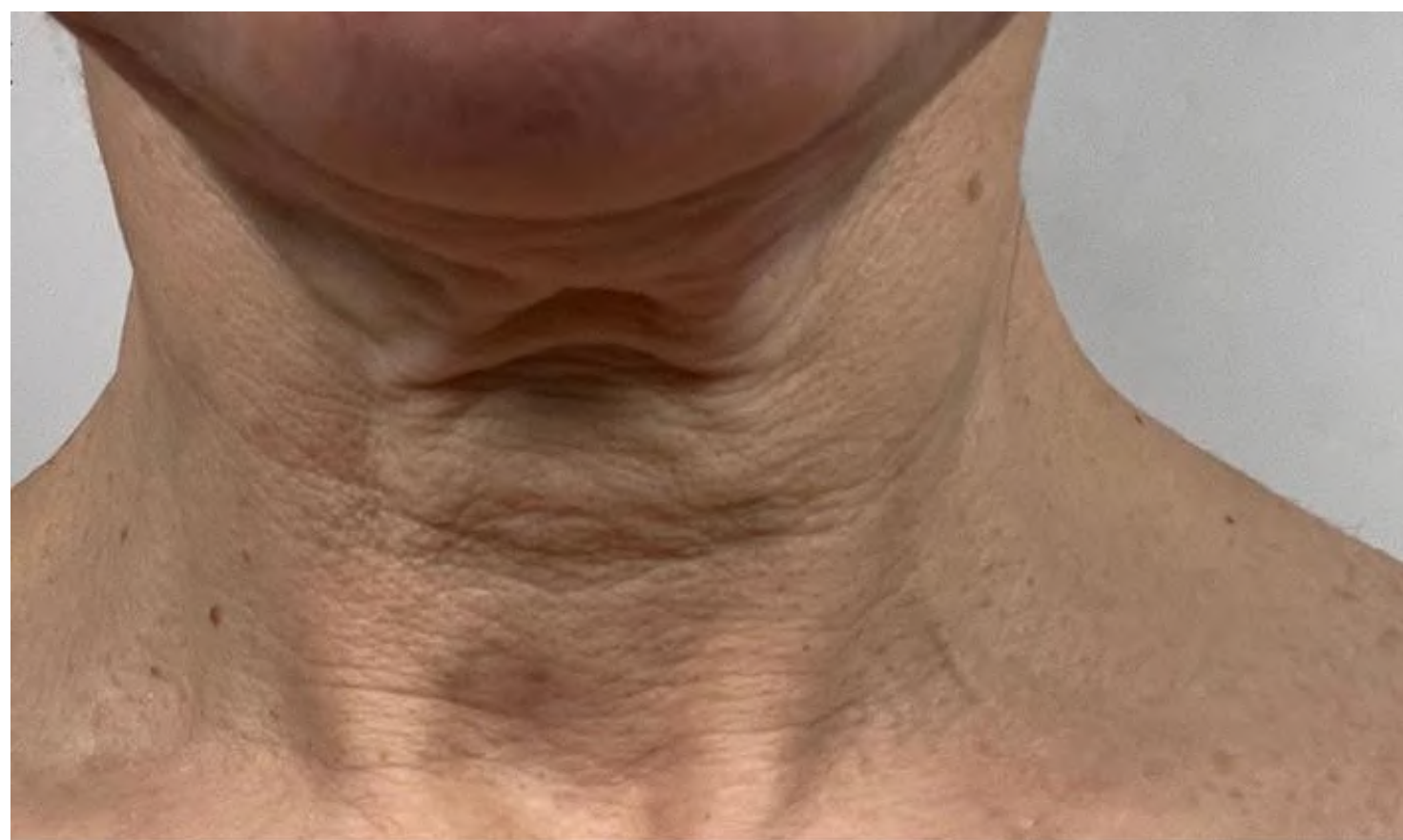
after



Soke Chest treatment
After one 30 minute treatment

Soke®

before



Photos have not been retouched

after



Soke Neck
After one 30 minute treatment

Soke®

before



Subject 004
Photos have not been retouched

after



Soke Eye
After one 30 minute treatment

Soke[®]

before



Subject 010
Photos have not been retouched

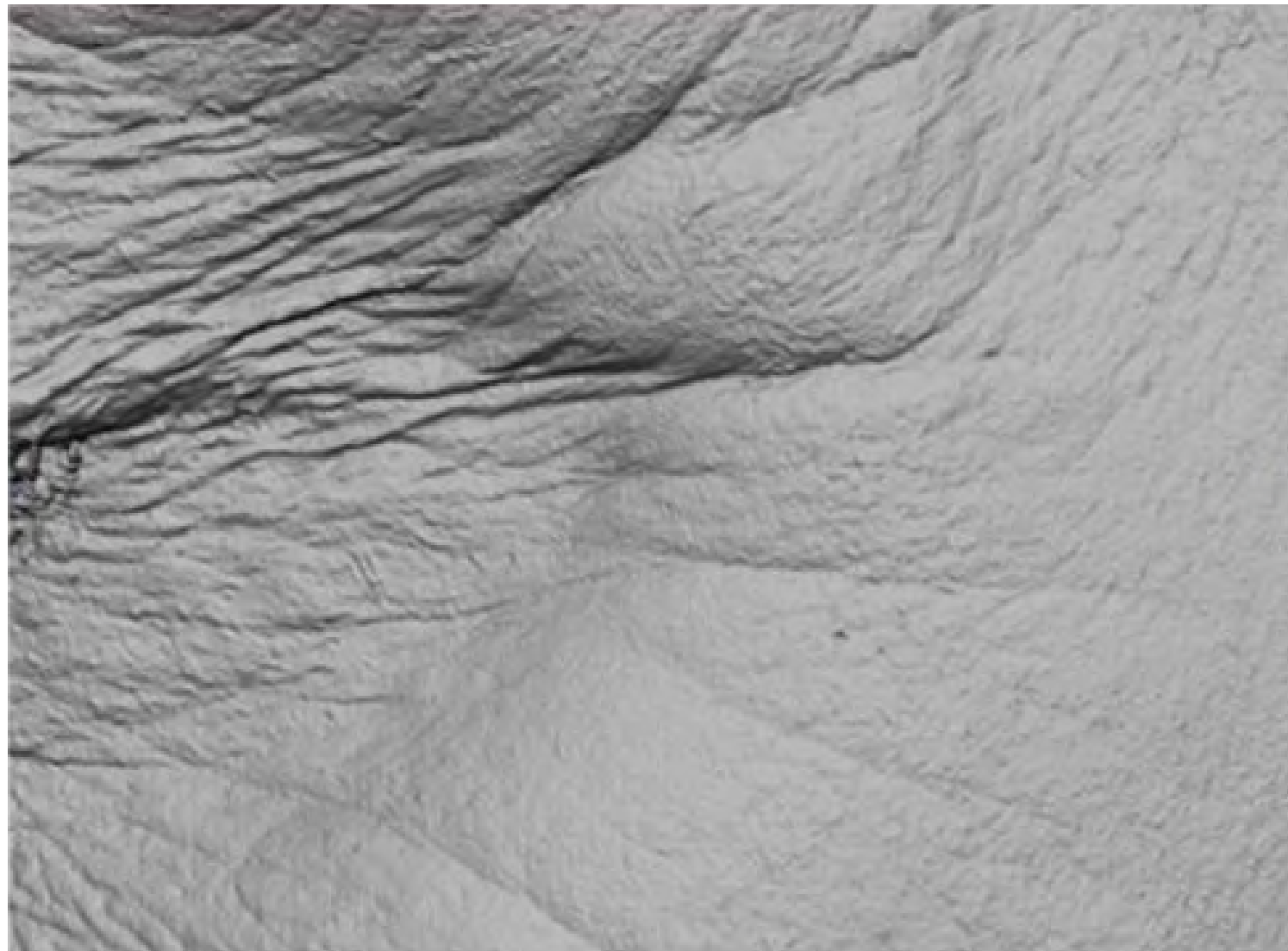
after



Soke Eye
After one 30 minute treatment

Soke[®]

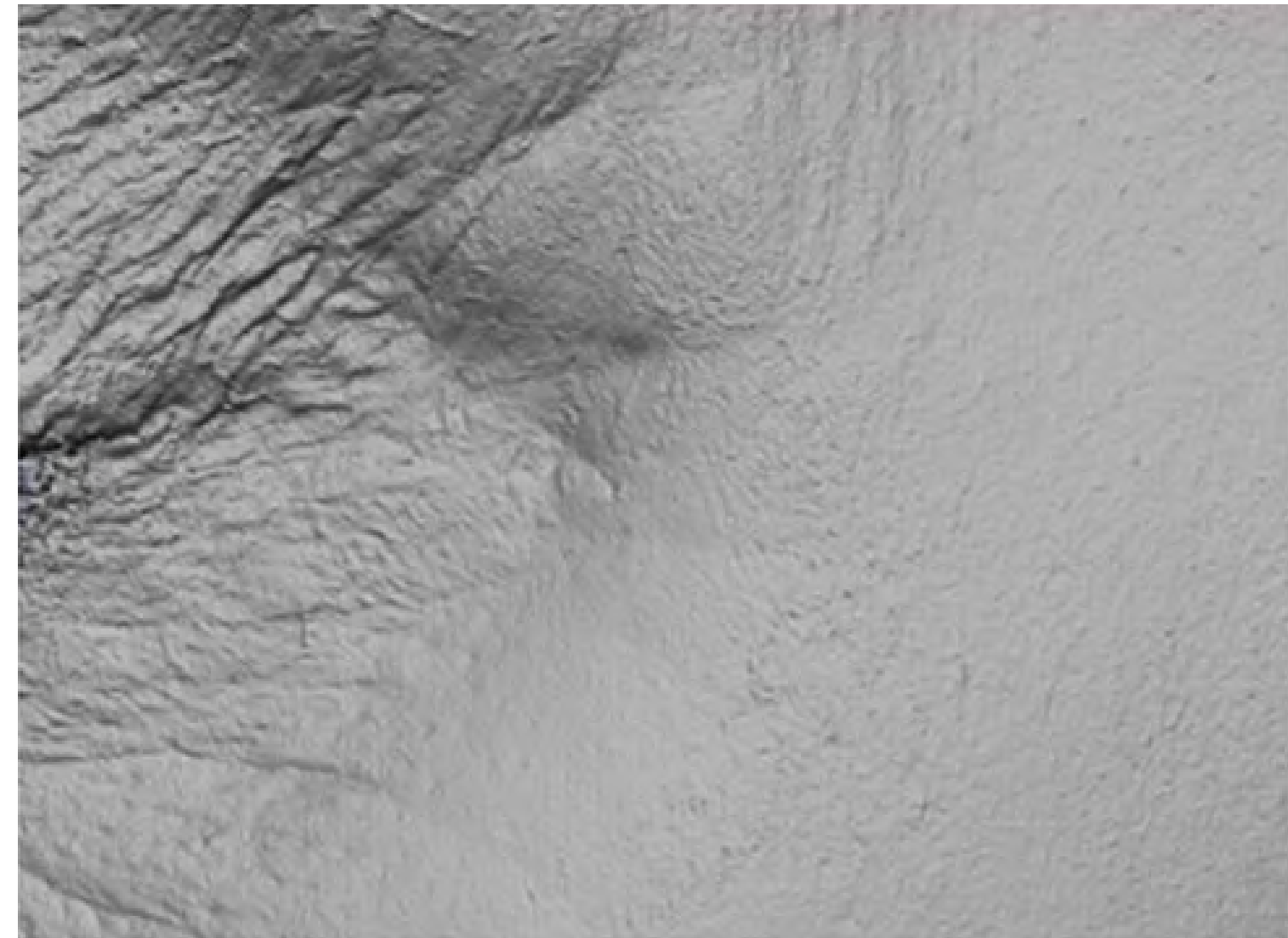
before



Subject 22423

Captured by Primos
3D analysis for Quantitative Measurements

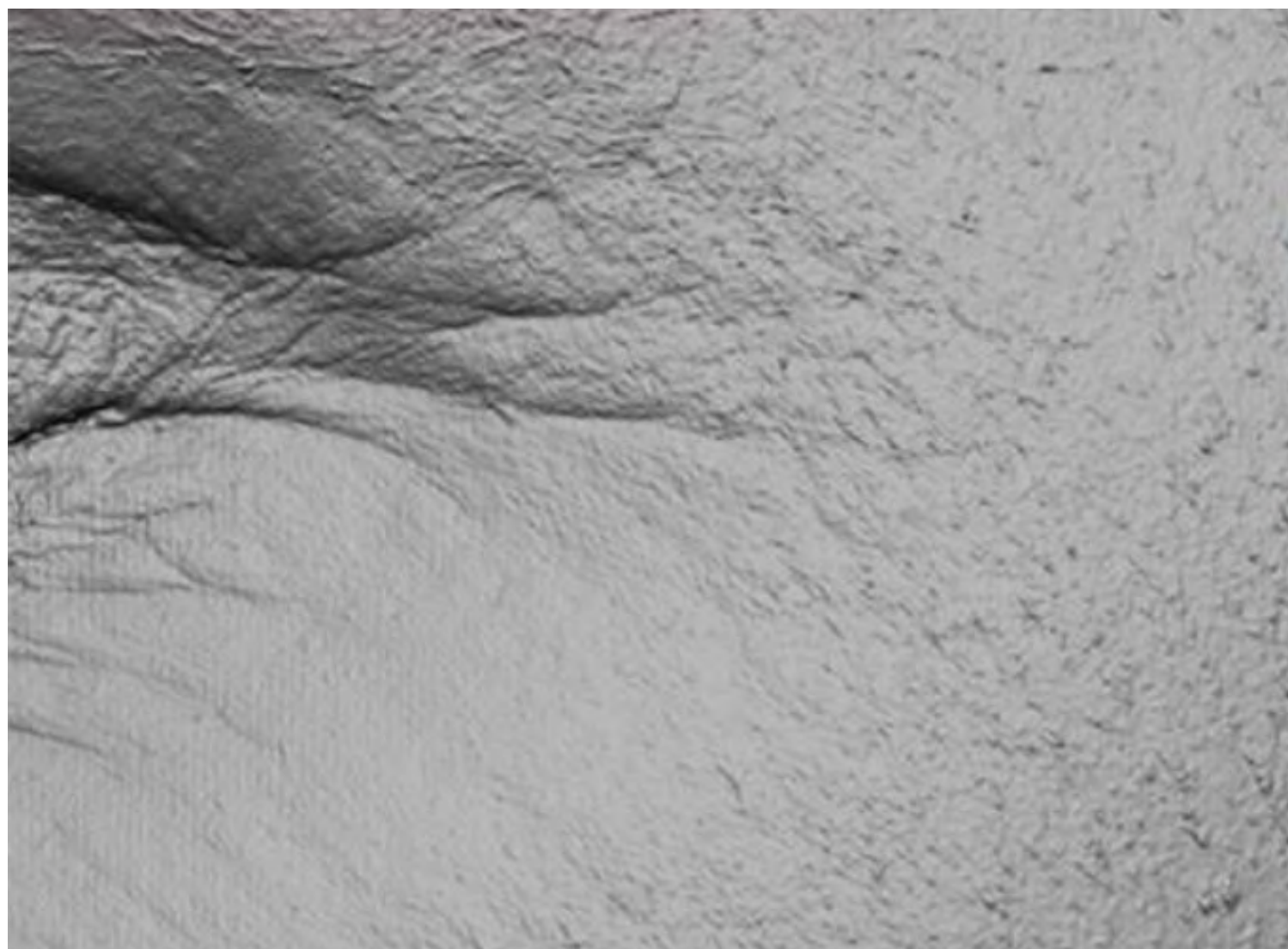
after



Depth of Wrinkles at 30 minutes of wear time there was a 29% improvement
Total Wrinkle volume at 30 minutes of wear time there was a 24% improvement
Average 29% Reduction in Wrinkle Depth

Soke[®]

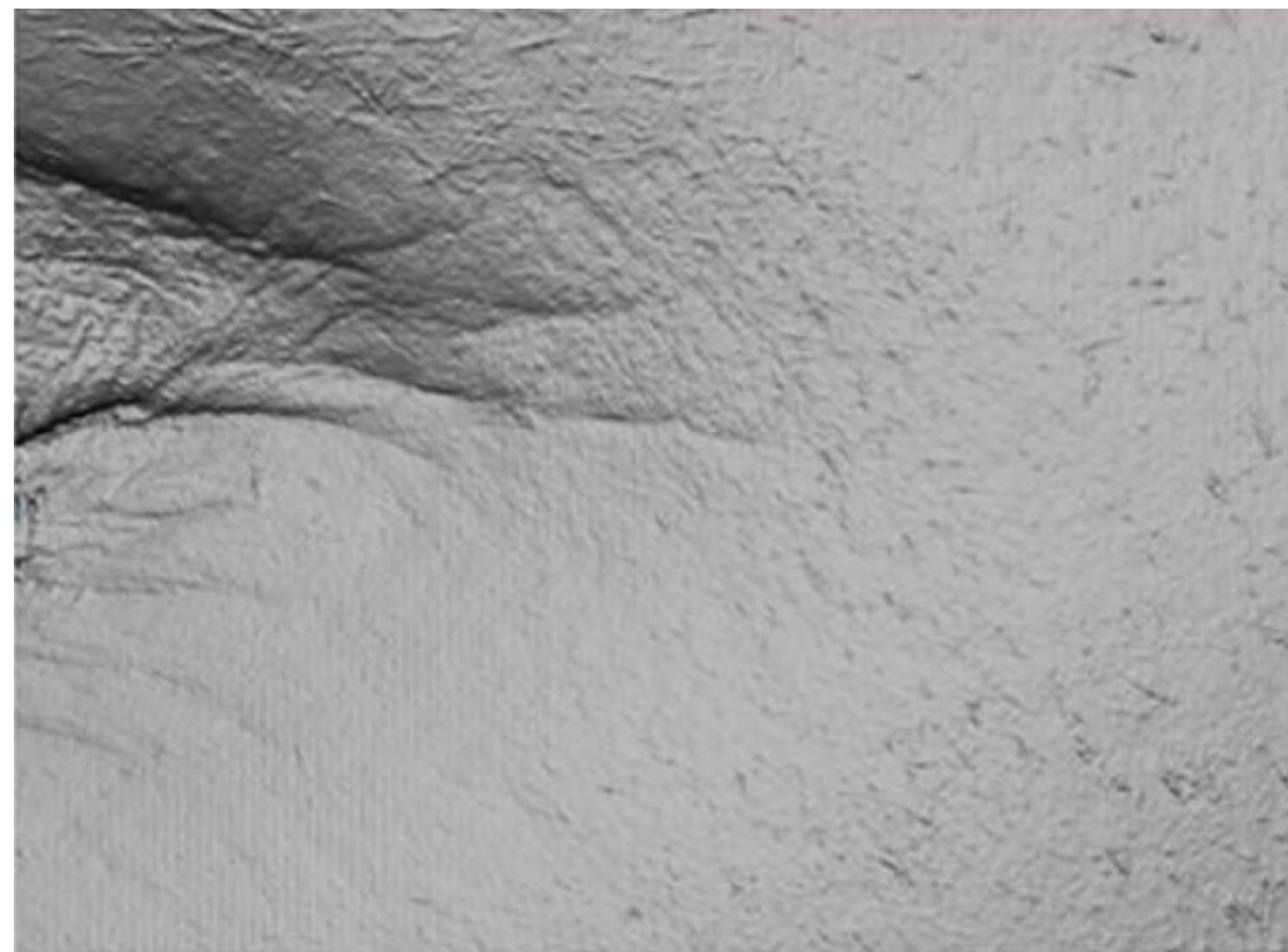
before



Subject 33024

Captured by Primos
3D analysis for Quantitative Measurements

after



Depth of Wrinkles at 30 minutes of wear time there was a 29% improvement
Total Wrinkle volume at 30 minutes of wear time there was a 30% improvement



Soke Strategy for Growth, partnership and marketing

In-Store support min 1x week

In-store Training and Education + Soke Gratis Samples for Sales teams

Marketing dollars to support digital and in-store sales

Influencer programs for Spa Services

EDI compliant

EXPERIENCE THE NEW GENERATION OF PRO-AGING SKINCARE TREATMENTS.

*ENHANCE YOUR CLIENTS' SELF-CARE EXPERIENCE AND
BEAUTY REGIMEN.*



CHEST

Deep hydration + Multi Peptide

- Treatment Smooths and plumps fine lines
- Firms and rejuvenates skin
- Brightens dull, lackluster skin

SRP \$80 for 5 treatments



EYES

Advanced Firming + Multi Peptide Treatment

- Diminishes fine lines and wrinkles
- Softens Crow's Feet
- Contours and rejuvenates
- Reduces puffiness

SRP \$60 for 6 treatments



NECK

Firm and Hydrate + Multi Peptide Treatment

- Nourishes for visibly hydrated skin
- Diminishes fine lines and wrinkles
- Improves skin clarity

SRP \$90 for 6 treatments

OUR PRESS

Nominated for Product Innovation

BeautyIndependent®

2021 BEACON AWARDS



Does the world need another product? Intellectually, we say no—until something so simple and brilliant comes along and we realize this is a bit of genius in a bottle that we can't do without. Kudos to the brands whose products will turn heads for years to come.

As seen in

CBS AUSTIN

Make every day a spa day with these pampering picks from Sicka Than Average!

by: Celia San Miguel



"...meet Soke Beauty, a line of luxurious skincare treatments designed for women on-the-go."

As seen in

Forbes

Little Black Book Of Health, Beauty And Wellness Practitioners

by: Bridget Arsenault



As seen in

THE KIT



"We need to take a page from French women on how to reclaim our décolletage and keep it looking perky and youthful."

As seen in

TRENDSHUNTER

Charitable Skincare Brands: Soke Beauty's Purchase with a Purpose Program Helps Young Women

by: Elena Rahman




"Soke Beauty initiated its Purchase with a Purpose program to support young women in Toronto. The innovative skincare brand focuses its products on commonly neglected areas of the body."

As seen on

DAYTIME CHICAGO

On Trend Beauty: Age-Defying Eye Patches

by: Karen Firsel




"I wear them on my way to work and right into hair and make-up! You can wear them driving, watching TV, and it only takes 20 minutes."

As seen in

A EDIT

The 20 Best Under-Eye Patches And Masks To Solve Every Concern

By: Elise Minton Tabin



"The next best thing to in-office treatments that fill in and zap away pesky under-eye wrinkles and lines are these generously sized... You may even be able to skip the under-eye concealer."

As seen in

ZOOMER

Stay Hydrated: 15 Summer Beauty Essentials for Your Skin

by: Vivian Vassos



"Soke is about aging with agency and the concept that luxury is more about time than money."

At Soke, we believe aging is natural, but that doesn't mean we give up on the fight to choose HOW we age.

We're all about using cutting edge, clinically proven, non-invasive skincare solutions to target the most commonly neglected areas that show the earliest signs of aging.

Amy Newman Brown.

Amy@sokebeauty.com | @soke.beauty



A close-up photograph of a woman's face and neck. She has a slight smile, showing her teeth. Her skin is smooth and has a natural glow. The background is softly blurred. The text 'Soke, don't mask' is overlaid in a large, white, sans-serif font across the center of the image.

Soke, don't mask

www.sokebeauty.com

Amy@sokebeauty.com