



*veletta*

Made for skin that has lived





velettà

Made for skin that has lived

100% natural

Vegan

Cruelty-free

Halal

No parabens

Made in New Zealand





Redefining skincare for women over 40.  
Velettà is made for skin that has lived.



# Our brand

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As you age, your skin changes.  
So should your skincare.

Velettà is designed specifically for women over 40, revitalising skin with potent plant oil and science-backed natural extracts. The range has hydration and moisture at its core, which means plumper, healthier, glowing skin, while natural actives improve skin texture, combat pigment, and brighten skin. The perfect antidote to perimenopausal, menopausal and aging skin.

Velettà means there is no need to compromise between choosing natural, ethical skincare and results. Velettà is high-performing, natural, cruelty-free, vegan and halal-certified. It's exactly what skin needs.

It's  
exactly  
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needs.



# Our unique positioning

Velettà is made for women over 40, is halal-certified, vegan and cruelty-free

40 million 50+ American women represent over 15 trillion dollars in purchasing power, make 90% of all household spending decisions and have been dubbed “super consumers”. They spend 22 billion annually on beauty products.

Velettà is halal-certified, vegan and and cruelty-free. Velettà is well-positioned to support the accelerated growth of these categories. The Halal skincare market has a CAGR of 13.8% from 2022 to 2028. The global vegan cosmetics market has a CAGR of 6.57% during 2021-2028. The cruelty-free skincare market has a CAGR of 4.56% during 2022-2030.

<https://www.forbes.com/sites/njgoldston/2018/08/21/how-to-harness-the-untapped-spending-power-of-the-50-ish-super-consumer/?sh=3d63d28416db>

<https://www.aarp.org/entertainment/style-trends/info-2019/women-over-50-beauty-survey.html>

<https://www.researchandmarkets.com/r/pdli5m>

<https://www.fortunebusinessinsights.com/vegan-cosmetics-market-106594>

<https://www.marketresearchfuture.com/reports/cruelty-free-cosmetics-market-3825>

The Halal  
skincare market is  
picked to be worth

**\$79.8B**

by 2028

By 2024  
the cruelty-free  
skincare market will  
be

**\$10B**

and the vegan market

**\$14B**

by 2030

**\$22B**

Spent on  
beauty product  
annually by  
women 50+



# Velettà works


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In independent in-vitro tests, Velettà skincare has been proven to rebuild the skin's natural collagen production synthesis at a cellular level.

Excitingly, Velettà skincare outperformed the lauded brands Augustinus Bader, La Mer and Estee Lauder.

- Velettà Rejuvenating Oil is proven to synthesise collagen production at a cellular level by an extraordinary **18.4%**. This is three times more effective than La Mer, Crème De La Mer.
- Similarly, Velettà Intensive Hydrating Treatment synthesised collagen production at a **cellular level by up to 15%**.
- Velettà Nourishing Moisturiser increased collagen **by 10%**, far more than Augustinus Bader, The Rich Crème.

The independent research institution, Trinity Bioactive, conducted the tests.



Rebuilds  
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# How we're radically different

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## Bespoke Formulations

Each ingredient in our bespoke formulas is carefully chosen because of its skin-enhancing properties and synergistic benefits to Velettà results-based range. From the outset, we had our customers in mind, harnessing science-backed, natural ingredients to promote youthful vitality in older skin.



## Ethical + Uncompromising

Our customers can use Velettà products knowing that they aren't compromising their beliefs because they are vegan, cruelty-free and halal-certified. All packaging uses as little plastic as possible. It is printed on recycled cardboard and printed with vegetable dyes.



## Daily Ritual

Velettà allows you to elevate the everyday with daily and weekly rituals that supercharge the Velettà experience and promote a daily meditative practice and self-care. Each ritual incorporates Velettà's Uplifting and Enlivening Facial Massage.



## Natural but Effective

Nature is our best ally when it comes to skin barrier health and glowing skin. Velettà skincare nurtures the skin and is scientifically proven in invitro tests to promote collagen production and decrease pigment.



# Our founder

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Velettà's founder, Sarah Bacon, had a previous life as a corporate lawyer. On some of her toughest days at work, Sarah would escape in her lunch hour to the local beauty counters to browse the skincare and soak up the loveliness for a while before launching back into the fray.

The ritual of applying a beautiful lotion was a little act of self-care in a frantic life. Mid-career, Sarah decided it was time for a change. She wanted to build something of her own. What fired her soul was her vision to create skincare for women who had reached mid-life; a brand that offered unparalleled results and an element of the beauty counter ritual that started her on the journey. She wanted a beautiful skincare brand for skin that had lived.



**"I knew immediately what my brand would be: natural and ethical, first and foremost. But with beautiful textures and scents. A brand that was about results for women over 40. I also wanted to recapture that beauty-counter feeling for my future customers... so they could book-end each day with an exquisite little ritual."**

— Sarah Bacon, Founder





# Our formulations

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Our six tightly curated products contain a plethora of carefully chosen natural ingredients that each provide a scientifically proven skin-loving characteristic and together deliver extraordinary results.

Natural plant-based facial oils are a key ingredient in Velettà skincare because oils are perfect for rehydrating and rejuvenating dry skin, restoring balance and calming sensitive skin while promoting ideal skin barrier function.

Harnessing the best nature has to offer by combining bio-active ingredients in sumptuously textured oils and creams, Velettà helps you to achieve radiant, softer, younger-looking skin beautifully.



## Avocado Oil

Fights wrinkle-causing free radicals



## Tatarol

Super antioxidant: 3 times stronger than Vitamin E



## Jasmine Oil

Velettà signature scent is packed with antioxidants



## Lactic Acid

Exfoliating, brightening and hydrating



## Aloe Vera

Reduces inflammation and hydrates



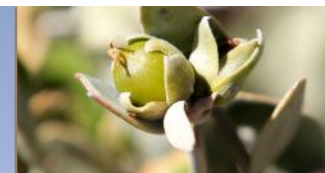
## Manuka Essential Oil

30 times stronger than Tea Tree oil



## Marula Oil

Powerhouse of potent vitamins and anti-inflammatories



## Jojoba Oil

Moisturizes nourishes and strengthens



## Argan Oil

Rich in Vitamin E and fatty acids.





### **Velettà Cleansing Oil**

50ml/1.69fl.oz

Velettà's Cleansing Oil contains a powerhouse of 10 nutrient-rich, multi-tasking oils that melt into the skin to remove make-up (including mascara), pollution and the day's detritus, leaving your skin feeling clean, balanced, nourished and hydrated.

\$60



### **Velettà Purifying Mask**

25g/0.88oz

A once-a-week facial indulgence formulated from beautiful natural ingredients including Kaolin Clay and Matcha Powder to effectively cleanse, remove detritus and exfoliate, leaving skin baby-soft, smooth and bright.

\$50





### Velettà Rejuvenating Oil

50ml/1.69fl.oz

Velettà's Rejuvenating Facial Oil is a delicately-textured and nutrient-rich essence packed with highly efficacious vitamins and fatty acids. It instantly nourishes skin, strengthening the skin's natural moisture barrier; boosting natural radiance, softening and conditioning the skin and improving skin tone.

\$95



### Velettà Nourishing Moisturiser

50ml/1.69fl.oz

Composed of high-potency ingredients, Velettà Nourishing Moisturiser delivers a luxurious layer of hydration and protection to your skin. This light but bio-active dense cream will leave your skin looking naturally bright and fresh while providing an even base for makeup application.

\$70



# Youthful Glow

The Velettà Youthful Glow series are targeted overnight treatments that elevate the skincare regime to new heights.

## Velettà Youthful Glow AHA Radiance Treatment

50ml/1.69fl.oz

This powerful, plant-based treatment contains 5% Lactic acid which helps remove dull skin cells and increase cell turnover for visibly brighter, smoother, more luminous skin. Salicylic Acid unclogs your pores while Liquorice Root brightens and helps to even skin tone.

Totarol and Vitamin E work together to enhance skin health while Vitamin E boosts moisture to revitalise and nourish the skin.

\$105

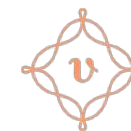


## Velettà Youthful Glow Intensive Hydrating Treatment

50ml/1.69fl.oz

This ultra-nourishing treatment is filled with powerful humectants and nutrient-rich oils, replete with fatty acids, supporting and strengthening the skin's barrier. It is also rich in natural antioxidants, Vitamin E and Totarol, that protect the skin against oxidative stress and free radicals, while a gentle hint of retinol together with pineapple and watermelon extracts, helps increase cell turnover and promote skin rejuvenation.

\$105



# Product pipeline

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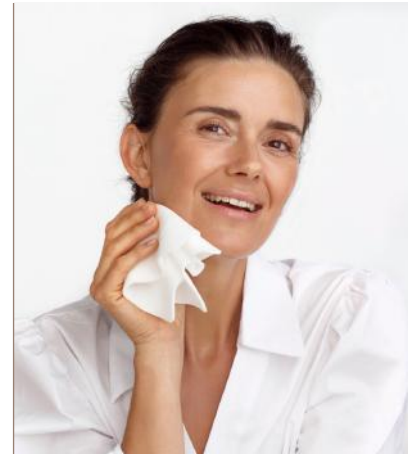
Velettà's range is deliberately and tightly curated.

We believe that the perfect skincare regime is one that is manageable for the time-poor while still uplifting and good for the soul.

Velettà will never be a range with a multitude of seemingly identical products, but it will grow.



Velettà will be introducing an 18ml version of its current products.



Velettà will introduce two facial sprays into the range in 2025.

2024

Velettà Revitalise Eye Cream and Velettà Bioactive Illuminating Serum will launch in April to complement the current range and accentuate the benefits of Velettà's daily skincare rituals. Independent scientific tests indicate that these products are very high performing.

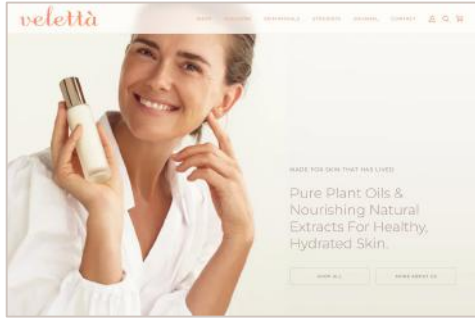


2025

The Velettà Purifying Mask will become a salon-only product. We are currently working on a replacement mask for the product range.



# Channel strategy



## DTC

Velettà's DTC offering is through its website: [www.velettaskincare.com](http://www.velettaskincare.com)

Velettà is currently shipping to customers in New Zealand and Australia. We intend on shipping internationally once we have 3PL partnerships in the UAE and USA.



## Retail

Velettà retail partnerships in New Zealand are with small luxury department stores, salons and spas.

Velettà's retail partners benefit from excellent support, high-end marketing assets and a sampling programme.



## Spa

Velettà has developed a spa protocol which provides for two treatment options, both of which include Velettà's bespoke Uplifting and Enlivening Facial Massage ritual.



## International

Velettà will begin the registration process for the UK and EU in 2024.

Velettà is currently working with partners in China and is selling Velettà through influencers' online platforms and looking at brick-and-mortar locations.



# What people are saying

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Velettà has a strong social media presence on Instagram (2330 engaged followers) and Facebook (2411 followers), and a YouTube channel with videos that provide step-by-step instructions on using Velettà products.

Feedback gathered from our loyal and authentic clientele helps shape our brand each day.

*“Velettà products work better than anything else I have tried.”*

**Annabel**

*This is next-level skincare ... Five stars!*

**Mel**

*“My skin is so much softer, more evenly toned ... I am literally glowing.”*

**Shelley**

*Velettà skincare is everything you could want in a product ...”*

**Cass**



# Awards and press

We were thrilled to win Best New Skincare Brand at the 2022 Pure Beauty Global Awards in London in 2022.



BEST NEW  
SKINCARE BRAND

VOGUE

nadia

Woman's Day

AIR NEW ZEALAND INFLIGHT MAGAZINE  
Kia Ora

MINDFOOD  
#SMARTTHINKING

BRIDES





# Mission-based

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Sarah Bacon intends on transforming Velettà Skincare into a social enterprise, using profits for good. The intention is to support charities that focus on the wellbeing of women and children.



Velettà partners with Look Good Feel Better by donating product to help make a positive impact on the well-being of over 3,000 people across New Zealand each year.



Trees That Count plants native trees in New Zealand, mitigating climate change and boosting biodiversity.

Redefining skincare for women over 40.





Because  
being yourself  
looks good  
on you.

## Here to support you

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Velettà is fully committed to supporting our retail and spa partners by providing the tools necessary to grow sales and enhance the client experience.

We have training videos online and can conduct training via Zoom or in person as requested.

We have a clear, printed sales guide that supports retail sales.

We have gorgeous product samples which our retail partners have found to be hugely useful in promoting sales and brand awareness.

We have a lauded spa protocol which is supported by online videos.

We have a committed team that are available to assist with in-house events and promotion on social.

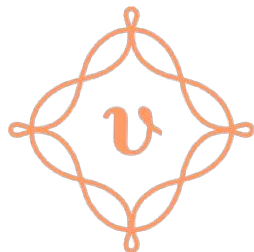


# Let's stay in touch

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