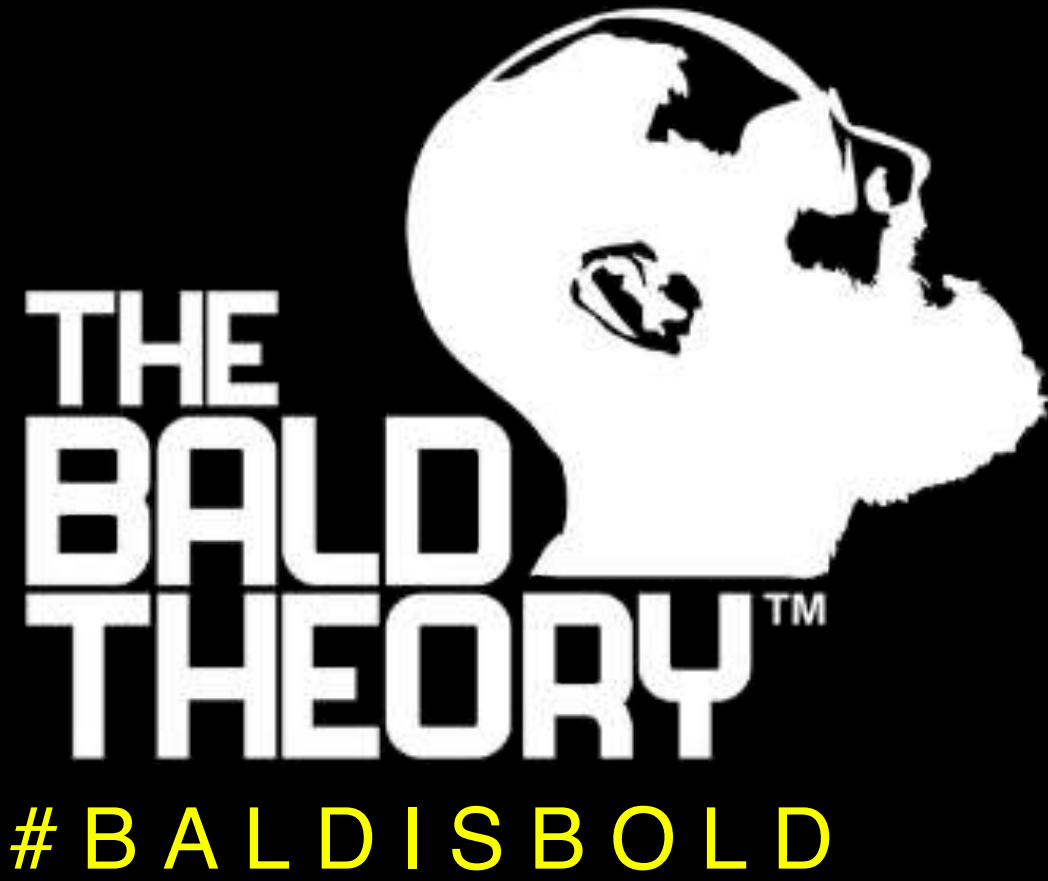


2024



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ABOUT

Welcome to The Bald Theory, a brand dedicated to **empowering men** who are bald or experiencing hair loss!

Our mission is to help men feel confident and proud of their appearance, and to celebrate their unique qualities. Whether just starting to lose hair or have been bald for years, we're here to provide men with the resources and support they need to thrive.

Join us on this journey of self-discovery and self-love, and discover **the power of embracing baldness** with confidence and style.



02



BALD IS BOLD



2024

BALDNESS WORLDWIDE



03

According to a study published in the Journal of Investigative Dermatology Symposium Proceedings, approximately,

50% of men worldwide

are affected by male pattern baldness. This translates to around

1.1 billion men globally.

Sadly, there are not enough relevant brands and products to offer solutions for the bald scalp. We are here to change that.



GLOBAL MARKET POTENTIAL

166B€

is the size of the global market for men's grooming in 2022 and it's one of the fastest growing markets.

80%

of the market is not developed. Only 20% of the men currently buy cosmetic products that are specially for men.



2024

05

EUROPE

Huge market potential

There are over 41 million bald people in Europe.



The prevalence of male pattern baldness among men in Europe is estimated to be over 80%.

The Bald Theory is here to empower bald men!

*International Journal of Trichology



OUR MISSION



Our mission is to provide high-quality, effective products that help men feel confident and comfortable in their own skin.

Our specially developed product line includes five essential items that are designed to nourish and protect the scalp. Each product is formulated with high-quality ingredients that work together to improve the overall health of the scalp and hair.





To promote self-confidence and self-love in men with bald scalps by offering a range of high-quality grooming products and skin care tips tailored to their unique needs and preferences.



To foster a community of men who embrace their baldness and support each other, creating a safe and empowering space where baldness is celebrated as a source of strength and individuality.

OUR
GOALS

BALD
BALDISBOLD



OUR VISION



We strive to **create a world where baldness is celebrated** and embraced, and where men feel empowered to be themselves, express their unique style, and live their best lives with confidence and pride.



Our vision at The Bald Theory is to redefine **traditional standards of beauty by empowering men to embrace their baldness** and see it as a symbol of strength, confidence, and individuality.

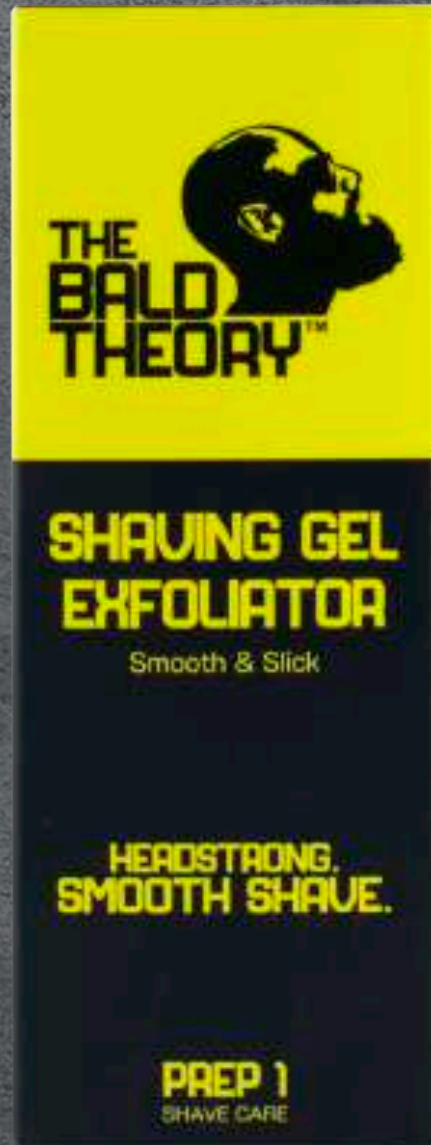


BALD
BALDISBOLD

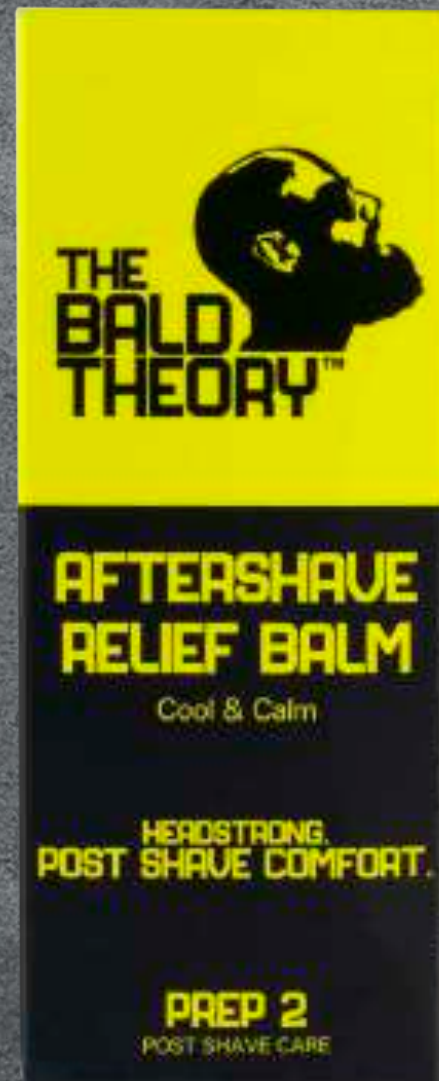


OUR PRODUCTS

Our specially developed product line includes **five essential items** that are designed to nourish and protect the scalp. Each product is formulated with high-quality ingredients that work together to improve the overall health of the scalp and hair.



Prep 1



Prep 2



Step 1



Step 2



Step 3



SMOOTH SHAVE

The Bald Theory Scalp **Shaving Gel Exfoliator** is specially designed to **gently exfoliate the scalp, removing dead skin cells and impurities.** This product is perfect for men who shave their head regularly, as it helps to **prevent ingrown hairs and razor burn.**

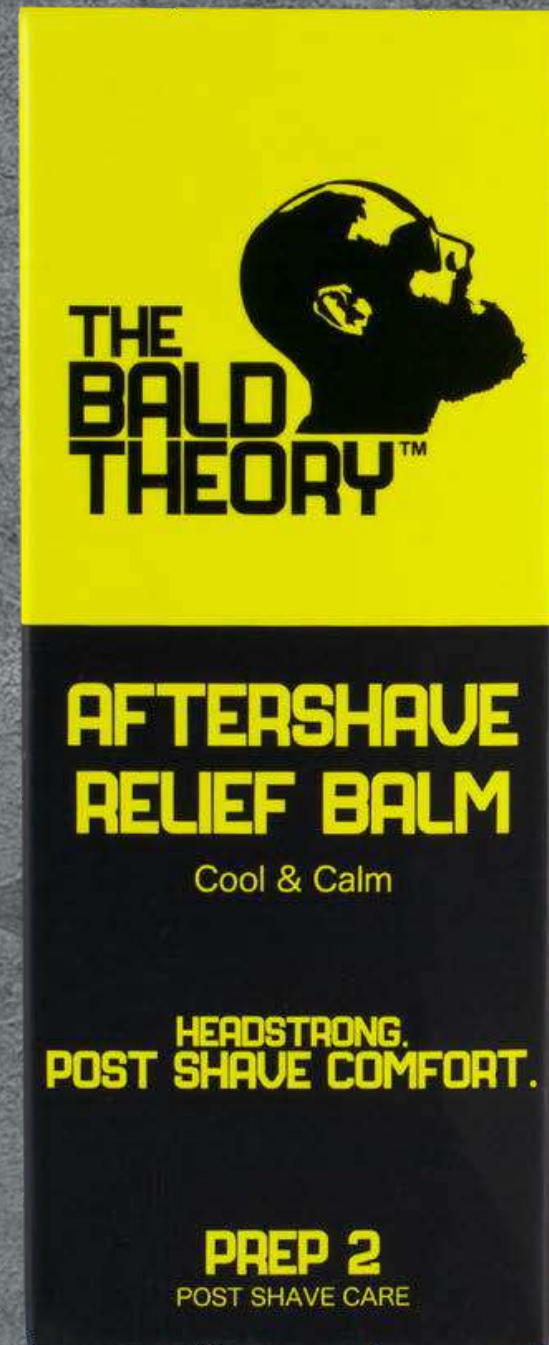


- 3 essential ceramides
- salicylic acid
- tea tree oil and mint oil
- natural hyaluronic acid
- niacinamide (Vitamin B3)
- fresh fragrance
- organic aloe vera
- 100% recycled tube
- FSC certified box



AFTER SHAVE

The Bald Theory Scalp **Aftershave Relief Balm** is the perfect solution for **soothing irritated skin after shaving**. Formulated with aloe vera and tea tree oil, this balm helps to **reduce redness and inflammation**, leaving the **skin feeling refreshed and hydrated**.



AFTERSHAVE
RELIEF BALM

- 3 essential ceramides
- salicylic acid
- tea tree oil and mint oil
- natural hyaluronic acid
- niacinamide (vitamin B3)
- fresh fragrance
- organic aloe vera
- panthenol (vitamin B5)
- five natural extracts
- biotin
- menthol
- 100% recycled tube
- FSC certified box



Prep 1

Prep 2

Step 1

Step 2

Step 3

POWER CLEANSE

The Bald Theory Scalp Purifying Shampoo is designed to gently cleanse the scalp and hair, removing buildup and impurities. This sulfate-free formula is gentle on the scalp and hair, leaving them feeling clean and refreshed.



- unique massaging applicator
- 3 essential ceramides
- mild surfactants (without SLS/SLES)
- salicylic acid
- tea tree oil and mint oil
- natural hyaluronic acid
- niacinamide (vitamin B3)
- fresh fragrance
- organic aloe vera
- panthenol (vitamin B5)
- five natural extracts
- biotin
- menthol
- 100% recycled bottle



POWER MOISTURIZE

The Bald Theory **Scalp Moisturizing Serum** is a lightweight serum that is **easily absorbed** by the scalp. This product is formulated with natural oils and antioxidants that work together to **hydrate and protect the scalp**, leaving it feeling healthy and refreshed.



SCALP
SERUM

- 3 essential ceramides
- salicylic acid
- tea tree oil and mint oil
- natural hyaluronic acid
- niacinamide (vitamin B3)
- fresh fragrance
- organic aloe vera
- panthenol (vitamin B5)
- five natural extracts
- biotin
- menthol
- 100% recycled bottle
- FSC box



POWER SHIELD & PROTECT

The Bald Theory **SPF 30 Scalp Moisturizer** is a unique product that is specifically formulated to **protect the scalp from the sun's harmful rays**. This product is perfect for men who are bald or have a shaved head, as it helps to **prevent sunburn and scalp damage**.

SPF 30 MOISTURIZER



- 3 essential ceramides
- High UVA/UVB sun protection
- reef-friendly UV filters
- quick absorption, no white residue
- matte effect
- salicylic acid
- tea tree oil and mint oil
- natural hyaluronic acid
- niacinamide (vitamin B3)
- organic aloe vera
- panthenol (vitamin B5)
- five natural extracts
- biotin
- menthol





BALD IS

sensual

unwavering

vigorous

decisive

brave

elegant

strong

commanding

gentleness

vibrant

assertive

protected

independent

confident

bold

tenacious

bright

dominant

resilient

masculine



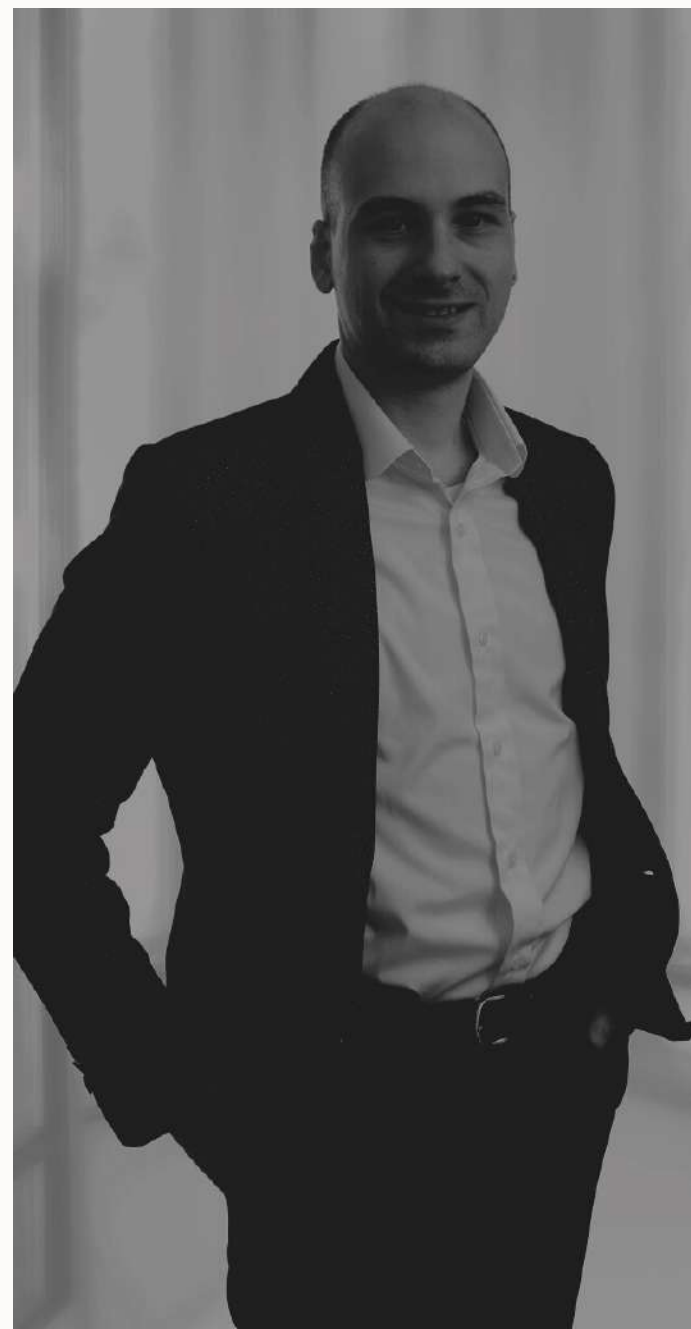
WHY THE BALD THEORY?



- Developed in Germany
- Created specially for bald scalps
- Natural ingredients
- Solves all problems of the bald scalp
- Inspired by bold bald men
- Sustainable 100 % recycled packaging



2024



ARE YOU ON THE BALD LIST?

#BALDISBOLD



the.bald.theory

The Bald Theory

From one bald man to another! 🤝

Follow

#bald



2023

LET'S TAKE BALD ACTIONS

#BALDBYCHOICE



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ENTERPRISES INC.

ViVi Enterprises, Inc.

Hollywood, FL, USA

Website: www.vivienterprises.com

Email: info@viviamerica.com

Phone: (+1) 954 668 8083

THANK
YOU!

