

The logo for VIVI Enterprises Inc. features the word "VIVI" in a bold, black, sans-serif font. The letter "V" is stylized with a blue triangle above its left vertical stroke, and the letter "I" has a blue triangle above its top horizontal stroke.

ENTERPRISES INC

Hollywood, FL. USA

Phone: +1 954 668 8083

Email: info@viviamerica.com

The Skincyclopedia logo consists of the brand name in a black, sans-serif font, positioned above a horizontal row of eight colored squares: pink, green, teal, yellow, purple, magenta, blue, and light blue.

SCIENCE-BASED

concentrated skincare solutions



WHO LOVES SKINCYCLOPEDIA?

Skincyclopedia
Target market

✔ Beauty enthusiasts and connoisseurs alike
Generation Z & Millennials

✔ Want products adapted to their personal needs

✔ Active on social media

✔ Willing to experiment



✔ Fun lovers

✔ Impatient explorers

✔ Deal seekers

✔ Want a bang for their buck

Skincyclopedia

THEIR PAIN POINTS?

Skincyclopedia
Consumer struggles

- ✔ Products not adapted to their particular needs
- ✔ Dissatisfaction with product performance
- ✔ Difficulties making a choice in an environment with limitless options
- ✔ Distrust of marketing promises
- ✔ Financial constraints
- ✔ Time constraints



AND THEIR NEEDS?

Skincyclopedia
Consumer needs

- ✔ Skincare adapted to consumer needs
- ✔ Self-care & pampering
- ✔ Effectiveness
- ✔ Fast and noticeable results
- ✔ Trust-worthy messages & open communication
- ✔ Affordable solutions



Skincyclopedia



A WORLD OF OPPORTUNITIES

Concentrated Face Serums Market data



20%
of serum category
of the fastest-growing
online retailer
in the world



The face serum market
is poised to grow
at a CARG of **5,6%**
in the period
2021-2025



High sales velocity
and repetition



Extremely versatile
channels – drug stores,
pharmacies, category
specialists



Increased average
order value for
the category

Skincyclopedia



GLOBAL PRESENCE



OUR CLIENTS – MAJOR RETAILERS

HEALTH & BEAUTY RETAILERS

watsons

SEPHORA

DRUNI

dm

hebe
zdrowie i piękno

Kruidvat

ROSSMANN

DOUGLAS

Marionnaud
PARIS

M Müller

lilly
DROGERIE

PRIMOR

Dr.Max⁺

SUPERMARKETS & DEPARTMENT STORES

COSTCO
WHOLESALE

Biedronka
Codziennie niskie ceny

MANOR[®]

ONLINE

amazon

MAKEUP

FIRST IMPRESSIONS



dm



DRUNI



Kruidvat



hebe



Marionnaud
PARIS

MANOR



lilly



A BRAND THAT HITS THE MARK



Skincyclopedia



WINNER – FROM CONCEPT TO EXECUTION

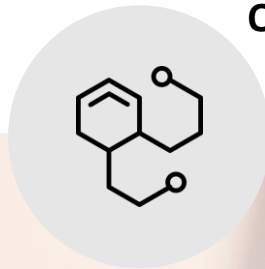
BRAND SUCCESS on one of the most competitive cosmetic markets In one of the most contentious competitions
Cosmetic Pearls 2022 competition Poland



EXPERT SEAL OF APPROVAL ON:



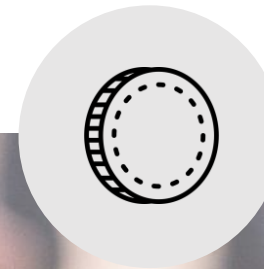
Current trends



Ingredients



Packaging

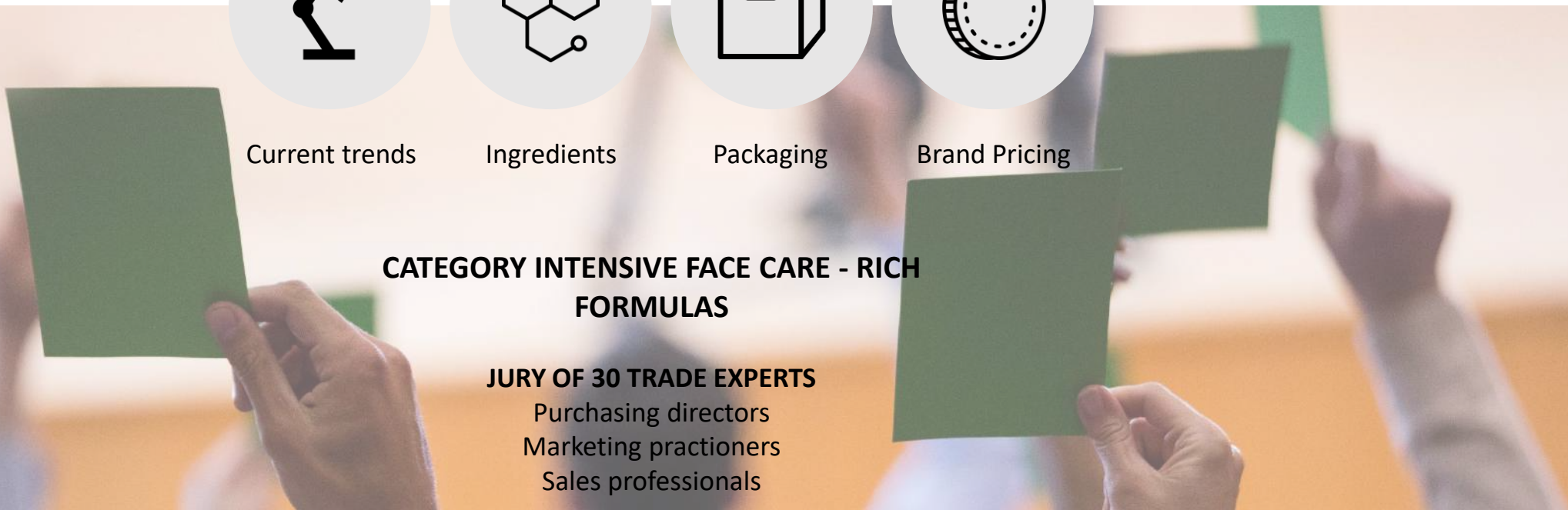


Brand Pricing

CATEGORY INTENSIVE FACE CARE - RICH FORMULAS

JURY OF 30 TRADE EXPERTS

Purchasing directors
Marketing practioners
Sales professionals



BEAUTY INSIDE AND OUT

Skincyclopedia
Brand advantages

Positioned to capture
consumer attention

STAND-OUT DESIGN

Vivid color combinations immediately capture consumer attention and highlight products on any shelf.

Formulated to ensure
consumer delight

DERMATOLOGICALLY-TESTED FORMULAS

Proven to be well-tolerated by all skin types. No adverse side effects.

ATTRACTIVE PRICING

Highly affordable even for the most price-conscious consumers.

CLINICALLY-TESTED FORMULAS

Proven to be effective at solving the particular skincare issue.

SIMPLIFIED PRODUCT NAVIGATION

Intelligent chart to help consumers make the best choice in seconds and avoid confusion and disappointment.

Skincyclopedia



SUPPORTING YOUR EFFORTS!

Skincyclopedia
Marketing collaterals



Professional product
photography

Ready-made
digital content



Professional model
photography

A team of dedicated
professionals to support
your efforts



E-commerce
product collages

Social media



Full-length brand video
& short, social media-
friendly versions



Open access to
a centralized digital
repository

Skincyclopedia



VISUAL APPEAL

Skincyclopedia
Brand video



Skincyclopedia



Face Serum
Concentrated Hydrator



Face Serum
Peptide Moisturizer



10% hyaluronic acid complex

Vitamin B5

3% polyglutamic acid complex

What is your concern?	What is your skin type?	What to expect?
Dryness ✓	All skin types ✓	Moisturization ✓
Dehydration ✓	Sensitive skin ✓	Smoother skin ✓
Signs of aging ✓		Enhanced elasticity ✓

What is your concern?	What is your skin type?	What to expect?
Dryness ✓	All skin types ✓	Moisturization ✓
Dehydration ✓	Sensitive skin ✓	Dewy glow ✓
Signs of aging ✓		Plump and soft skin ✓

Face Serum
Multi-Acid Peel

Face Serum
Peptide Booster



20% glycolic & lactic & mandelic Acids

10% Matrixyl® 3000

PHA

What is your concern?	What is your skin type?	What to expect?
Signs of aging <input checked="" type="checkbox"/>	All skin types <input checked="" type="checkbox"/>	Firmer skin <input checked="" type="checkbox"/>
Hyperpigmentation <input checked="" type="checkbox"/>	Sensitive skin <input type="checkbox"/>	Even skin tone <input checked="" type="checkbox"/>
Blemishes <input checked="" type="checkbox"/>		Blemish-relief <input checked="" type="checkbox"/>

What is your concern?	What is your skin type?	What to expect?
Signs of aging <input checked="" type="checkbox"/>	All skin types <input checked="" type="checkbox"/>	39% reduction in deep wrinkles* <input checked="" type="checkbox"/>
Dullness <input checked="" type="checkbox"/>	Sensitive skin <input checked="" type="checkbox"/>	Improved tone <input checked="" type="checkbox"/>
		Skin recovery <input checked="" type="checkbox"/>

*Sederma Clinical Trial with 28 participants applying a cream containing 3% Matrixyl® 3000 2 times a day for 2 months

Face Serum
Complexion
Fix



20% vitamin C

What is your concern?

- Hyperpigmentation
- Signs of aging
- Dull skin

What is your skin type?

- All skin types
- Sensitive skin

What to expect?

- Brighter skin
- Firmer skin
- Antioxidant shield

Face Serum
Anti-Blemish Solution



10% niacinamide

& zinc

What is your concern?

Blemishes
Enlarged pores
Dullness



What is your skin type?

All skin types
Sensitive skin



What to expect?

Blemish-correction
Pore-refinement
Moisturized skin



Face Serum
Purifying Exfoliator



2% salicylic acid

& zinc & tea tree

What is your concern?

Blemishes
Clogged pores
Black spots



What is your skin type?

Oily skin
Combination skin
Sensitive skin



What to expect?

Blemish-correction
Pore-decongestion
Deep exfoliation



Charcoal Face Serum
Mild Peel



Face Cream-Serum
Barrier Protector



5% AHA & PHA

& charcoal

3% ceramide complex

& colloidal oatmeal

What is your concern?

Blemishes
Enlarged pores
Dullness



What is your skin type?

Normal skin
Oily skin
Sensitive skin



What to expect?

Blemish-relief
Mattified skin
Even skin tone



What is your skin type?

Dehydration
Skin irritation
Damaged barrier



What is your concern?

Normal skin
Dry skin
Sensitive skin



What to expect?

Moisturization
Soothed skin
Barrier recovery



Eye Contour Cream
Texture Reformer



Eye Contour Suspension
Skin Brightener



5% Matrixyl® 3000

5% caffeine solution

10% azelaic acid

What is your concern?

Eye contour wrinkles ✓
Puffiness ✓
Dark Circles ✓

What is your skin type?

All skin types ✓

What to expect?

Drainage ✓
39% Reduction in deep wrinkles* ✓

What is your concern?

Dark circles ✓
Hyperpigmentation ✓
Dull skin ✓

What is your skin type?

All skin types ✓
Sensitive skin ○

What to expect?

Brighter skin ✓
Unified skin tone ✓
Dark circle correction ✓

*Sederma Clinical Trial with 28 participants applying a cream containing 3% Matrixyl® 3000 2 times a day for 2 months

Face Moisturizer
Advanced Barrier Seal



Face Moisturizer
Skin Matrix Enhancer



20% hydrating complex

hyaluronic acid, ceramides

20% firming complex

retinol, Matrixyl® 3000

What is your concern?

- Dehydration
- Damaged barrier
- Dullness

What is your skin type?

- All skin types
- Sensitive skin*

What to expect?

- Optimal moisture
- Barrier recovery
- Fresh glow

What is your concern?

- Signs of aging
- Loss of elasticity
- Hyperpigmentation

What is your skin type?

- All skin types
- Sensitive skin

What to expect?

- Aging skin refinement
- Firm and bright skin
- Moisturization

*Dermatologically tested

Eye Roll-On
Vitality Activator



5% caffeine solution

What is your concern?

- Puffiness ✓
- Dark circles ✓
- Eye-contour wrinkles ✓

What is your skin type?

- All skin types ✓

What to expect?

- Rested appearance ✓
- Glowing skin ✓
- Wrinkle refinement ✓

Under-Eye Patches
Eye Contour Hydrator



vitamin B5

hyaluronic acid

What is your concern?

Signs of aging
Dullness
Dehydration



What is your skin type?

All skin types

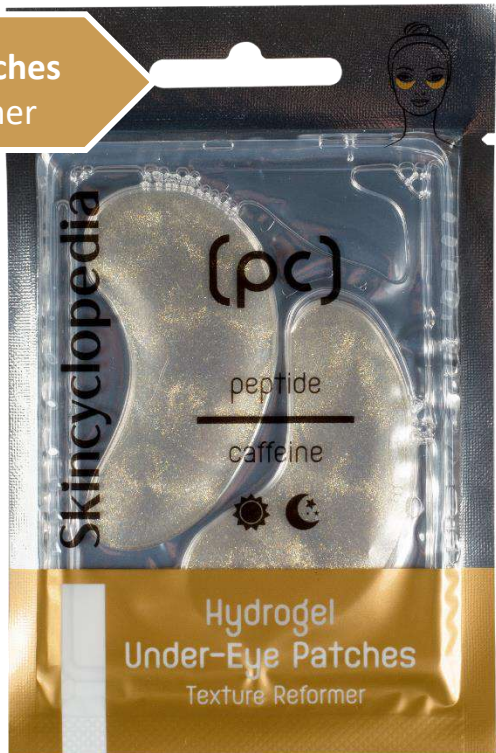


What to expect?

Smoother skin
Refreshed eye zone
Hydration



**Under-Eye Patches
Texture Reformer**



**Under-Eye Patches
Skin Brightener**



peptide

& caffeine

vitamin C

What is your concern?

- Wrinkles
- Dark circles
- Puffiness



What is your skin type?

All skin types



What to expect?

- Smoother skin
- Brightened eye zone
- Drainage



What is your concern?

- Tired-looking eyes
- Dark circles
- Dehydration



What is your skin type?

All skin types



What to expect?

- Freshness
- Brightened eye zone
- Hydration



Under-Eye Patches
Skin Revitalizer



peptide

& caffeine

What is your concern?

Wrinkles
Dark circles
Puffiness



What is your skin type?

All skin types



What to expect?

Smoother skin
Brightened eye zone
Drainage



Skincyclopedia



Sheet Mask
Concentrated Hydrator



Sheet Mask
Peptide Moisturizer



2% hyaluronic acid complex

Vitamin B5

2% polyglutamic acid complex

What is your concern?

Dryness
Dehydration
Signs of aging



What is your skin type?

All skin types
Sensitive skin



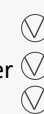
What to expect?

Moisturization
Smoother skin
Enhanced elasticity



What is your concern?

Dryness
Damaged barrier
Signs of aging



What is your skin type?

All skin types
Sensitive skin



What to expect?

Moisturization
Barrier recovery
Plump and soft skin



Night Sheet Mask
Multi-Acid Peel



Sheet Mask
Anti-Blemish Solution



5% glycolic & lactic & mandelic Acids & PHA

10% niacinamide

& zinc

What is your concern?

- Signs of aging
- Hyperpigmentation
- Blemishes

What is your skin type?

- All skin types
- Sensitive skin

What to expect?

- Firmer skin
- Even skin tone
- Blemish-relief

What is your concern?

- Blemishes
- Enlarged pores
- Dullness

What is your skin type?

- All skin types
- Sensitive skin

What to expect?

- Blemish-correction
- Pore-refinement
- Moisturized skin

Age Refine Guide
Complete skin-revival routine



Step 1
1% Retinol Serum

Step 2
10% Matrixyl
Serum

Step 3
10% Hyaluronic
Acid Complex
Serum

What is your concern?

Signs of aging
Hyperpigmentation
Dehydration



What is your skin type?

All skin types
Sensitive skin



What to expect?

Wrinkle refinement
Even and brighter tone
Hydration



Skincyclopedia



Hydrate & Glow Guide

Complete hydration and glow routine



Step 1

20% Vitamin C
Serum

Step 2

10% Hyaluronic Acid
Complex Serum

Step 3

3% Polyglutamic Acid
Complex Serum

What is your concern?

Dehydration
Dullness
Lack of tonus



What is your skin type?

All skin types



What to expect?

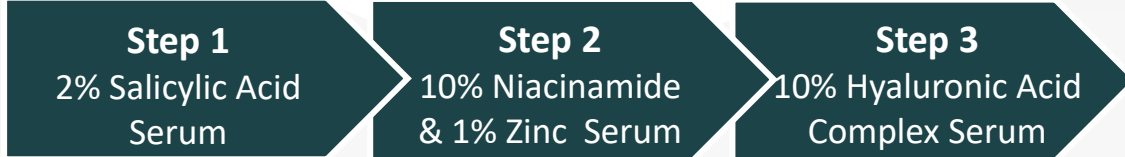
Hydration
Glow
Plump skin



Skincyclopedia



Blemish Correct Guide
Complete skin recovery routine



What is your concern?

- Blemishes
- Blackheads
- Clogged pores



What is your skin type?

- Oily skin
- Normal skin



What to expect?

- Blemish-correction
- Pore-decongestion
- Even skin tone



Skincyclopedia





Skincyclopedia



THANK YOU!