



WHY ARE WE LAUNCHING A NEW PRODUCT TO OUR YOU·OLOGY LINE?

When the COVID-19 lockdowns hit, consumers were forced to turn to at-home beauty and skin care treatments. Fast forward and at-home skincare continues to be one of THE most important health-focused rituals—now, more than ever before.

That's a huge opportunity to expand our YOU·OLOGY line of “me-time/pampering” products with the addition of our **first-ever sheet mask that:**

- Fits easily into busy, multi-tasking lives.
- Expands our product line of six different masks (including our new YOU·OLOGY eye mask).
- Works deeply and hyper-fast (15 minutes).
- Is backed by clinically proven results.
- Gives your customers the dewy, soft, supple skin they dream of—fast.

INTRODUCING YOU·OLOGY REFRESHING BIOCELLULOSE MASK

- This magnificent, masked marvel increases moisturization up to 200% after a single use* for soothed, refreshed, radiant-looking skin in only 15 minutes.
- Each mask is formulated with hyper-hydrating ingredients like Aloe Leaf Extract and Hyaluronic Acid that work like a dream to moisturize deeply...quickly.
- No dripping. No rinsing. No wondering if it'll work.

** Results from an independent consumer study. Individual results may vary.*

WHY IS OUR NEW MASK A MUST-HAVE?

1. *Instant results*

Your customers see and feel softer, smoother, more radiant-looking skin in 15 minutes.

They **see** the difference

87% said their face looked more radiant and felt soft*

80% said their face looked visibly brighter*

They **feel** the difference

93% said their face felt more moisturized*

90% said their face felt instant hydration*

87% said their face felt soothed and refreshed*

83% said their face felt more rejuvenated*

2. Intense formulation

Formulated with a hyper-hydrating blend of refreshing, reviving ingredients that work like a dream to soothe, soften, and replenish your skin—fast.

Hyaluronic Acid – Known to help attract moisture to the skin and increase hydration.

Panthenol (Vitamin B5) – Known to hydrate the skin with humectant properties.

Allantoin – Known to help as a skin protectant and maintain skin hydration.

3-O Ethyl Ascorbic Acid (Vitamin C) – A form of vitamin C known to help with collagen production and evening out skin tone.

Aloe Leaf Extract – An antioxidant known to help cool and condition for soft, hydrated skin.

Glycerin - Humectant known to help retain skin moisture, relieve dryness, and refresh the skin's surface for softer, smoother skin.

What makes biocellulose “da bomb?”

Our biocellulose masks are made from fermented coconut water, which helps lock in our hyper-hydrating ingredients. This dense, biodegradable, fibrous material also acts like a barrier to help block evaporation as it infuses your customers' faces with dewy, delicious ingredients during the entire 15 minutes.

UNMASK NEW OPPORTUNITIES FOR FRESH SALES

- Increase basket size by pairing with our eye mask
- Cross-sell masks for different skin types and me-time moments
- Reach a broader audience of both Gen X and Gen Y users
- Re-engage current mask customers and former skin care customers
- Promote subscriptions, bundles and repeat orders with four-mask packs
- Increase referrals and social buzz with instant, proven results

*Let the radiance
revival begin*

