



## FOUNDER & OWNER CHRISTIAN ILES

Is a prominent hair and makeup artist working with some of the most prestigious models, actors, photographers and magazines in the fashion and beauty world today. His work has been featured in InStyle, Allure, Modern Luxury, D Magazine, The Purist, Global Woman Magazine, Dallas Morning News, HUF Magazine, TLC, E!, Vh-1, and TXCN.

Ingrained in the hair and beauty industries for more than three decades, world-renowned hairstylist and makeup artist Christian Iles is a leading authority and influencer in his field.

Christian has painted some of the most famous faces in the world and has coiffed some of the most famous celebrities and style-makers' hairstyles. His work has been featured in national magazine photo shoots and on the runways of international shows including the Cannes Film Festival.

As an internationally recognized icon in the beauty industry, Christian has now turned his dedication and passion to creating a luxury line of hair care products.

***Currently, Christian Iles is known worldwide as ~  
The Beauty Architect.***

## INTRODUCING CHRISTIAN ILES LUXURIOUS HAIR CARE

**Christian Iles'** unique, science-based products are fast achieving cult status with hair care devotees worldwide. His philosophy of healing the hair is challenging conventional hair care products and approaches to overall hair health.

Each of Christian's products is filled with an unstoppable passion to create the highest performance hair care products possible, with formulas that embrace the individuality and diversity of every consumer.

Christian is known in the beauty and fashion industry as "the beauty architect" widely renowned for his never-failing ability to

create the perfect hairstyle that perfectly reflects the individual.

***"I pride myself on creating the most perfect style that reflects the individual beauty and the style of each client I work with. I hate cookie cutter, me-too haircuts. I go for individuality, style, class and elegance and of course, healthy hair".***



## MARKET & CURRENT TRENDES

Anyone looking for exceptional hair care & beauty products who is ethically and environmentally conscious and in search of results driven, luxury beauty products.

Consumers looking for prestige, cutting-edge products from a company who values service and loyalty.

Indie brands continue to be purchased and recent acquisitions have sparked a feeding frenzy for small, hip brands. The

52 acquisitions in the beauty and personal care industry last year were the most in a decade, and some of the hottest targets were private brands with good social media fan bases, according to investment bank Financo LLC.

The dominance of blue chip beauty companies over the beauty industry has taken a considerable dive in recent years due to this increased competition from

indie companies. Social media marketing makes it possible for smaller brands to make greater impact with their products and to offer a more personalized service than larger scale corporations. The reaction from the bigger brands has been to buy out these successful smaller brands in an effort to maintain market share

- **Unilever acquired start up Dollar Shave Club (2016) for \$1 billion.**
- **Unilever purchased start up Hourglass cosmetics to add to its list of indie acquisitions along with Dermalogica, Kate Somerville, and Ren.**
- **Henkel purchased DevaCurl in 2019 for an undisclosed amount.**
- **Amorepacific Group purchased a stake in Milk Makeup (company's sales are only \$20 million) in 2019.**
- **Estee Lauder purchased Becca Cosmetics for \$200 million and Too Faced for \$1.45 billion.**
- **It Cosmetics (garage start up make up and skin care brand) was purchased for \$1.2 billion (2016)**
- **Drunk Elephant (stay at home mom of four with an investment of \$2 million) just purchased by Shiseido for \$845 million.**
- **Oribe Hair Care (created by hair stylist Oribe) was acquired for \$430 million by Kao USA (2019)**

## OBJECTIVES

- To provide a wide range of hair care products to consumers looking for exceptional beauty.
- To expand the current beauty line from (3) skus to multiple skus via the introduction of numerous named hair care "collections" (as outlined above in The Company).
- To achieve a healthy profit margin within the first 18 months of operation
- To be an active and vocal member of the beauty community and the local community and provide continual reinvestment through participation in community activities
- via financial contributions.

## KEYS TO SUCCESS

- Sell a broad range of innovative products .
- Provide for 100% customer satisfaction .
- Be an active member of the community .
- Encourage customer input.

## CAPITAL TO BE RAISED

500000

### Exchange

10% equity