

SENSITIVE SKIN

**BRAND
WITH
PURPOSE**



SENSITIVE SKIN



We Make High-Performance Skincare Products
for Customers with Sensitive Skin

because

there is a demand for it:

“~60-70% of women and 50-60% of men report having some degree of sensitive skin...”

National Institute Of Health (NIH.gov)

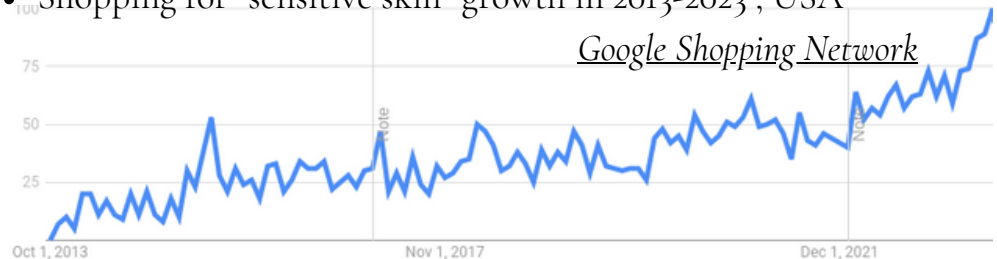
by these women:

- **36-40 million** 40-70 y.o. women (USA), reporting of or shopping for “sensitive skin”
- **~40-50 million** women (USA), use retinoid-based products, 20% reporting skin sensitivity side effects.

and it grows every day:

- Shopping for “sensitive skin“ growth in 2013-2023 , USA

Google Shopping Network



SENSITIVE SKIN

The Offer

High-Performance skincare products for sensitive skin.

The Goal

To restore and to revitalize compromised protective skin barrier.

The Know-How

This goal is achieved by using only high-quality, high-performance natural ingredients known for their gentle, secure, and effective qualities.



OUR COMMITMENT

The Ingredients

All ingredients are safe from all skincare industry's "dirty lists"

The Commitment

No harsh chemicals,
No plastics,
No PEGs,
No skin-irritating fragrances

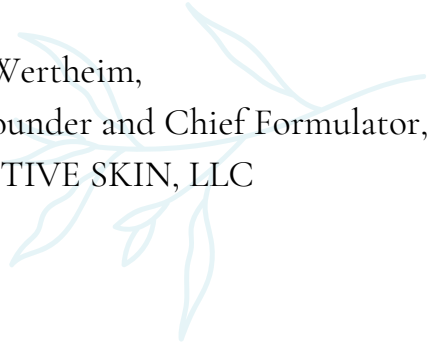
The Principle

Effective skincare for customers,
Sustainable care for the planet.

OUR STORY



Ollie Wertheim,
The Founder and Chief Formulator,
SENSITIVE SKIN, LLC



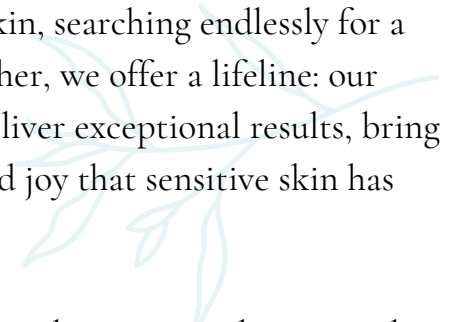
Women know how difficult it is to find luxury skincare products that are effective but don't irritate your skin. It seems they just don't exist and many women just give up...

But not Ollie Wertheim. It took 2 years of studying (Diploma in Organic Skincare Formulation, Advanced Diploma in Organic Cosmetic Science, Formula Botanica, Organic Anti-Aging Skincare Certificate) and endless formulations to create skincare products that are luxurious to all senses, that are effective to use and restorative to the skin natural protective barrier.

OUR VISION



Alex Wertheim,
CEO and CMO,
SENSITIVE SKIN, LLC



"For women with sensitive skin, searching endlessly for a solution or giving up altogether, we offer a lifeline: our carefully crafted products deliver exceptional results, bring back comfort, confidence and joy that sensitive skin has stolen."

For consumers with sensitive skin our products are the default choice.

For retailers and spas our products are an easy upsell, the perfect finale to any other skin care routine.



ALL
SENSITIVE SKIN BRAND
PRODUCTS

ARE:

- High-Performance formulations
- All Natural
- 97% Organic
- Wild-Harvested ingredients
- Luxurious experience for all senses: texture, color, aroma
- Gentle and Effective
- Eco-Friendly
- Toxin-free
- Vegan
- Sustainable
- Recyclable packaging

SENSITIVE SKIN

CLEAN INGREDIENTS

All SENSITIVE SKIN ingredients are “dirty list” SAFE:

Any and all ingredients of the SENSITIVE SKIN products are NOT in any “dirty lists” of the industry retailers.

CALM, Nourishing Cleansing Balm

Full list of ingredients: <https://rcl.in/OPswC>



ELIXIR, Premium Serum

Full list of ingredients: <https://rcl.in/iRIi4>



GLOW, Brightening Mask

Full list of ingredients: <https://rcl.in/QgKSE>



Clean
Beauty
Brand

SENSITIVE SKIN



CALM

Nourishing Cleansing Balm + Mask

This cleanser was formulated to help restore protective skin's barrier. It feeds the skin with multiple nutrients and anti-oxidants.

Can be used as Nourishing Mask, if left for 15-20 minutes.

Key Ingredients:

- Blue Tansy Oil
- Pomegranate Extract
- Mango Butter
- Shea Butter
- Bisabolol
- Elderberry Extract
- Lactobacillus/White Willow Bark Extract

MSRP: \$59 (50 ml/1.7fl. oz)

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ELIXIR

Premium Serum

With the rich blend of 32 potent plant-based oils and extracts our serum effectively repairs and rejuvenates the skin while naturally stimulating collagen production.

Key Ingredients:

- Bakuchiol
- Black Currant Seed Oil
- Prickly Pear Seed Oil
- Co Q10
- Sea Buckthorn Oil
- Rose Hip Seed Oil
- Kiwi Seed Oil
- Astaxanthin
- Lupin Extract

MSRP: \$129 (30 ml/1 fl. oz)

SENSITIVE SKIN



GLOW

Mask W. Enzymes + Minerals

GLOW is a brightening and gentle exfoliating mask rich in Enzymes and Minerals. This skin-soothing mask is packed with ingredients which help tone and restore radiance for a healthier and softer complexion.

Key Ingredients:

- Calendula Extract
- White Willow Bark
- Oat Kernel Flower
- Marshmallow Root Powder
- Papaya Extract
- Licorice
- Plantain Extract
- Turmeric
- Rose Petals

MSRP: \$69 (100 ml/3.3 fl. oz)

SUPPORT FOR SPA:

- **SENSITIVE SKIN** products are seamlessly **ADDED** by aestheticians into existing facials and other treatments tailored for individuals with sensitive skin. Protocols for each products are available.
- **SENSITIVE SKIN** products are ideal for post-treatment **COMPLEMENTARY** skincare. These products demonstrate effectiveness after exfoliation, microneedling, abrasive facials, and botanical peels, among others.
- **SENSITIVE SKIN** products are a natural suggestion for purchasing of after-treatment in-home care.
- Quicker and smoother after-treatment recovery elevates the overall spa experience, reduces complications and complaints, and welcomes new visits.

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SUPPORT FOR RETAILERS:

- Consumers that use aggressive anti-aging products and routines are likely to experience skin sensitivity from damaged protective skin barrier.
- The same demographic group of consumers is also looking for products for their sensitive skin.
- SENSITIVE SKIN products are ideal ADDITION to the shopping list of consumers already buying Retinoid-based and similar anti-aging products.
- SENSITIVE SKIN brand resonates immediately with consumers affected by skin sensitivity. When shopping alone it's their obvious default choice; when assisted by a sales person -- it's an easily accepted suggestion.
- All ingredients are 100% clear from the industry's various "dirty lists".

SENSITIVE SKIN



OUR PROMISE

- Your skin will receive **maximum benefits** from the **powerful premium natural ingredients**
- Our products are **free from harsh chemicals and synthetic fragrances** ensuring your skin remains unharmed
- You will receive **ample quantities** of product samples for your shelves, enabling customers to **try all products** before making a decision.
- You will enjoy **small minimum orders**
- You will have access to **all training materials** to effectively use our products
- You will receive **consistently superior quality** of the products through our practice of crafting **small, fresh batches**
- You will be proud of our dedication to **sustainable and eco-friendly practices**



STAY IN TOUCH

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