

Addition Beauty

Color with Confidence



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Michelle Calderon

Color chemist out of undergrad - Hofstra University
(BS in Biology; Minors in Chemistry and Marketing)

- Previously worked for major cosmetic company - Estee Lauder Companies Inc.
- Northeastern DMSB MBA' 2021
- Finance and Accounting MBA Co-op/Internship at Proctor & Gamble Shave Care

Awards

NSF I-corps grant

- Emphasizes customer discovery
 - studied what women want (personal care products related to fertility and pregnancy)
- Discovery customers and picking right target market


National Science Foundation Alpha grant

- Further Prototyping


Women Who Empower Innovator Award

- R&D work, web-design and logo

PESTEL Analysis

- 
- Growing trend towards products calling themselves clean
 - Rise of the wellness and health movement
 - Social media has become integral in our lives

Social/ Cultural

- 
- The global beauty industry revenue is expected to reach \$716 billion by 2025
 - The cosmetics industry has an annual growth rate of 4.75%, and the online beauty industry grew by 5.6% in 2020.

Economic


- 
- The Millennial and Gen Z woman, aged 18 to 34, were the largest buyers of beauty products in the billion-dollar market.

Demographic

PESTEL Analysis

- 
- The FDA does not need to approve the cosmetic product or the ingredients before it goes to market.
 - European Union has banned 1,300 chemicals for cosmetics

Political/Legal

- 
- Increased awareness of climate change and declaration of a climate change emergency,
 - Environmentally-friendly cosmetics
 - E-commerce represents a quarter of the cosmetic industry market.

Technological/Scientific



Introduction

About

Industry

Company

Competitors

Promotion

1

Increasingly popular
with constant growth

2

Growing focus on
sustainable and
clean beauty

3

Premium Beauty
Products

4

Online Stores



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Critical Success Factors

1

Big influence on social
lives of consumers on
global scale

2

Characteristics of
cosmetics industry

3

Improve product's
positioning

4

Clean beauty
consumers

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Five Forces

Threat to New Entrants - Moderate

Bargaining Power of Suppliers - Low

Bargaining Power of Consumers - Very High

Threat of Substitutes - Very High

Rivalry Among Competitors - High

Attractive to entrants with strong branding

Barriers: cost of production and manufacturing; brand recognition of competitors

Shift from premium brand products to mass production products

Variety of small and large manufacturers

Possibility of switching costs

Market trend towards organic beauty and sustainability

Clean beauty is becoming more mainstream

Consumer preferences are constantly adapting

Variety of competitors and product availability

Consumers are more aware of their purchasing decisions

Brand loyalty is relatively strong

Innovation in product development and marketing strategies

Price is not a huge influence compared to consumer expectations



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Company Background

- First sustainable color cosmetics line formulated with quality ingredients that support healthy hormones, fertility, and pregnancy
- Preparing to launch the initial products of her startup
 - Tested more than 20 blends of lipstick personally and among volunteers

Positioning Statement

“Addition Beauty is the first sustainable cosmetics line formulated with quality ingredients that support healthy hormones, fertility, and pregnancy. Our goal is to empower women with the knowledge in selecting safer cosmetics during a critical time of their lives without compromising beauty.”

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Company Logo



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Color with Confidence

We empower women to select safer cosmetics during a critical time of their lives without compromising beauty



Target Audience

Age: 25-39 women

Segmentation:

- People who are pregnant
- Trying to become pregnant
- Post-partum
- Hormonal Conditions

Consumer Needs/Requirements:

- Healthy cosmetics for fertility and pregnancy
- Reliability and trust with the products/company
- Safe and easy solution



Product

First sustainable color cosmetics line
Already developed: Lipstick Trio

Future: Foundation in 7 shades

Brand Name: Emphasis on positivity, pregnancy, fertility, and empowerment through its three addition signs

Benefit:

- Does not contain any harmful chemicals
- Educates its users of which chemicals are truly harmful and clarifies conflicting information in the population

Purchasing Process

Present

Future



Website

1. Subscription Boxes
2. In-person stores
3. Mom communities
4. Brand partnerships
5. Influencers

Strengths

- First sustainable makeup line that supports fertility and pregnancy
- Quality ingredients that have been tested over 20 different blends.

Weakness

- Lack of product options. There are currently only lipsticks that are available to consumers.
- Currently no website or social media platforms to advertise to the suitable audience

Opportunities

- Growing trend of clean beauty products and sustainability
- Rise of the wellness and health movement
- Pregnancy and Mom social media groups are increasing

Threats

- Growing Saturation for products in the Makeup Industry.
- Pregnant women are a very niche audience. There is a change of losing loyalty after pregnancy.
- Competing against big companies

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	Year 1	Year 2	Year 3	Year 4	Year 5
Volume	\$15,000.00	\$22,500.00	\$26,250.00	\$30,000	\$37,500.00
Price	\$35	\$35	\$35	\$35	\$38.50
Revenue	\$525,000	\$787,500.00	\$918,750.00	\$1,050,000.00	\$1,443,750.00
Ending Cash Flow	-\$224,088.50	-\$73,362.75	-\$53,807.50	-\$28,701.25	\$647,320.63

Year 5:
Break Even

Competitors



cocokind

AMARETA

- ✓ Wide Selection of Natural Products
- ✓ No Bad Chemicals
- ✓ Wide Distribution Channels (online, pop-ups, retailers)

- ✗ Focus on fertility and healthy pregnancy
- ✗ Educating on harmful chemicals

The background of the slide is a dark, semi-transparent overlay on a collage of Burt's Bees product tins. The tins are yellow with red text and feature a black and white illustration of a bearded man wearing a hat. The text on the tins includes "BURT'S BEES", "HAND SALVE", and "30 oz.". The navigation links are positioned at the top of the slide, above the main content area.

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Burt's Bees

Make thoughtful choices to reduce our impact on nature and work to protect biodiversity.

Strengths

- "True to Nature"
- Natural makeup and skin care products
- "Baby & Mama" product line
- Focus is on creams, lip balms, and oils

Weaknesses

- Do not specifically target pregnant women
- Less focused on makeup

Amareta

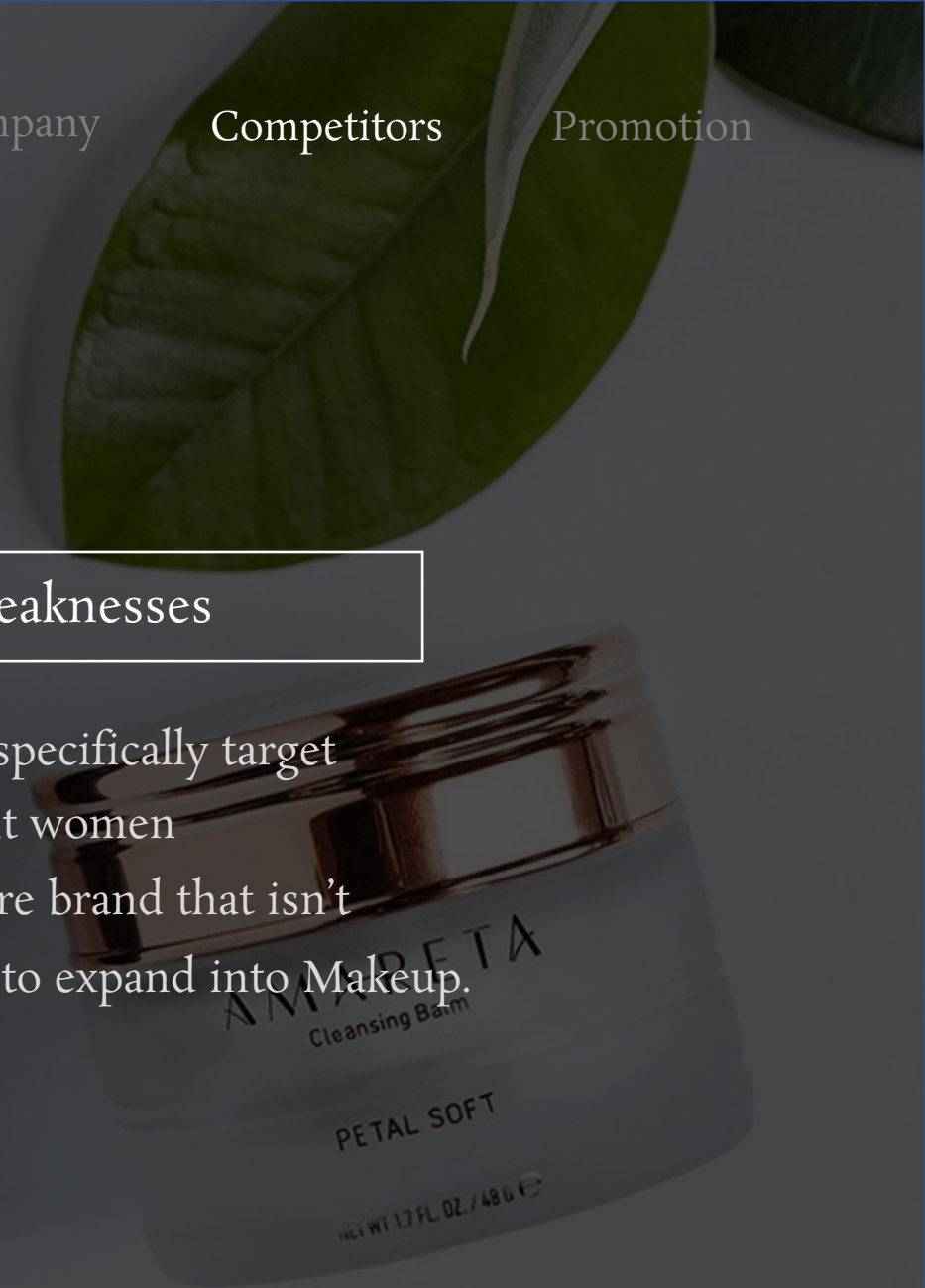
Adapt to our hormones and cycles, especially during pregnancy

Strengths

- MadeSafe cosmetics are formulated without parabens, retinoids, or questionable essential oils.
- The products don't include Hormone-Disrupting Chemicals, Synthetic Preservatives and Synthetic Fragrances.

Weaknesses

- Do not specifically target pregnant women
- Skin Care brand that isn't looking to expand into Makeup.





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Promotions

Website

Channels and
advertising
promotions

- OBGYN
trade
promotion
- Mom blogs

Social Media

- Influencers
- Subscription
Boxes

Blogs

- Educational
posts every
week

Packaging

- Photoshoot
of products.

Next Steps

- Expand Network
- Identify contract manufacturer
- Fully develop website and integration + SEO Optimization
- Packaging discussions
- Engaging medical community
- Research and Development Partnership

Expected Soft Launch:
Early 2022



Thank You

Any Questions?