

# S A P E L O

*Modern Skin Care Inherited from the South*



Business Plan 2018

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# Modern Skin Care Inherited from the South

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Sapelo Skin Care is an effective collection of naturally derived skin care products designed to care for skin by helping to mimic the body's natural rejuvenation process.

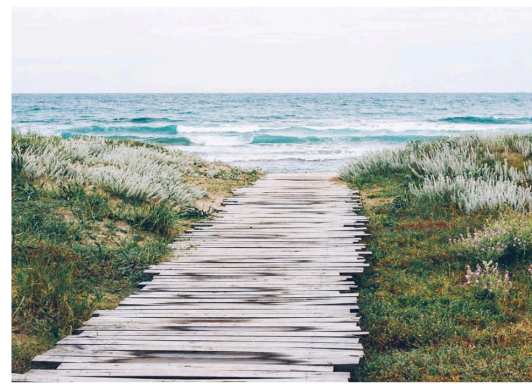
Using scientific formulations made with indigenous ingredients from plant and sea life around Sapelo Island, Georgia, Sapelo Skin Care products infuse the skin with healing peptides and molecules via their twice-daily ritual that soothes and replenishes—bringing surges of nourishment and hydration for healthy cell development without inflammation.

The **'Sapelo Skin Care System'** is comprised of three key products: *Renewing Serum*, *Rejuvenating Cream*, and *Restoring Eye Serum*. Developed by a renowned scientist in Savannah in partnership with Founders Stephanie Duttonhaver and Cindy Edwards, Sapelo Skin Care is formulated without fillers, silicones, parabens, sulfates or petrochemicals, and is cruelty free.

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## Our brand message:

Sapelo was spawned from necessity. It replicates skin renewal process without the inflammation of harsh treatments. Our ingredients are natural, non-toxic, active; products are specific and purposeful.





# Business Overview





# Now:

A repeat initial sales base through independent high end boutiques, online outlets including saks.com, and a high-end SPA business

- Sapelo Skin Care was created in 2015 out of personal necessity by Founders Stephanie Duttonhaver and Cindy Edwards. Both Southern women embraced the heritage and ritual of being gentle and careful with their skin, and when their skin became increasingly dry and red, were determined to develop products that hydrated and helped to heal their changing skin. Working with a veteran scientist, they developed an edited collection of healthy and cruelty free products. Infused with indigenous and active ingredients that work together in a twice-daily hydrating system, Sapelo mimics the body's immune system to replicate the bioactive cascade of peptides by gently infusing healing peptides and molecules without inflammation.
- Sapelo has built a repeat initial sales base through independent high end boutiques, online outlets including saks.com, and a high-end SPA business that includes both selling products in spa stores and the development of a Sapelo Facial Treatment (with back bar). Focus markets to date are primarily Southern, with some clientele in the North West US (Seattle).
- Brand awareness and sales have been cultivated through PR, events, trunk shows and influencer partnerships actively pursued and executed by the Founders.



## Next Steps:

Develop and grow this high end healthy skin care collection targeted to a smart, ingredient-conscious customer through:

- Developing **non-toxic high performance products** formulated without chemical preservatives
- Evolving **distribution** in the SPA, online and specialty store arenas
- Spreading the brand and Founder story through QVC selling of the *Sapelo Skin Care System*
- Enhancing **Marketing** efforts to drive Brand Awareness, engagement and sales
- Establishing the **Sapelo Facial Treatments** as a sought after treatment for a woman of a certain age (at home and in select spas nationwide)
- Hosting **pop up shops** at key retail locations or targeted events for selling and long term retail placement





# Growth Drivers



# Product Development Now:

- Cruelty free, healthy and effective ingredients, naturally derived actives, no fillers, silicones, parabens, petro chemicals.
- Most ingredients to date are inspired by indigenous ingredients of the Sapelo Island area. Other key ingredients are chosen for their efficaciousness.

## Hydrate. Rejuvenate. Protect.

The bulk of the business is done through the three-step *Sapelo Skin Care System*, infusing peptides and hydrating molecules without inflammation:

- **Step 1: Renewing Serum**  
Gardenia stem cells, 3 hyaluronic acids and humectants for ultra hydration
- **Step 2: Rejuvenating Cream**  
5 bioactive peptides that work to help build new proteins for new skin cells and transport collagen and elastin to cell membrane
- **Step 3: Restoring Eye Serum**  
blend of powerful peptides, including anti-aging milk peptides, boosts collagen production and skin cell count, while the botanical burdock reduces dark circles and detoxifies the skin





# Product Development Next Steps:

- Increase focus on INGREDIENTS on site and in marketing as key point of difference
- Continue to identify and use active, natural ingredients for new products that are in keeping with brand philosophy; focus on Sapelo Island and add other locations of excellence and relevance
- Develop key products to evolve the product offering:
  - ▶ Introduce a light and emollient day lotion
  - ▶ Evolve mask category with result-specific peel off masks (*change colors with ingredients*)
  - ▶ Develop luxurious, healing eye cream
  - ▶ Introduce lip care treatment

*(Note: make the existing eye serum treatment smaller)*



#SAPELOSKINCARE

"  
GROWTH AND  
COMFORT NEVER  
COEXIST! TO BE ALL  
YOU WANT TO BE, ALL  
THE WORLD NEEDS  
YOU TO BE, CHOOSE  
COURAGE OVER  
COMFORT.  
"



A woman is shown from the waist down, sitting on a toilet in a bathroom. She is holding a white tube of 'SAPPELO MILK BODY' lotion and applying it to her hand. The tube features a floral illustration and the text 'SAPPELO MILK BODY' and '6 oz (180 ml)'. In the background, a black and white dog is sitting on the floor, looking towards the camera. The scene is brightly lit, suggesting a clean and fresh environment.

# Marketing Initiatives



# Next Steps:

- Grow brand awareness locally around key market retail, and nationally in conjunction with evolving retailer distribution
- Use the Founders and their story and selling capabilities to tell the story of the products and ingredients (this is the point of difference)
- Support the 'natural' and ingredient elements in all marketing materials first to ground the brand in the customer's mind
- Hone the message:
  1. Idea spawned from necessity
  2. Replicates skin renewal process without the inflammation of harsh treatments
  3. Ingredients natural, non-toxic, active; products specific and purposeful



# Next Steps:

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Achieve these initiatives via:

## POP UP SHOPS

- Expand the location and increase the frequency
- Work with Saks and Mandarin Oriental to target other locations with the plan of getting distribution in those locations after successful selling

## VIP EVENTS

- Host intimate VIP customer events in partnership with Saks and Mandarin Oriental in support of each pop up shop to build connections and customers

## SOCIAL MEDIA

- Focus on building Facebook page; minimize Instagram (younger audience, not the Sapelo customer)
- Advertise on Facebook to drive to Sapelo site
- Include low key videos of the Founders on Facebook and the site

## DIGITAL MARKETING EFFORTS

- Review site and email analytics
- Consider advertising support on Facebook and Google ad words (natural, healthy, organic, etc)
- Look at email marketing cadence and content
- Consider Affiliate Selling Linking

## INFLUENCER PARTNERSHIPS

- Identify 4 partners for the year in key markets

## EVENTS

- Host popup shops and in store events in key markets
- Identify and attend social occasions or relevant events

## PRESS

- Identify the 'NY Social Diary' equivalent in focus markets and build relationship: Miami, Dallas, Houston'; focus only on targeted press that moves the needle

## NEW: WEBSITE UPDATE

- Hone messaging to more clearly articulate brand DNA and POD
- Focus on ingredients and explain them
- Call out key products
- Update images for compelling engagement

## NEW: SAPELO FACIAL TREATMENTS

- Evolve and market the different facial treatments both in spas, via spa marketing channels and social media





Thank You