

skyn

ICELAND.

Solutions for Stressed Skin

Douglas

**DON'T LET
STRESS
GET UNDER
YOUR SKIN**

“Skyn ICELAND is the only skincare line specifically formulated to treat the depleting and damaging effects of stress on skin using pure and potent ingredients from Iceland. The result? Skin that’s retexturized, balanced, glowing and younger-looking. Totally transformed.”

—Sarah Kugelman, Founder



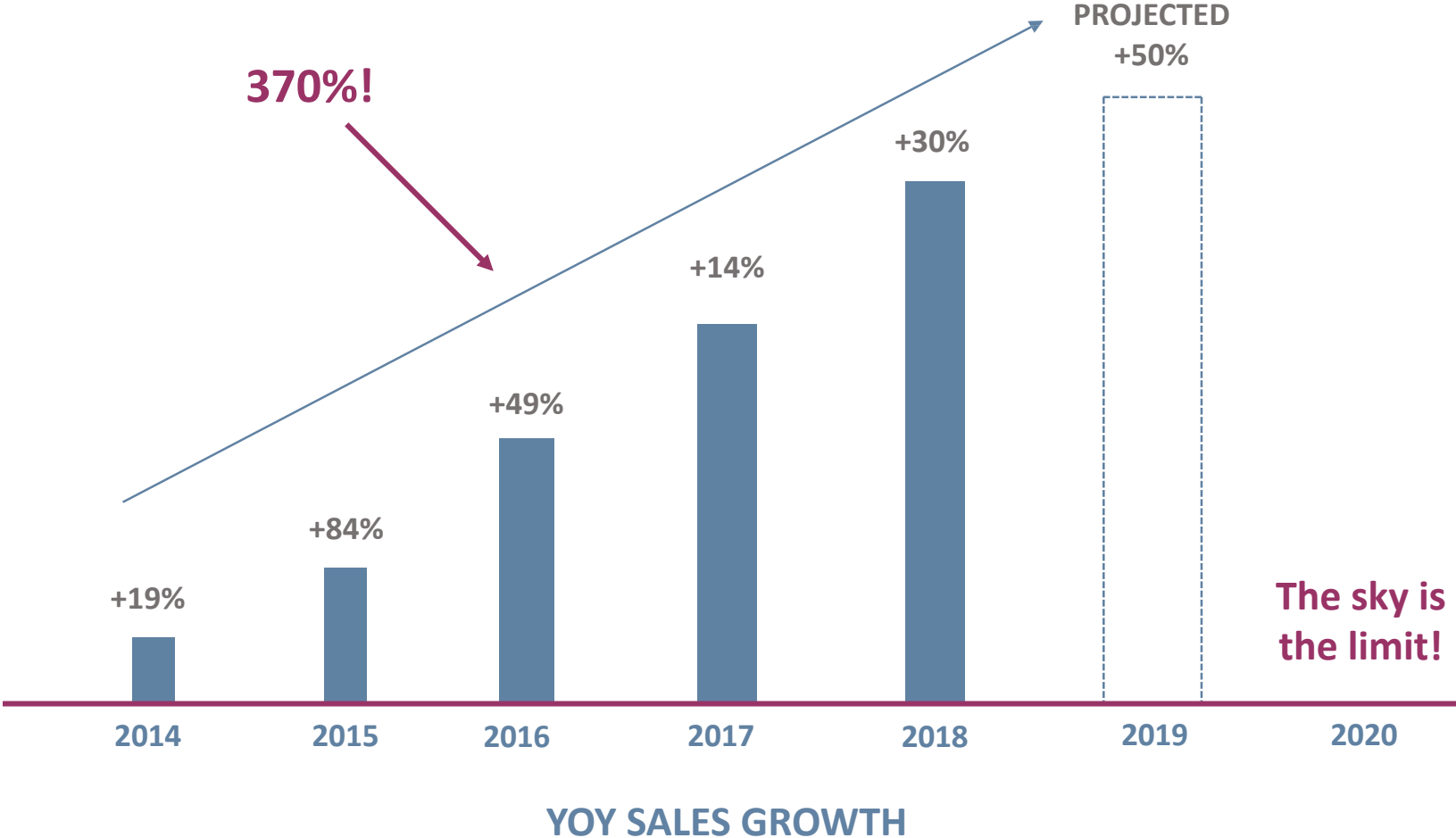
SKYN ICELAND STATE OF THE BUSINESS

- Skyn ICELAND launched in 2005, in one U.S. retailer with 7 SKUs. Today the brand boasts 30 SKUs and is sold in over 1800 doors in 25 countries
- The brand was relaunched in 2014 and has grown 370% in the 4 years since
- Skyn is a clean skincare brand with no harsh chemicals, 100% vegan and cruelty free
- Skyn has set the gold standard in the 'Hot' mask category with it's Hydro Cool Firming Eye Gels. A multi-award winning product worn by nearly every A-list celebrity
- The brand has hit a chord with the sought after millennial consumers, attracting nearly 65k Instagram followers and over 91 Facebook fans
- An incredibly powerful following of A-list celebrities, makeup artists, influencers and VIP's worldwide act as viral brand ambassadors
- Brand has been recognized by the industry and press with 20+ awards since launch.

**see slide 40 for more details*



SKYN ICELAND GROWTH



*see slide 40 for more details

3 BRAND PILLARS



**SARAH'S
STORY**



**THE STRESS
EFFECT**



**ICELAND
CONNECTION**



SARAH KUGELMAN, FOUNDER & CEO

Sarah is a native New Yorker, a renowned beauty industry expert, senior executive and visionary entrepreneur. Sarah is ALSO a wife, mother, daughter, friend, mentor AND yoga practitioner.

EARLY 30s:

- Sarah launches **gloss.com**, one of the BIGGEST beauty sites to emerge from the tech boom of the late 90s

LATE 30s:

- Sarah receives a **GRAVE PROGNOSIS** from her doctor- Learn to decompress or she won't make it to her 40TH BIRTHDAY
- Sarah's **STRESS LEVELS** are **OFF THE CHARTS** and taking a SERIOUS TOLL on her health (and her skin)

2000

- Sells gloss.com to the Estée Lauder Companies in 2000

2003

- Sarah leaves Estée Lauder and embarks on a New Chapter in her life as she pursues her passion for wellness
- Sarah researches the effects of stress on the skin with a team of doctors and experts
- A trip to **Iceland** proves truly **TRANSFORMATIONAL**.
- Sarah notices the clear **CONNECTION** between the Icelandic people's **FLAWLESS COMPLEXIONS** and their **ABUNDANT NATURAL RESOURCES** in tandem with the natural ethos of **CLEANLINESS** and **PURITY**

2005

- The result of the Iceland trip is the creation of skyn ICELAND – **A BRAND THAT PROVIDES SOLUTIONS FOR STRESSED SKIN**
- Since its launch, skyn ICELAND has garnered a **LOYAL FOLLOWING** of beauty insiders, celebrities, influencers and anyone with a high-octane lifestyle

THE STRESS EFFECT

The physiological effects of stress

The effects of stress on your skin

Increases sebum (oil) production

Clogged pores and adult acne

Impairs the protective lipid barrier function of the skin, the body's largest organ

Dry, dehydrated and dull complexion

Creates internal skin inflammation and onset of premature aging

Increase in fine lines and wrinkles

Compromises immune function, which breaks down the body's defenses

Uneven skin tone, texture, and hyper-pigmentation

Irritates skin and increases sensitivity

Short-term redness, itchiness, hives.
Long-term potential for psoriasis, eczema or rosacea

5 SYMPTOMS OF STRESSED SKIN

- 1** Adult acne
- 2** Accelerated aging
- 3** Irritation
- 4** Dryness & Dehydration
- 5** Dullness & Uneven skin tone



CHRONIC STRESS DEPLETES



Water



Oxygen



Vital nutrients



INSPIRATION ICELAND

Unspoiled • Tourism Boom • High Quality of Life • Longevity • Recognition in Pop Culture



**CLEAN AIR &
FLAWLESS SKIN**



**POTENT
BOTANICALS**



**MINERAL
HOT SPRINGS**



**GLACIAL
WATERS**

THE PROPRIETARY ICELANDIC COMPLEX



Glacial mineral waters

These pristine, pollution-free waters are crucial for maintaining skin's healthy pH balance and contain 6 essential minerals that help detoxify skin and alleviate dryness and itchiness.



Arctic cloudberry and red cranberry seed oil

Our 'super fruits' of the arctic contain high levels of antioxidants, Vitamins A, C & E as well as Omega-rich fatty acids which work together to protect, repair, and brighten skin.



Pure molecular oxygen

Molecular oxygen is deposited into skin's deepest layers to provide energy and nutrients essential for maintaining skin's youthful texture, tone and stimulating cell metabolism.

NATURAL INGREDIENTS FROM ICELAND & THE ARCTIC

Differentiated formulas contain botanicals from Iceland and the arctic region.

Unique and potent botanicals from Iceland

- Skyn ICELAND utilizes its Icelandic complex in all of its products
- Iceland and the Arctic region have a short growing season due to limited sunlight during part of the year
- The short growing season, in conjunction with Iceland's mineral-rich volcanic soil and pure air, creates plants that have hyper-potent properties
- The same botanicals which grow in other climates do not have the same potency or benefits
- The same is true for the marine elements and algae which are especially resilient in order to survive in cold temperatures



Angelica
Archangelica



Butterfly
Bush



Icelandic
Moss



Siberian
Ginseng



Arctic
Thyme



Icelandic
Kelp



Arctic Rhodiola
Rosea



Arctic Cranberry
Seed Oil

Skyn ICELAND's Proprietary Icelandic Complex:



Arctic
Super Fruits



Glacial Mineral
Waters



Molecular
Oxygen

SKYN ICELAND'S PRODUCTS ADDRESS THE 5 EFFECTS OF STRESS

Sarah has developed unique products around the effects of stress on skin

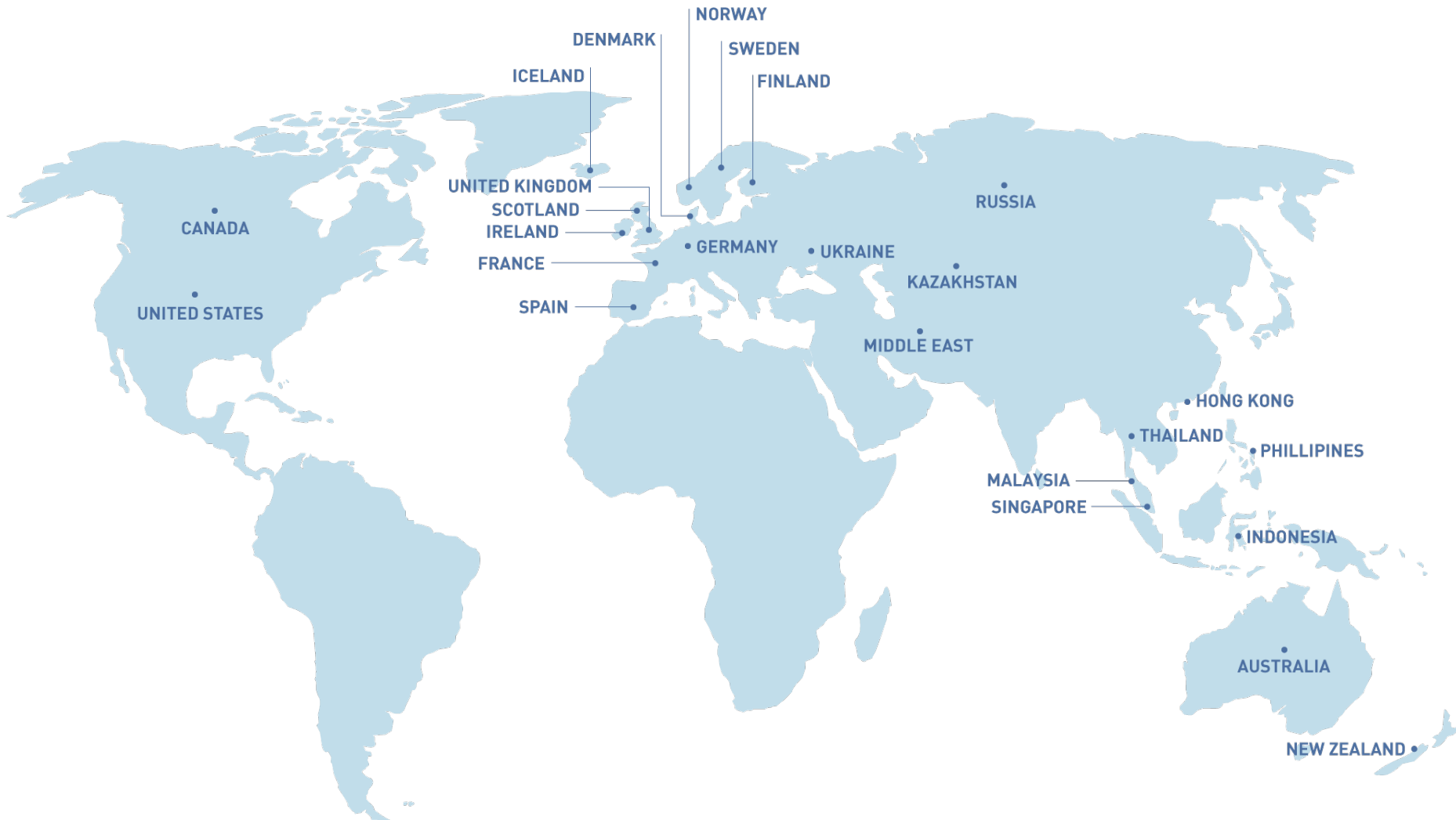
The 5 Symptoms of Stressed Skin	What it Looks Like	How skyn ICELAND Fights It	Products
Accelerated Aging	Lines and wrinkles, sagging skin, loss of elasticity	With Arctic thyme extract, natural GABA technology, raspberry stem cells, Siberian ginseng, Arctic lingonebry oil <i>RX: skyn ICELAND's Arctic Elixir, Hydro Cool Firming Eye Gels, or Oxygen Infusion Night Cream</i>	
Adult Acne	Clogged pores, oiliness and blemishes	With purifying Icelandic moss and argan seed extract that reduces oiliness, meadow sweet extract to tighten pores, Arctic thyme and angelica archangelica <i>RX: skyn ICELAND's Anti Blemish Gel or the Antidote Cooling Daily Lotion</i>	
Irritation	Sensitivity, redness, itching, hives, psoriasis, eczema or rosacea	With soothing Arctic gooseberry extract, Icelandic kelp, red Arctic algae and Arctic Sea buckthorn oil <i>RX: skyn ICELAND's the Antidote Cooling Daily Lotion or Oxygen Infusion Night Cream</i>	
Dryness	Dehydration, flakiness and dullness	With moisturizing Icelandic glacial water, an Antarctic extract, Arctic cloudberry and cranberry extracts <i>RX: skyn ICELAND's Pure Cloud Cream or Arctic Face Oil</i>	
Dullness	Uneven tone and texture, lack of radiance and hyperpigmentation	With brightening molecular oxygen, ice age mud and Arctic bilberry extract <i>RX: skyn ICELAND's Nordic Skin Peel or Fresh Start Mask</i>	

GLOBAL RETAIL DISTRIBUTION



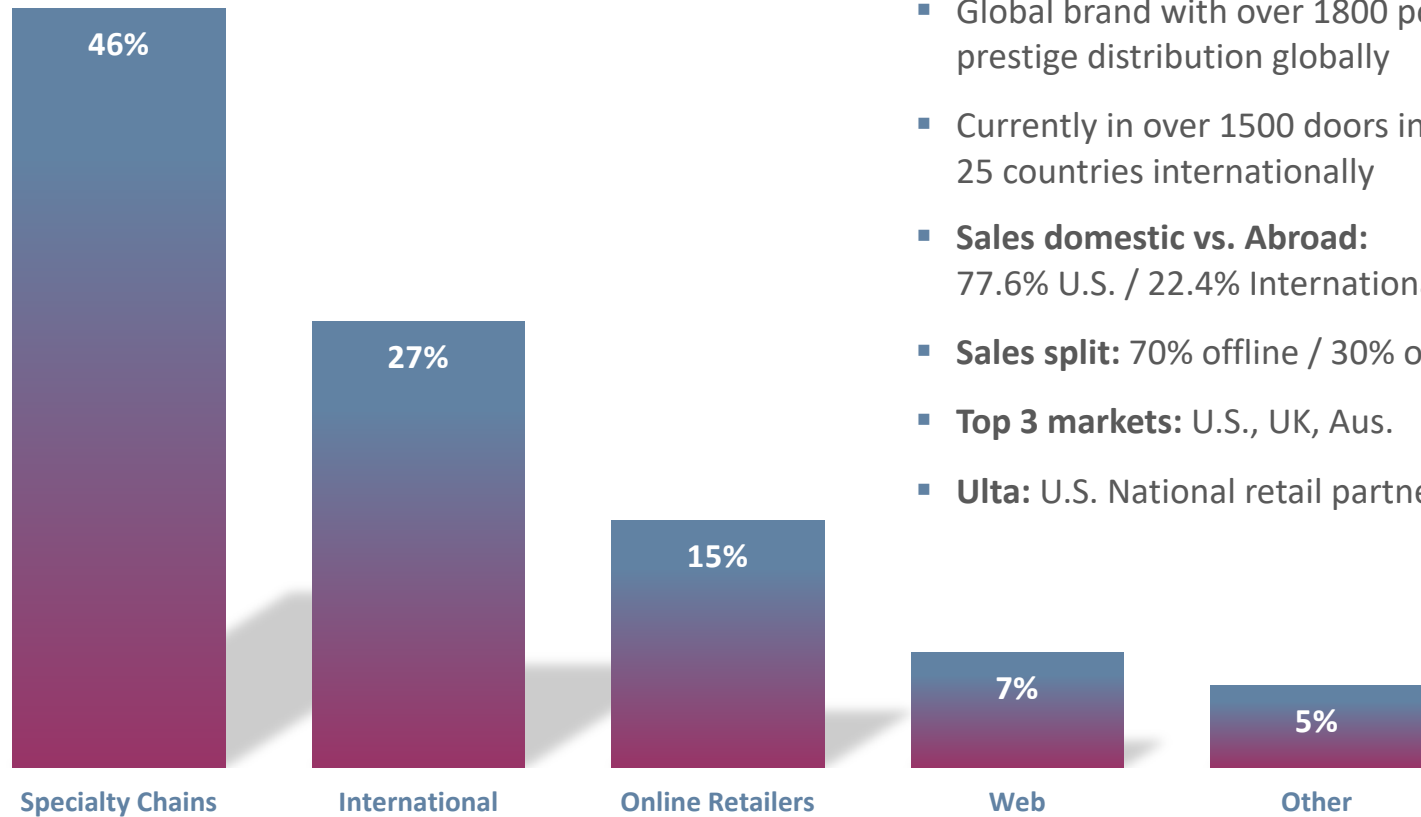
GLOBAL RETAIL DISTRIBUTION

Distribution in 25 Countries



DISTRIBUTION OVERVIEW

Sales by channel 2017



- Global brand with over 1800 points of prestige distribution globally
- Currently in over 1500 doors in the U.S., 25 countries internationally
- **Sales domestic vs. Abroad:**
77.6% U.S. / 22.4% International
- **Sales split:** 70% offline / 30% online
- **Top 3 markets:** U.S., UK, Aus.
- **Ulta:** U.S. National retail partner

DOMESTIC RETAIL PARTNERS



INTERNATIONAL RETAIL PARTNERS

United Kingdom

MARKS &
SPENCER

cult
BEAUTY

FEELUNIQUE

amazon
LUXURY BEAUTY

ANTHROPOLOGIE

ASOS

John Lewis

Canada & Asia

SEPHORA

Scandinavia

matas

ILU
ILM

Germany & Spain

Douglas

Australia & New Zealand

MECCA
MAXIMA

Iceland

ICELANDAIR 

WOW
air

 Lyf & heilsa

Russia

golden apple

TOP RETAILERS COMP RETAIL SALES GROWTH

Retailer	Country	+/- YTD 2018 vs. LY
	UK	+80%
	USA	+72%
MECCA MAXIMA	AUS	+69%
SEPHORA	CAD	+63%
	UK	+62%
	USA	+23%
	USA	+14%

ULTA FOCUS DOOR PROGRAM

Focus Door Definition: A controlled selection of stores strategically chosen by the brand (skyn ICELAND) and the retailer (ULTA) that receive increased selling, training and event support by brand sales executives and inventory from retailer to support aforementioned initiatives.

	# OF DOORS	# OF FIELD PEOPLE	+% VS. LY	FOCUS DOORS VS BASE BUSINESS % TO LY
2017 Fall	81	24	+29%	+33%
2018 Spring	133*	55	+48%	+61%
2018 Fall	133*	55	+49%**	+59%**
2019 Spring	Expand to 217 stores	Build to 80		

*22% of skyn ICELAND doors

** YTD through October

2018 NEW RETAIL DISTRIBUTION

United States

ANTHROPOLOGIE

free people

bluemercury®
makeup • skincare • spa

REVOLVE

Riley Rose

United Kingdom

ASOS

John Lewis

Denmark

matas

Sweden

ILU
ILM

Iceland

ICELANDAIR 

WOW
air

Middle East

al tayer 

Asia

SEPHORA

IN-STORE EXPERIENCE



THE IMPACT IN YOUR STORE ENVIRONMENT


- 1) Unique brand positioning
- 2) Streamlined assortment + depth in hero SKUs = efficient stock turnover and optimized sales
- 3) Regimen based skincare that is easy to sell
- 4) Problem-solution treatments with instant results and long term performance
- 5) Unique selling positioning does not cannibalize other brands in the category
- 6) Accessible pricing
- 7) Strong customer loyalty



ULTA
BEAUTY

skyn ICELAND

Solutions for Stressed Skin




Hydrate First
Purifying Eye Gels

Our Proprietary Icelandic Complex replenishes the nutrients that stress depletes

WE TREAT STRESSED SKIN USING PURE AND POTENT INGREDIENTS FROM ICELAND

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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EYE CARE & ANTI-AGING




100% VEGAN

Icelandic Glacial Waters hydrate and detoxify skin with essential minerals

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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MOISTURIZERS & PATCHES




CRUELTY-FREE

Arctic cloudberry and cranberry seed oils rich in Omega fatty acids, vitamins and potent antioxidants protect, repair and brighten skin

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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CLEANSERS, EXFOLIATORS, MASKS



CLEAN SKINCARE

Pure Molecular Oxygen breathes new life into skin improving tone, texture and radiance

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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KITS

skyn ICELAND

Solutions for Stressed Skin



Hydrate First
Purifying Eye Gels

Our Proprietary Icelandic Complex replenishes the nutrients that stress depletes

WE TREAT STRESSED SKIN USING PURE AND POTENT INGREDIENTS FROM ICELAND

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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EYE CARE & ANTI-AGING

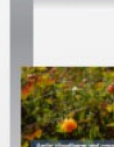


100% VEGAN

Icelandic Glacial Waters hydrate and detoxify skin with essential minerals

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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MOISTURIZE & TREAT

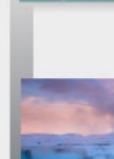


CRUELTY-FREE

Arctic cloudberry and cranberry seed oils rich in Omega fatty acids, vitamins and potent antioxidants protect, repair and brighten skin

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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ANTI-AGING



CLEAN SKINCARE

Pure Molecular Oxygen breathes new life into skin improving tone, texture and radiance

HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS	HYDRATING EYE GELS
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REFRESH, REHYDRATE & PURIFY

MARKS &
SPENCER

skyn ICELAND.
Solutions for Stressed Skin

Cult favorite!

HYDRO COOL FIRING EYE GELS
Firms, tones and de-puffs delicate under-eye skin in minutes

BRIGHTENING EYE SERUM
Peptide-enriched eye primer that delivers targeted wrinkle repair and intense hydration

skyn ICELAND.
Hydro Cool Firming Eye Gels
Firming, toning and de-puffing eye gels
Peptide-enriched eye primer that delivers targeted wrinkle repair and intense hydration
1.7 fl. oz. (50 ml) | 1.7 fl. oz. (50 ml)

skyn ICELAND.
Brightening Eye Serum
Peptide-enriched eye primer that delivers targeted wrinkle repair and intense hydration
1.7 fl. oz. (50 ml)

skyn ICELAND.
Hydro Cool Firming Eye Gels
Firming, toning and de-puffing eye gels
Peptide-enriched eye primer that delivers targeted wrinkle repair and intense hydration
1.7 fl. oz. (50 ml)

skyn ICELAND.
Brightening Eye Serum
Peptide-enriched eye primer that delivers targeted wrinkle repair and intense hydration
1.7 fl. oz. (50 ml)

PURE CLOUD CREAM
Light-to-see cream intensely hydrating your skin
1.7 fl. oz. (50 ml)

ICELANDIC RELIEF EYE CREAM
Hydro-jel eye cream formulated to combat dark circles, puffiness and irritation
1.7 fl. oz. (50 ml)

GLACIAL FACE WASH
Cleansing, foaming, purifying cleanser
1.7 fl. oz. (50 ml)

PLUMPING LIP GELS
A plumping gel patch designed to improve the look, texture and health of thinning lips
1.7 fl. oz. (50 ml)

ARCTIC HYDRATION RUBBERIZING MASK
Moisturizing mask that hydrates and soothes skin
1.7 fl. oz. (50 ml)

skyn ICELAND.
Skin Hangover
1.7 fl. oz. (50 ml)

skyn ICELAND.
Detox Kit
1.7 fl. oz. (50 ml)

CLEAN • CRUELTY FREE • 100% VEGAN

skyn ICELAND.
Solutions for Stressed Skin

MECCA MAXIMA



PRODUCT RANGE



PRODUCT RANGE

- ✓ Cleanse, Purify & Exfoliate
- ✓ Moisturize & Protect
- ✓ Eye Care
- ✓ Anti-aging & Specialty
- ✓ Introductory kits



UNIQUE SELLING POINTS

- Specifically formulated to treat the depleting effects of stress on skin
- Natural, proprietary ingredients sourced from Iceland
- Dermatologist tested for gentleness and effectiveness.
- Perfect for sensitive skin
- Warming and cooling sensations in treatments increase micro-circulation in the skin



PHthalate FREE



CLEANSE, TONE & EXFOLIATE



Glacial Face Wash
(150 ml)



Glacial Cleansing Cloths
(30 ct)



Micellar Cleansing Water
(155 ml)



Nordic Skin Peel
(60 ct)



Fresh Start Mask
(6 masks)



Blemish Dots
(48 ct)



MOISTURIZE & PROTECT



**Glacial Spray Lotion
(65 ml)**



**The ANTIDOTE Cooling Daily Lotion
(52 ml)**



**Arctic Face Oil
(1 oz)**



**Pure Cloud Cream
(50 g)**



**Oxygen Infusion Night Cream
(56 g)**



ANTI-AGING & SPECIALTY



Arctic Hydration Rubberizing Mask (3 masks)



Arctic Elixir Serum (1 oz)



Hydro Cool Firming Face Gels (8 gel patches)



Hydro Cool Firming Neck Gels (4 gel patches)



Plumping Lip Gels (4ct & 2ct)



Berry Lip Fix (12 ml)

EYE CARE



#1 SKU

Cult Favorite
Hydro Cool Firming Eye Gels
(4 ct & 8 ct)

NYFW NEW YORK FASHION WEEK THE SHOWS

CELEBRITY & MAKEUP ARTIST FAVORITE



SALMA HAYEK JULIA LOUIS-DREYFUS KRISTEN BELL

"These are great for when you're especially tired and have some puffiness. In our experience, after 10 minutes, we've removed to reveal smoother, moisturized and de-puffed skin"

— Gwyneth Paltrow, Goop Magazine



AS SEEN ON:



Brightening Eye Serum
(41 ml)



Icelandic Relief Eye Cream
(0.14 oz & 0.49 oz)



Glacial Cleansing Cloths for Eyes
(30 ct)

INTRODUCTORY KITS



Detox Kit for Stressed Skin
(4-piece kit)



Hydration Kit
(5-piece kit)



Face-Lift in-a-Bag
(6-piece kit)



Hangover Kit 2.0
(8-piece kit)



Skin Hangover Kit
(6-piece kit)

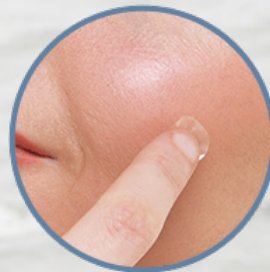
THE PATCH FRANCHISE AT-A-GLANCE

- State -of-the-art transdermal gel patch delivery system
- Entry point into brand
- Allows ingredients to penetrate deeply into the skin
- Infuses the skin with concentrated doses of soothing & highly advanced actives
- Results are immediate & transformative
- Non-irritating
- Easy to both apply & remove
- Used by top makeup artists



BEFORE

AFTER



INNOVATION PIPELINE

Skyn ICELAND is constantly innovating to bring to market on brand, innovative products that delight the consumer. The Company has a clear 18 month pipeline and plans to launch 2 to 5 new products per year.

H1: 2018E



Product 1
Micellar
Cleansing Water

H2: 2018E



Product 2
Glacial Spray Lotion

H1: 2019E



Product 1
Icelandic Youth Serum

Product 2
Brightening Face Mask

H2: 2019E

Product 3
Microneedle
Eye Care Patch

Product 4
Anti-Aging
Night Cream

Product 5
Dual Chamber
Eye Gels

MARKETING



CELEBRATED A BIG
BIRTHDAY. WISHED FOR
NEW CAR. WOKE UP W
A NEW FOREHEAD
CRINKLE ... WENT TO
MOVIES. FORGOT MY
GLASSES. CAN CRC
FEET GET A STAND
OVATION? ... TWO D
TILL MY HIGH SCH
REUNION. TOTALL
STRESSES OUT. WH
DID THESE DEEP CRE
COME FROM? ... MY FA
NEEDS A FAST FIX THA
WILL STOP WRINKLES
IN THEIR TRACKS!!!

MARKETING & PR STRATEGY

A multi-faceted Marketing & PR strategy has been effective in reaching skyn ICELAND's target audience

TARGETED MARKETING

- 1) Marketing efforts are aimed at building an emotional connection with consumers by elevating the lifestyle and dna of the brand
- 2) Target customer is women 18-34 years-old who frequently seek stress solutions including exercise, spa treatments, and entertainment
- 3) Celebrity and 'pro' alignments have helped build brand authority and authenticity



TARGET CUSTOMER – MILLENNIALS

Audience Demographics & Characteristics

- Millennials 18-34, college educated with an urban mentality
- Discerning, ingredient-savvy consumers who seek simple, effective “problem solution” skin treatments with instant gratification
- Over-stressed, overwhelmed, over-scheduled
- Looking for a quick and easy way to escape and reenergize whenever and wherever - spa, yoga, juicing
- On-the-go and avid travelers
- Seeking holistic lifestyle
- Concerned with self care and nurturing their skin

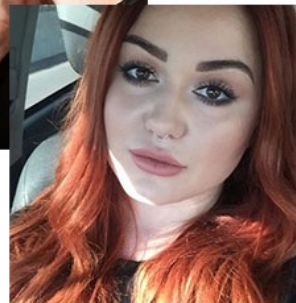


BRAND MAPPING WITHIN SKINCARE CATEGORY



MAKEUP ARTISTS

- Partner with Hollywood artists in TV & film
- Exploit award season to align with artists & celebrities
- Push content to Press & Social Media
- Drive artists and their clients to post on social media
- Continue our association with NY & London Fashion Weeks
- Create collaborations

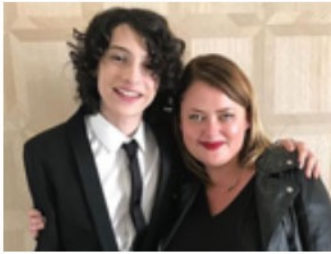


AWARD SHOWS

GOLDEN GLOBES 2018



Gal Gadot,
Wonder Woman



Finn Wolfhard,
Stranger Things

GRAMMY'S 2018



Alessia Cara,
Recording Artist



Camila Cabello,
Recording Artist

GOLDEN GLOBES 2017



Hailee Steinfeld,
Recording Artist

THE OSCARS 2018



Kristin Cavallari
American TV personality



Taraji P Henson
Actress



Kesha,
Recording Artist



Patti LuPone,
Recording Artist & Actress



Camila Alves, *Model*



Adriana Lima, *Model*



Julia-Louis Dreyfus,
Actress

BRAND COLLABORATIONS

NUDESTIX x skyn ICELAND
“The Kiss Proof Kit”

Social Media
f t i

Packaging Collaboration
with fashion designer



stila



beautyblender®

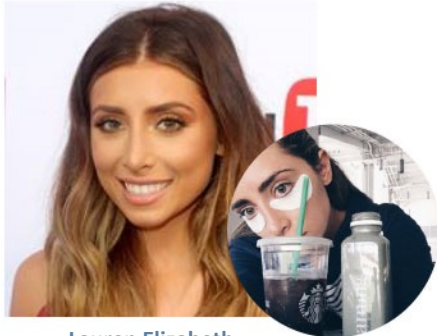
BITE
BEAUTY

ERIN
erin fetherston



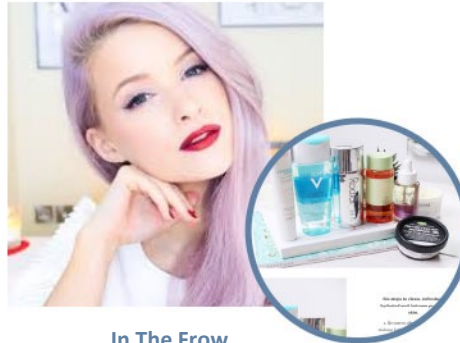
U.S. AND INTERNATIONAL BEAUTY INFLUENCERS

Skyn ICELAND is getting support from leading social media influencers in the U.S. and internationally



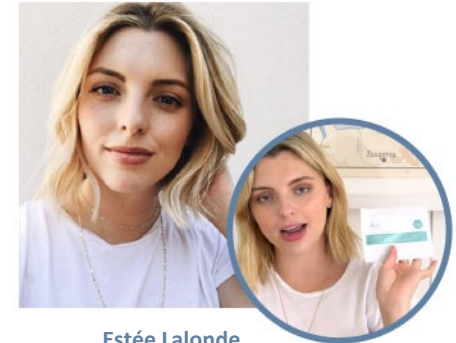
Lauren Elizabeth

Instagram: 1.1M Followers
Twitter: 693K Followers
YouTube: 1.3M Subscribers



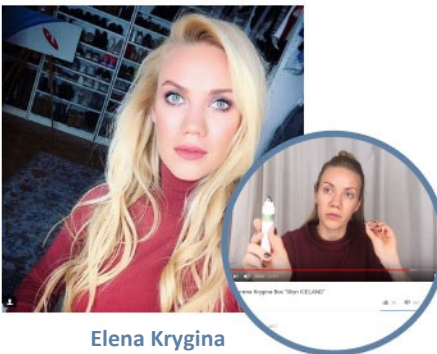
In The Frow

Instagram: 837K Followers
Twitter: 208K Followers
YouTube: 603K Subscribers



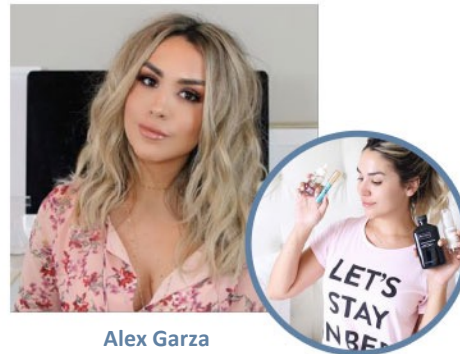
Estée Lalonde

Instagram: 735K Followers
Twitter: 265K Followers
YouTube: 1.2M Subscribers



Elena Krygina

Instagram: 632K Followers
Twitter: 3.4K Followers
YouTube: 823K Subscribers



Alex Garza

Instagram: 306K Followers
Twitter: 13.7K Followers
YouTube: 834K Subscribers



Katie Jane Hughes

Instagram: 155K Followers
Twitter: 2.5K Followers
YouTube: N/A

SOCIAL MEDIA & DIGITAL MARKETING



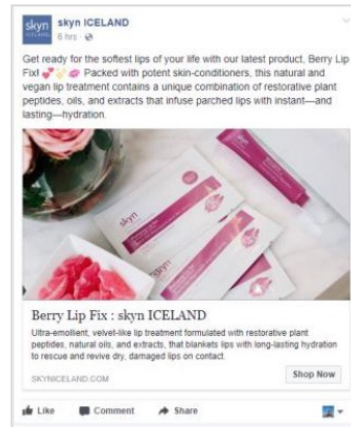
INSTAGRAM
(US, UK, DE, NL, ES, RU)
63.6K Followers



- Key platform for celebrity and makeup artist engagement
- Venue for bloggers and influencers to catapult product into minds of prospective customers
- 44.17% increase in Instagram followers in 2018
- Millennial playground for engaging, trialing, reviewing and recommending products
- Corporate or influencer co-branded collaborations drive awareness and boost followers (i.e. NUDESTIX)



FACEBOOK
91.2K Followers



- Generates awareness, drives sales and highlights promotions
- 211.54% increase in Facebook followers in 2018
- Facebook ads and boosted posts drive fan base and sales
- Ability to communicate new products and events

SKYNICELAND.COM, BLOG & EMAIL MARKETING



- Website provides chance to offer exclusive promos, products and kits to drive traffic and increase loyalty
- skynICELAND.com transactions up 12.92% in 2018 vs 2017
- Average time on website: 2:18 in 2018
- Company's customized digital skin consultation or 'quiz' has been taken over 46.8k
- Email database maintained on Campaign Monitor has over 46.6k active customers
- Blog enables deeper dive into brand lifestyle and opportunity to develop wellness content

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Solutions for Stressed Skin

Douglas