

# The Lipstick Effect

- Even in times of economic downturn, consumers continue to favour prestige cosmetics
- Perceive indulgences as luxuries that provide an emotional lift



# How We Innovate

- Bold, distinctive branding; Flamingo icon
- Designed for all textured hair; offering not tailored to specific curl types
- Scientifically proven ingredients to simplify haircare process
- Haircare process as an act of self care vs basic hygiene

