

# LOOKX



LOOKX - Smile, be beautiful and love yourself!

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# LOOKkX

## Who is LOOKkX?

LOOKkX is a fresh, innovating brand that thinks outside the box!

Developed by the team that is the target group.  
(25-48 years)



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# LOOKX

## What does LOOKX stand for?

- Complete solution for women
- Knowledge / Craftsmanship / quality and innovation
- Inspire and motivate

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## **Mission**

Our aim is to inspire and motivate any (often) busy woman to care for her skin in an easy and quick way, and make her shine every day with easy and long-lasting products.

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## Vision

Develop honest products - formulas with the best ingredients from around the world, packaged in luxury 'must-haves' packaging and stimulate the consumers by providing useful "how to" tools.



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# LOOKkX

## Slogan

'LOOKkX- Smile, be beautiful and love yourself'



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## Image

"Everyone can look great, but it does not come by itself. That's why I want to develop products that inspire and motivate to get the most beauty out of yourself, day after day."

*Cindy van der Peet CEO LOOKX*

### **About Cindy**

- Born in 1976
- Vegetarian
- Business Woman
- Mum of Gianni 9 months baby
- Passion for Cosmetics and loves to create products that women like Cindy want

### **Cindy's special interests**

- Beauty
- Travel
- Healthy and good food
- Fashion

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# LOOKX

## Cindy

- Business woman
- Mom of Gianni (2013)
- Passion beauty and business, concepts
- Represents the LOOKX target group
- Inspiring and motivated preferably women

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# LOOKX

## Corporate Identity

Stylish

Modern

Contemporary design

Elegant

High quality

Beauty

Attractive



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# LOOKX

## Company LOOKX Group

- Started 1999
- Owners Bas van Duivenbooden and Cindy van der Peet
- Located Heiloo, the Netherlands
- 400 sales points in the Netherlands
- 250 sales points in Belgium
- 4 LOOKX Stores Hungary



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## Sales opportunities

- Unique and exclusive products
- High-end look and quality, at a good price
- Fills the needs between mass market and niche



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## **Sales points**

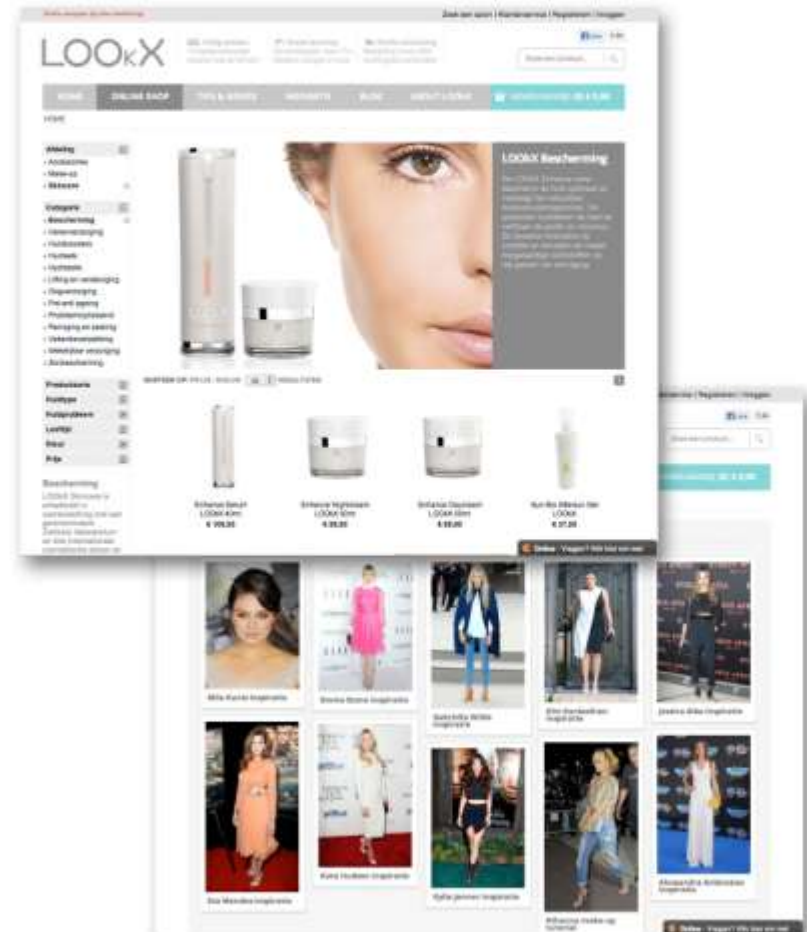
- Retail store
- Concept store
- Perfumery
- Professional beauty
- Wellness and hotel

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## Online Partnership



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LOOKX  
make up



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## LOOKX Make-up

- Innovative products and formulas for a natural look
- Caring make-up products (moisture, pre-antiageing, antiageing)
- Long-lasting effect on the skin (stays for 4h-12h)
- Skin friendly
- Very user-friendly, choice-friendly (magnetbox)
- Compact and complete collection
- 2 x per year fashion trend collection
- Modern look of products and promotion materials
- Products are not tested on animals and do not contain animal ingredients
- All skin types, also problem- and sensitive skin
- Perfume free
- High-end look and quality, at a good price

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## LOOKX Make-up Ingredients

- Soft pigments
- Mica
- Vitamin E; C and moisturisers
- Phyto ingredients
- Minerals



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## SKU list makeup

- Lipstick 20 + fashion
- Eyeshadow 24 + fashion
- Lipgloss 9 + fashion
- Lipgloss mini 9
- Foundation 8 (4/4)
- Pencils lip 1
- Pencils eye 7
- Liquid eyeshadow 4
- Concealing 3
- Brushes 5
- Others 3
- Mascara 3
- Powder compacts 6
- Foundation cmpt 3
- TOTAL SKU 105

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## LOOKX & Media



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## Interesting USP's Make-up

- Special must have products
- Caring ingredients
- Cindy - face back
- Inspiration and motivation for the consumer via LOOKX magazine, and online see [www.lookx.com](http://www.lookx.com)
- Magnetic make-up box system
- Blue, brown, green and grey eyes advice in display
- Other look for presentation (see example)  
White and clean and luxury
- Outside of the box products
- Fills the gap between mass market and niche market
- Must have packaging and luxury outer boxes
- Position fashion - natural look
- Complete Skincare line also available in luxury packaging



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# LOOKX

## LOOKX make up

- Stays at least 4-12 hours
- Fashion looks
- Not tested on animals and does not contain animal ingredients
- Most products Paraben free
- Very user friendly
- Quick to apply
- Gives the user time and confidence, no running make-up
- Strong image communication
- Tips and how to explanation
- Strong and beautiful pigmentation
- Laboratory in Milan
- Developed by make-up artist Cindy and team
- Contains vitamins and moisturizers
- Caring make-up

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LOOKX  
skincare



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## LOOKX Skincare

- Innovating products and formulas
- The complete solution for every skin or skin problem
- Specialist in Pre-anti ageing
- Containing skin-identic ingredients which work in the deeper layers of the skin and have a direct visible effect
- Skinfriendly products
- Produced in the best laboratory of Switzerland by a team of bio technological trained skinexperts. Development, innovating, knowhow and craftsmanship are the success of the brand
- Retail concept and professional salon concept
- Compact and complete collection
- Modern look of products and promotion materials
- Products are not tested on animals and do not contain animal ingredients
- Perfum free or hypo allergen perfum
- High-end look and quality, at a good price

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## Different solutions for the skin

- Balance - Calming, Rosacea, redness
- Moisture - Hydration and moisture
- Solution - Acne, combination, oily skin
- Energy - Pre anti ageing
- Change - Anti ageing
- Enhance - Protecting
- Special - Weekly care



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## LOOKX Skincare ingredients

- Swiss plant extracts
- Bio technological ingredients
- Peptides
- Gletsjer water
- Berries from Scandinavia



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## SKU list Skincare

- Balance 3
- Change 2
- Moisture 3
- Solution 2
- Energy 3
- Enhance 4
- Bright 1
- Prof 3
- Man 2
- 24h 3
- Specials 8
- Other 1
- TOTAL SKU 35

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## LOOKX skincare

- Solution for each skintype
- Natural ingredients
- Pre-anti ageing expert
- 25+ target group
- Made in Swiss
- Special actives
- Skin friendly
- Skin indentic
- R&D bio technological
- Animal tested free
- Best results

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## **Public Relations**







We look forward hearing some suggestions from your side, otherwise we use our network to find a good one.

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## Marketing Calendar 2014/2015

	Quarter 4-2014	Quarter 1-2015	Quarter 2-2015	Quarter 3-2015
New Product Development / Line Extensions	LAUNCH LOOKX Range CHRISTMAS PROMOTION	INTRODUCE NEW PRODUCT TREND COLLECTION	LAUNCH NEW PRODUCT	INTRODUCE NEW PRODUCT TREND COLLECTION
Press campaign	PRESS LAUNCH	INSTORE PROMOTION	INSTORE PROMOTION	INSTORE PROMOTION
Magazine advertising support				
PR Support				
Web Site				

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## **PR Strategy**

A PR strategy has been created to launch LOOKkX that will achieve the following objectives:

- To position LOOKkX as the leading fashion- caring- and natural look Cosmetics line for women in your stores
- To launch new LOOKkX range of products to the consumer
- To create 'must have / must need' buzz around the LOOKkX product range
- To increase LOOKkX brand awareness via media exposure whilst driving additional footfall into Stores
- To create maximum positive media coverage and awareness of the LOOKkX brand in association with Stores

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## **PR Activities in Stores**

- Media packs will be produced incorporating full product range, keys USP's of the range
- Within all press communication, stores will be featured as preferred stockist
- Stores will also feature within LOOKkX website under retail partners section
- Stores can be incorporated within the media launch activity

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## Proposals

- EXCLUSIVITY IN STORES
- TWO PROMOTIONS A YEAR
- EXCLUSIVE NPD ACTIVITY FOR STORES
- TO SUPPORT WITH PR SUPPORT IN YOUR COUNTRY

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