



**LYCASTE**  
professional skincare

**Personalised Skincare  
Eco-system**

The right way to customize  
your skincare routine

*Made For You*





# What is Lycaste

Lycaste is a complete skincare specialist-customer system.

On specialist side, we provide customers profiles, online consultation and webinars, clear statistics and affiliate commission. All in one platform.

Customers are allowed to choose their specialist in order to get recommendations regarding skincare routine, products or signup for webinar. If no need in specialist, than client still can benefit from completing the quiz and get recommendations.

Regarding the products, Lycaste focus not only on complete formulas but also on specific ones that can improve customers current routines (what ever brand they use).



Unique  
Formula



Professional  
Oriented



Organic



# Application & Personal Skin Profile

Personalized skin care industry is supported by increased search volume of skincare quiz. Whether it's web or phone application.



## Skin Profile

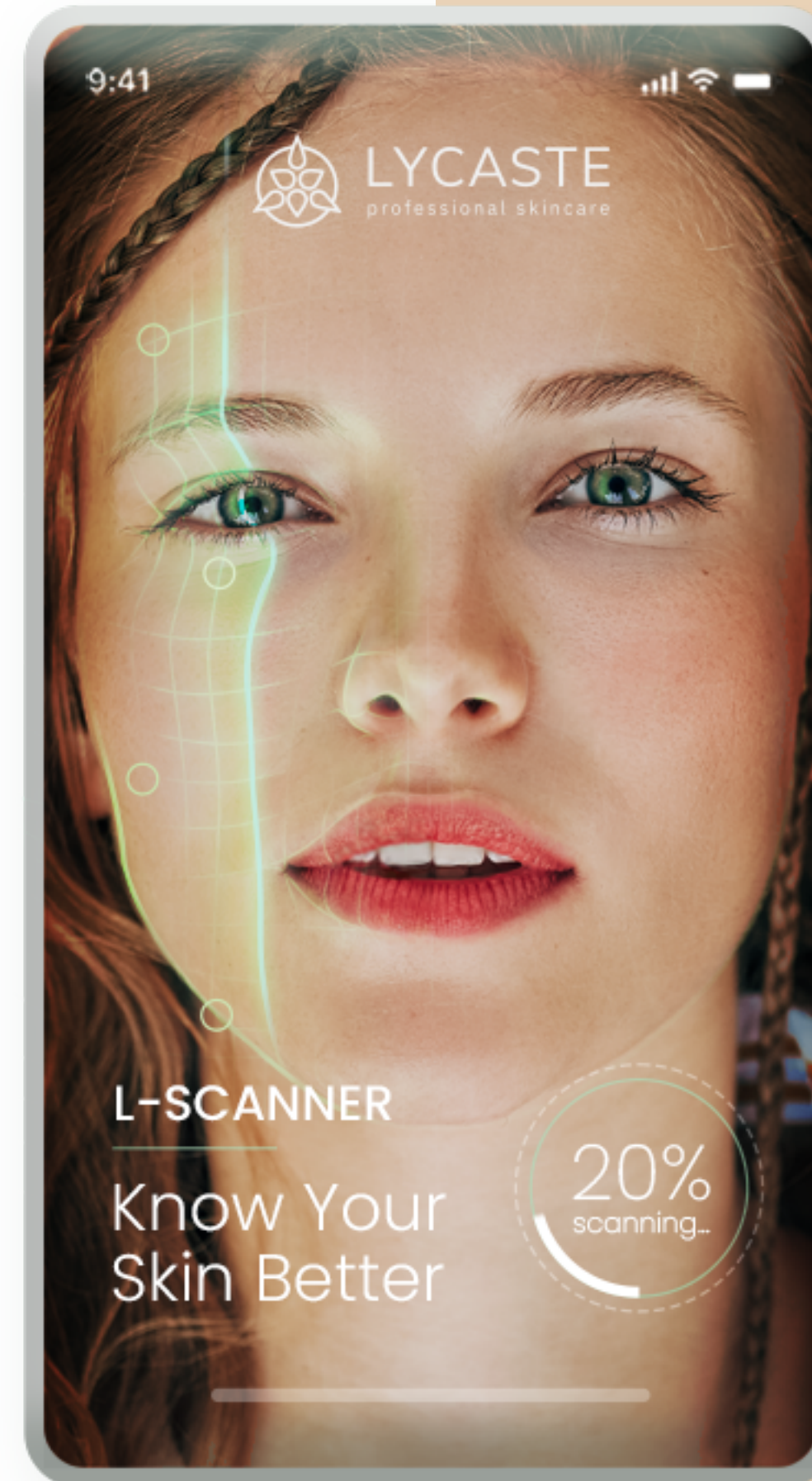
Take the skin care profile test online from the most trusted beauty consultants from the comfort of your home and get the test results online.



## Application

Download our app and then scan your skin. You will receive advice for cream based on your skin characteristics.

MOBILE APPLICATION  
**L-SCANNER**

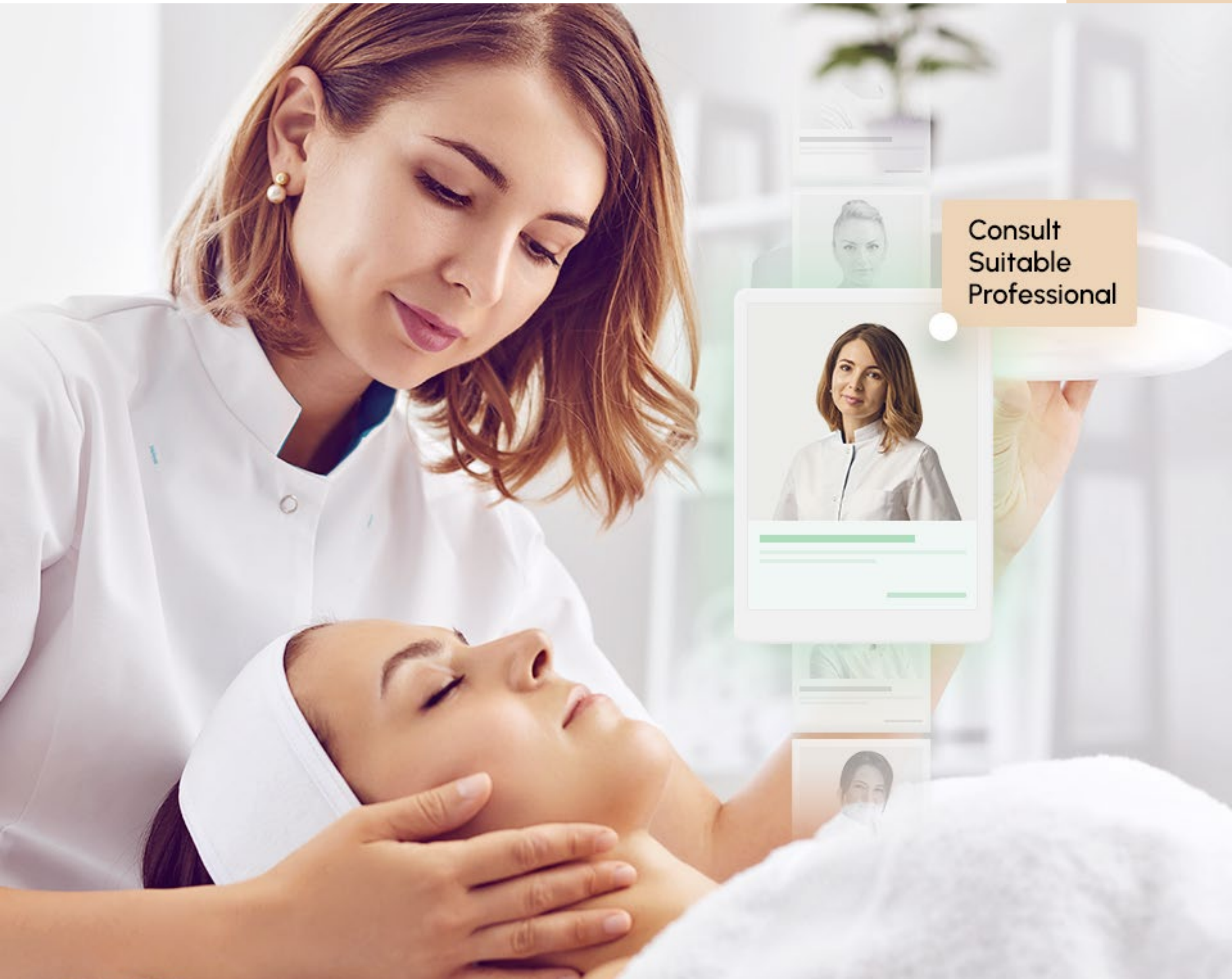


PERSONAL **QR-CARD**



# Professional Cosmetology Partnerships Program

To become a Lycaste affiliated specialist you basically need to fill out the profile with your past experience and certification attachment. If you'll be approved, you will get clients and as a result commissions from your consultations, webinars and products sales.



## Any Specialist Can Benefit By Using Our Partnership Program



Online webinars and consultations available on our platform



Client profiles and clear statistics are provided



# The Wayes of Destribution

We are planning a multichannel distribution including an affiliate program. Customers will have a variety of choices on how to purchase our products whether offline or online.

## Professional Network

Beauty Salons and Affiliate Program



## Online Network

Online Market Places, App Store, Google Market, Online Shop



## Stores

International Distributors, Local Stores

Global Personalized  
Skincare Market Worth

\$ 38.9 Bln  
by 2030

Compound Annual  
Growth Rate

+ 9.5%

by 2030

## The Whole World Market Coverage

There is no restrictions for people location if they want to buy a product or become an affiliate of Lycaste. However our marketing is primary focused on countries with middle and high income or lower income with high intent for switzerland skincare products (Thailand, Malaysia, South Africa). We constantly adjust our targeting depending on market behavior.

The form of adjustments could be: creating new product (specific skin problem in particular location, trended ingredients), forming a new bundle, simply apply a new offer (Buy one get one for free, huge discount, small discount), run specific ad campaigns in chosen locations, etc. We see every market as an unique matter, that require individual approach, which we provide with response and passion.



# Contacts

Lycaste is available 24/7 for any customer or business requests.



## **Our Address**

Rigistrasse 2, CH-6300  
Zug, Switzerland



## **Email**

info@lycaste.com



## **Phone Number**

+41 2660765



## **Facebook / Instagram**

@Lycaste.com

Quick response.  
Guiding in hard  
topics. No delays  
for complete  
answer.