



navy[®]

PARTNERSHIPS / DISTRIBUTION

FROM SEED TO BLOOM

FROM SEED TO BLOOM
LIVING THE COUNTRY DREAM

ROSEHIP OIL · HAND BALM · ROSEHIP OIL
navy[®]
HAND BALM
HANDMADE IN YORKSHIRE

ROSEHIP OIL · CUTICLE BALM · CUTICLE BALM
navy[®]
CUTICLE BALM
HANDMADE IN YORKSHIRE

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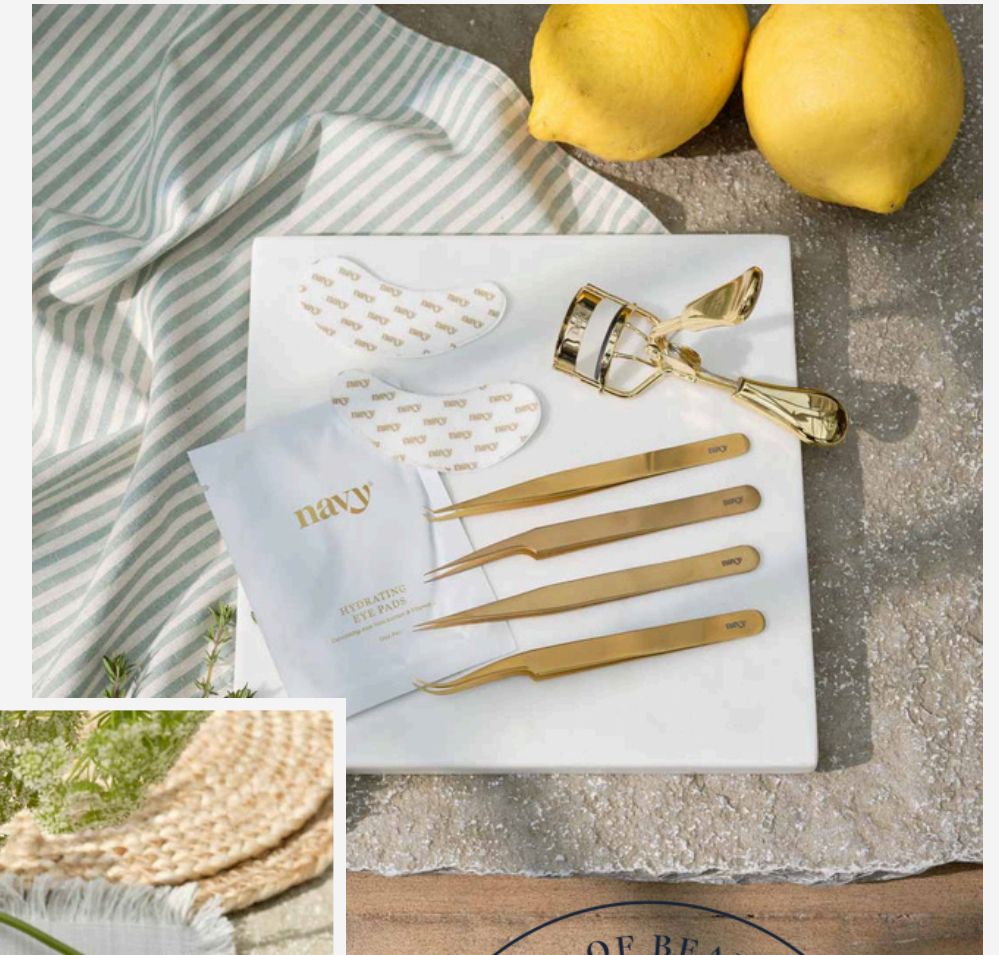
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INTRODUCTION

Navy Professional is a British brand that has seen astronomical growth since its launch in late 2018. Specialising in manufacturing British standard professional-grade beauty tools and skincare products, the brand is committed to using only the finest materials and craftsmanship for all of its products. The range of manicure tools and skincare products is designed to meet the needs of professionals and beauty enthusiasts alike and is trending worldwide for both its aesthetics and quality.

One of the things that set Navy Professional apart is its commitment to using only vegan-friendly ingredients in its skincare products while also sourcing many of its skin ingredients locally. This means that consumers can enjoy the benefits of the luxurious skincare range, knowing that no animals were harmed in the process, and also support the local economy.

With a global reach that spans more than 100 countries worldwide, Navy Professional has become a firm favourite among beauty advocates and enthusiasts alike. Their celebrity fans include both A-list celebrities and world-renowned manicurists across the globe. With a focus on quality, innovation, and ethical production, Navy Professional is a brand that is making its mark in the world of beauty.



In May 2023, Navy Professional made a significant investment in acquiring its new Yorkshire-based headquarters (HQ). The HQ is a working farm in the heart of the region. With this move, the Navy is expanding its commitment to the local community and eco-friendly ambitions. The new HQ will offer a unique space for hosting a variety of events and workshops, providing a platform to showcase the brand's values and engage with its customers.

Navy Professional's community-led approach and dedication to sustainability will be on full display, making it an exciting destination for adoring consumers.



ONE SOLD
EVERY
MINUTE*



CUTICLE BALM

FASTEST
SELLING BEAUTY
TOOL IN UK



HELEN NIPPER

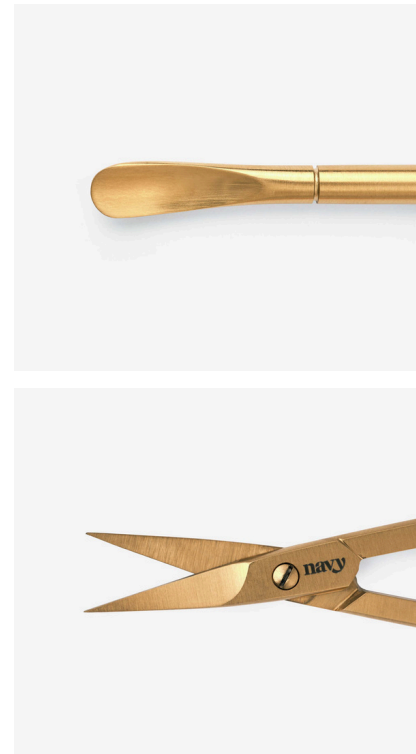
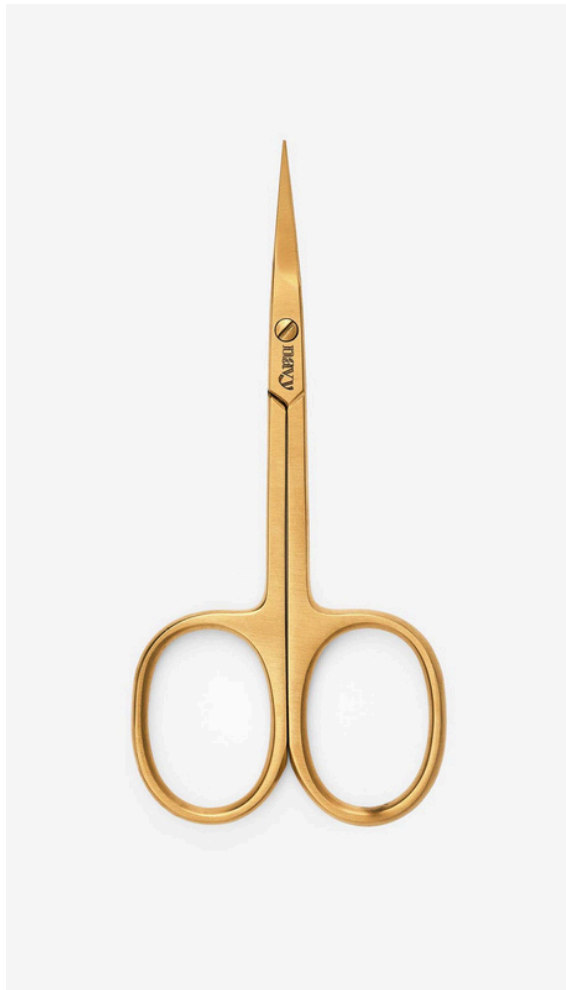


SHIPPING TO
OVER 100
COUNTRIES

TERRITORIES

Navy Professional ships their premium beauty tools and products to over 100 countries worldwide from their UK head office. Looking towards the future, the brand has set an ambitious goal for 2023: to establish strong partnerships with leading distributors around the world.

This strategic move will help Navy Professional expand their reach and make their products more accessible to beauty professionals and enthusiasts everywhere. With a commitment to quality and innovation, Navy Professional is poised to become a global leader in the beauty industry.





Navy Pro tools honestly changed my life, and they have become my most prized and loved tools. Their exquisite precision, heigineic coating, and world class craftsmanship is nothing short of outstanding. Holding them in your hand makes you feel like an artist, and the clean, precise, effortlessly sleek manicure you can create is your canvas.

Sophie



To create perfect nails you need the right tools. I take pride in my prep using @officialnavyprofessional tools.

If you ask me what my favourite luxury manicure product is it has to be officialnavyprofessional cuticle balm, an incredible smell.

Rute



The balm comes in a travel-friendly tin, making it easy to carry in my bag or purse. It's so smooth and creamy, making it easy to apply without feeling greasy or too oily.

I just love how long-lasting it is. Even after a few hours, my cuticles still felt moisturized and nourished.

They look healthier, feel softer, and are less prone to dryness and cracking.

Poppsbeauty



I've been in the makeup industry for a while now but recently ventured into nails and knew I wanted to start with the correct tools. I came across NAVY and never ordered so quickly! There whole brand is on another level, the scent, the tools, everything! I also love the background of the brand and how Rebecca started Navy. I hope to order more products in the future!

Ashleigh

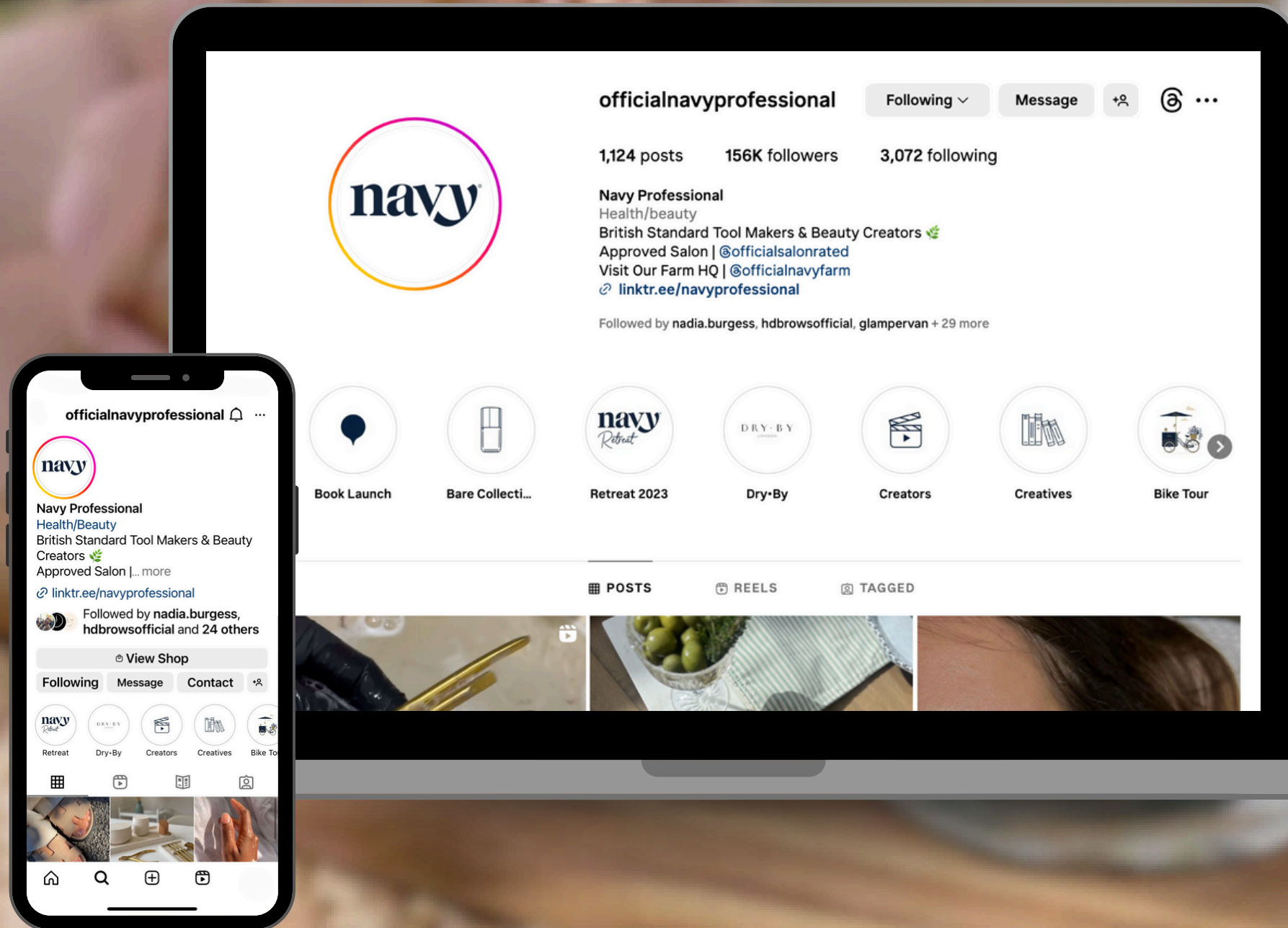


navy
MASK
Cleansing & Hydrating

navy
CLEANSE
Gentle & Creamy
100% Natural / 3.38 fl oz

navy
TEA SCRUB
With Organic Tea Leaves
100% Natural / 3.38 fl oz

navy
BALM
Contains Rosehip Oil Rich in
Vitamin A & Antioxidants



156k
FOLLOWERS

750k
REACH PER MONTH

800k
HASHTAGS

AS SEEN USED BY ...



Harriet Westmoreland



Julia Diogo



Georgia Rae



Mateja Nova



Hollie Parkes



Iram Shelton



Marina Dobyk



PRESS COVERAGE

SHEERLUXE



Emma Jackson, *Pro Manicurist for Navy Professional*

Follow @EmmaJacksonNailArtist

The Products She Buys On Repeat...

"First, my Navy Pro Tools Cuticle Balm. Brimming with rosehip and coconut oil, you only need a small amount, but it works quickly to improve the overall appearance of both the skin around your nails and the nailbed itself. Next up, I like to keep a strengthening treatment nearby. The Ethos Seaweed Calcium Base is my favourite. It contains calcium, magnesium and zinc, all of which work together to harden and strengthen your nails. It also has a subtle pink hue that enhances the look of your nails and gives them a healthy glow. You can apply this as a weekly treatment, or more often if you want to. Finally, a good hand cream is a no brainer. Everyone should apply on morning and night. If my hands are particularly dry, I'll use Weleda's Skin Food - it's what I call a pocket-pleaser as it delivers fast results. I love L'Occitane's Shea Butter too, the formulas are thin and never leave behind a tacky or greasy residue."



HAIR & NAILS / 14 FEBRUARY 2023

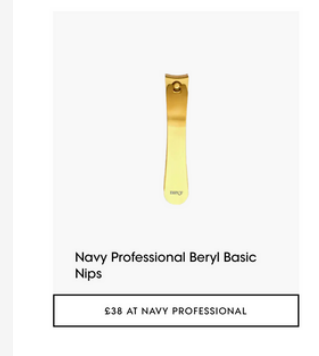
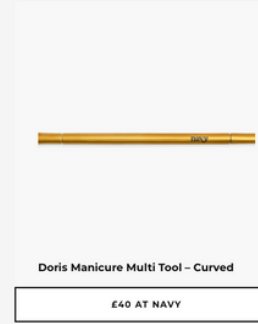
Image: @MEGANMARGOTEVANS Save to My Favourites

8 Nail Pros Choose Their Favourite Conditioning Products

During these colder months, our nails and cuticles need as much nourishment as possible. If yours could do with some TLC, help is at hand - we asked some of the industry's top experts to share their go-to conditioning products.

BY SAPNA RAO

BEST NAIL TOOL



BEAUTY How To Give Yourself A French-Girl Pedicure At Home

BY LAUREN MURDOCH-SMITH
17 June 2023

The Nail Essentials 3 Pro Manicurists Won't Be Without

With an ever-expanding range of nail tools and products out there, it's not always clear which ones are worth the money. To find out, we asked three top manicurists to reveal the essential they use at home. From dedicated bristle brushes to cuticle oils, topcoats and foot masks, here's what they wouldn't be without - plus, their best nailcare tips...



Liz Earle
Wellbeing

SHEERLUXE

YOU
MAGAZINE

VOGUE

LIVING NORTH

Brownc



ECO SUSTAINABILITY

At Navy Professional, we are committed to promoting environmental, social, and economic sustainability. We believe that sustainability is not only the right thing to do for our planet, but also a key driver of innovation and growth in our industry.

We are constantly striving to reduce our carbon footprint and minimize our impact on the environment. We have implemented a number of energy-efficient practices and encourage responsible resource consumption and waste disposal across all our operations.

We are also committed to promoting social sustainability and supporting the well-being of our employees and communities. We strive to create an inclusive and diverse workplace culture, and we support a variety of local and national organizations that share our commitment to social responsibility.

As part of our commitment to sustainability, we are committed to regularly reviewing and updating our policies and practices to ensure that we are meeting our sustainability goals. We aim to lead by example and inspire others in our industry to adopt sustainable practices and drive positive change in the world.



✓ 
**MADE
LOCALLY**

✓ 
**ETHICALLY
SOURCED**

✓ 
**PETA
APPROVED**

✓ 
**MADE
TO BRITISH
STANDARDS**

✓ 
**SUPPORTING
WOMEN-LED
BUSINESSES**

✓ 
**FSC APPROVED
PACKAGING**



MARKETING
ASSETS



PRODUCT
TRAINING



INVENTORY &
TRACKING

ON-GOING SUPPORT

As a brand Navy Professional have a dedicated team who are dedicated to ensure the onboarding process is seamless and you have all the support required including;



navy®

THANK YOU

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