



Victoriland Beauty®
The Beauty of Our Purpose



Feeling is believing.

Each VLB product embodies our belief that beauty should be inclusive while simultaneously providing real results that you can see, feel and touch. From the unique texture to the transformative feel and after glow, we push boundaries and don't stop until we get it right.

We believe every woman wants skin that looks and feels good enough to Go Naked and products should be designed to be used by as many people as possible. When you make things accessible for people with special needs, you automatically make things easier for everyone.

“
True beauty
is wearing no
makeup and being
100% okay with it.

- *unknown*

Victorialand...the happiest place on earth

My home, known as "Victorialand" to family and friends, is the place where we gather to chat about everything and nothing, cook and eat healthy food, and laugh out loud. It's our "happy place."

Victorialand is the place where I model a "be brave, be victorious" way of life for my children. This mindset was my source of strength during two life-changing experiences that took place within a few years of each other—the end of a marriage and the the birth of my youngest son with an acute visual impairment.



Turning inward in search of my passion and purpose, it quickly became evident that my "why" was about helping people change their lives for the better and my "what" was staring me right in the face, literally! Excited by this epiphany (my aha moment), I immediately moved forward to create a business plan focused on **three key pillars**.

1

Create a naturals-based skincare brand that empowers women with skin that looks and feels good enough to #GoNaked.

2

Develop a beauty inclusive business model where products are made accessible to visually impaired people.

3

Advance pediatric ophthalmological research to facilitate new treatments and cures for visually impaired children.

VLB is market ready

MARKET

- 'Natural' is a big buzz word in many industries, especially beauty — in terms of product ingredients as well as consumers looking to achieve a more natural look.
- Skincare sales rose 5% to \$5.9 billion in 2019 with **natural brands growing 14%, almost 3 times faster than the category**, and accounting for approximately **30% of total skincare**.

** Source: Marketing Daily 2.12.20*

Cone Consumer Social Responsibility Study reveals that **87% of consumers** said that they would purchase a product that advocated an issue they care about.

As women continue to adopt a less-is-more approach, **multitaskers that address concerns** for several areas of the body will become the norm.

• Source: Mintel

VLB

- VLB's naturally active formulas leave skin looking and feeling good enough to Go Naked!
- VLB products are natural, vegan, non-toxic & cruelty-free...no parabens, phthalates, SLS, GMOs, mineral oils or synthetic fragrances

VLB is giving back in a personal and profound way by:

- 1.** Supporting Boston Children's Hospital's efforts to find treatments and cures for visually impaired children
- 2.** Making products more accessible to visually impaired people with the CyR.U.S.™ System of Raised Universal Symbols

VLB's 4 multitasking, easy-to-use products can be used solo or easily mixed and matched to maximize the benefits of all products working together.



SKIN-LOVING TREATMENT for eyes and lips

Victorialand Beauty Skin-Loving Treatment for Eyes and Lip contains a combination of some of nature's best rejuvenators and three powerful peptides. This multi-tasking treatment is formulated to care for delicate skin around eyes and mouth for a tighter, smoother-looking appearance. Suitable for all skin types.

Price: \$55.00

Size: 0.5 fl oz / 15 ml

Skin-Loving Ingredients/Benefits:

Meadowfoam Seed Oil

A rare blend of antioxidants and easily absorbable fatty acids known to help increase elasticity while balancing skin's oils to provide hydration without oiliness.

Organic Evening Primrose Oil

Known to lighten dark circles, reduce fine lines and wrinkles and increase elasticity for firmer, smoother-looking skin.

Tri-Peptide Complex

Matrixyl® 3000 has been proven to promote wrinkle smoothing and improve skin tone and elasticity; **Argireline** is known to prevent the development of skin wrinkling; and **Eyeseryl®**, has been proven to reduce under-eye puffiness and dark circles while enhancing skin elasticity and smoothness.



SKIN-LOVING ELIXIR revitalizing face oil

Victorialand Beauty Skin-Loving Elixir contains a potent combination of natural skin revitalizers and boosters.

This luxuriously rich oil is formulated to quickly absorb into skin, leaving it looking firmer, brighter and gorgeously glowing. Suitable for all skin types.

Price: \$80.00
Size: 1.0 fl oz / 30 ml

Skin-Loving Ingredients/Benefits:

Revinage®

A clinically-proven, multi-tasking “force of nature” that reduces wrinkles and hyperpigmentation (brown spots), minimizes the effects of environmental stressors and increases skin density and firmness.

Gatuline® In-Tense

A revitalizing extract from the spilanthes acmella flower proven to visibly smooth and firm skin while rapidly reducing the appearance of fine lines and wrinkles.

Rosehip Seed Oil

A time-tested “healer” known to moisturize and reduce hyperpigmentation for an overall improvement in skin tone and texture.



SKIN-LOVING MOISTURIZER nourishing face and neck cream

Victorialand Beauty Skin-Loving Moisturizer is formulated with powerful natural ingredients that lock in moisture and reduce hyperpigmentation (brown spots) and the appearance of fine lines and wrinkles. Suitable for all skin types.

Price: \$75.00

Size: 1.7 fl oz / 50 ml

Skin-Loving Ingredients/Benefits:

Rosehip Seed Oil

A time-tested “healer” known to moisturize and reduce hyperpigmentation for an overall improvement in skin tone and texture.

Hyaluronic Acid

A natural lubricator known to reduce the signs of aging—fine lines, wrinkles, sagging—with its exceptional moisture-binding properties.

Meadowfoam Seed Oil

A rare blend of antioxidants and easily absorbable fatty acids that help to increase elasticity while balancing skin’s natural oils.



SKIN-LOVING SLEEP MASK CBD-infused skin perfector

Victorialand Beauty Skin-Loving Sleep Mask, formulated with full-spectrum, organic CBD oil and a unique magnesium complex, works overnight to insure your skin gets its glow back on by morning. Fatigued skin awakens to look hydrated, youthful and radiant. Suitable for all skin types.

Price: \$85.00

Size: 1.7 fl oz / 50 ml

Skin-Loving Ingredients/Benefits:

CBD Oil

A full-spectrum, CBD-rich extract with powerful antioxidant benefits to protect the skin from free radicals and environmental pollutants that can interfere with collagen production. Its anti-inflammatory and regenerative properties help to fight premature aging while an array of essential nutrients, including vitamins A and E, minerals, proteins and fatty acids work to further promote skin health and repair.

Olivine™

A magnesium-rich complex that helps increase skin's cellular energy level while reducing the effects of stress and fatigue. The stimulation of increased intracellular energy revitalizes skin so that it looks refreshed and brighter.

Coconut Oil

A known hydrator with anti-aging properties that helps to improve skin elasticity and collagen production. Rich in antioxidants such as Vitamin E and A that can help reduce free radical damage while slowing down the aging process.

Challenge Results (Consumers from 25-65+ are loving it!)

SKIN-LOVING ELIXIR revitalizing face oil

PERFORMANCE ASSESSMENT

- 93%** said their skin felt softer, smoother and more hydrated
- 85%** said it improved skin tone and texture
- 85%** who used it under their moisturizer noticed a positive difference in their skin
- 67%** noticed a reduction in fine lines and wrinkles

THE BOTTOM LINE

- 75%** said their skin looked and felt good enough to #GoNaked
- 91%** of challenge participants would consider buying



SKIN-LOVING TREATMENT for eyes & lips

PERFORMANCE ASSESSMENT

- 97%** said skin around eyes and lips looked and felt hydrated
- 82%** said skin around eyes looked firmer and smoother
- 75%** saw fine line and wrinkle reduction around eyes
- 74%** said skin around lips looked firmer and smoother

THE BOTTOM LINE

- 74%** said skin around eyes and lips felt good enough to #GoNaked
- 98%** of challenge participants would consider buying



SKIN-LOVING MOISTURIZER nourishing face/neck cream

PERFORMANCE ASSESSMENT

- 91%** noticed brighter looking skin
- 84%** noticed increased firmness
- 72%** noticed a reduction of fine lines and wrinkles
- 51%** noticed reduced hyperpigmentation/brown spots

THE BOTTOM LINE

- 81%** said skin around face and neck felt good enough to #GoNaked
- 98%** of challenge participants would consider buying



SKIN-LOVING SLEEP MASK CBD-infused skin perfecter

PERFORMANCE ASSESSMENT

- 97%** said their skin felt softer, smoother and more hydrated
- 94%** said it left skin looking brighter and more refreshed
- 88%** said it left skin looking firmer
- 81%** noticed a reduction in fine lines and wrinkles

THE BOTTOM LINE

- 88%** said their skin looked and felt good enough to #GoNaked
- 99%** of challenge participants would consider buying





Giving Back

The World Health Organization estimates that there are almost 2 million children globally with visually impairments.

Our hope is to change the lives of these children for the better by supporting Boston Children's Hospital's (BCH) Pediatric Ophthalmology Department, the largest in the country, with a commitment of 2% of sales. These funds are designated to support their life-changing efforts toward identifying new diagnostic paradigms and treatment modalities for visually impaired children.

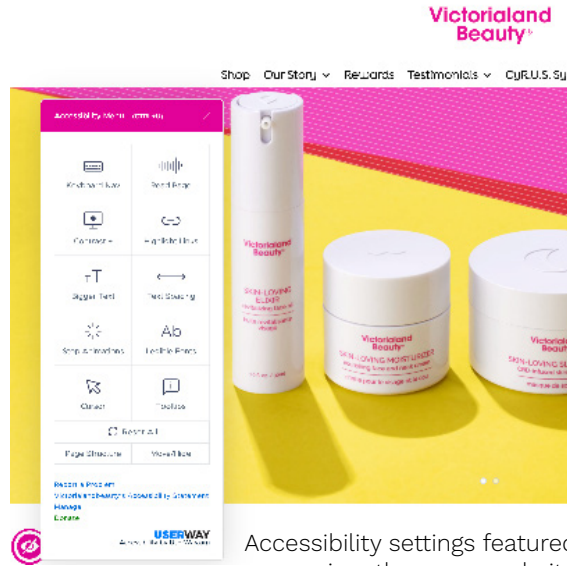
How We Support the Visually Impaired

Victorialand Beauty®

With an estimated 1.2 billion people worldwide affected by moderate to severe visual impairment, it's imperative that companies address the need for packaging that is designed to be inclusive and accessible to visually impaired people. Currently, their needs are not being met and the challenge of navigating a sighted world without the vision to do so places an extraordinary burden on their everyday lives and ability to satisfy their most basic needs.

Victorialand Beauty wants to change this paradigm—one package at a time. We have taken action to change the lives of visually impaired people for the better and will continue to do so with great passion and purpose. Our hope is that other companies in the beauty industry and beyond will be inspired to follow our lead so that we all work toward a more inclusive world. When you make things accessible for people with special needs, you automatically make things easier for everyone!

Help us to spread the VLB Love!



Accessibility settings featured prominently on our website

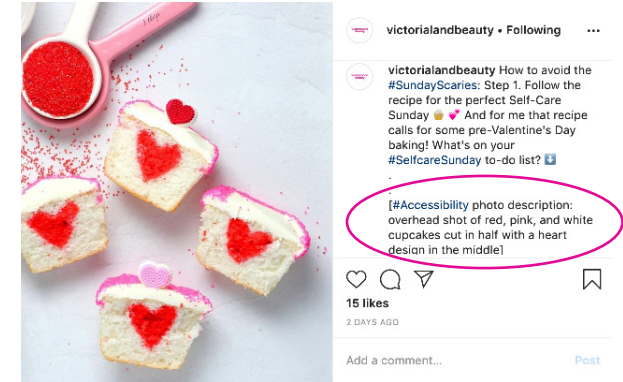
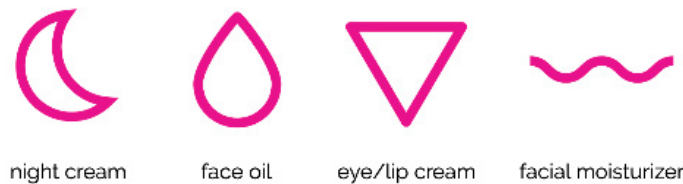
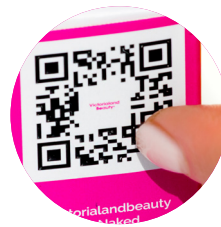


Image descriptions on social media

CyR.U.S.™
raised universal symbols



The CyR.U.S.™ System of Raised Universal Symbols is comprised of a set of raised symbols linked to each VLB product and featured on its packaging.



Embossed QR codes on product cartons for easy scanning and access to product information with a swipe of a smartphone.

[@victorialandbeauty](https://www.instagram.com/victorialandbeauty)
[#GoNaked](https://www.tiktok.com/@victorialandbeauty)
[victorialandbeauty.com](https://www.victorialandbeauty.com)

For more information, email us at: [**info@victorialandbeauty.com**](mailto:info@victorialandbeauty.com)