



BushBalm X **Spot On Beauty**

Skincare, Everywhere

Elevating skincare for the bikini line and more.

Who we are

Bushbalm was founded on the promise to solve ingrown hairs, razor burn and post-wax irritation. It's now evolved to skincare for down there, and everywhere. Specifically, we focus on bikini line skincare.

OUR PHILOSOPHY

- 1 Solve skin concerns the industry has ignored.
- 2 Use better for you, and natural ingredients.
- 3 Formulate for all skin types.
- 4 Do more of #1, repeat.



BushBalm

Founded on a Honeymoon

Bushbalm started on the founding couples' honeymoon — when an unintentional discovery led to the question "Why isn't there skincare down there?"



BushBalm

Re-imagining bikini line skincare

Why Bushbalm?

- Our obsession and expertise with bikini line skincare
- Ingredients that are clean and better for you
- Approachable pricing your clients will appreciate
- And, most importantly, our proven results



CRUELTY
FREE



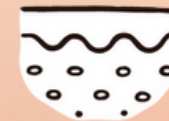
NATURALLY
DERIVED



PH
BALANCED



GYNO + DERM
APPROVED



MADE FOR ALL
SKIN TYPES



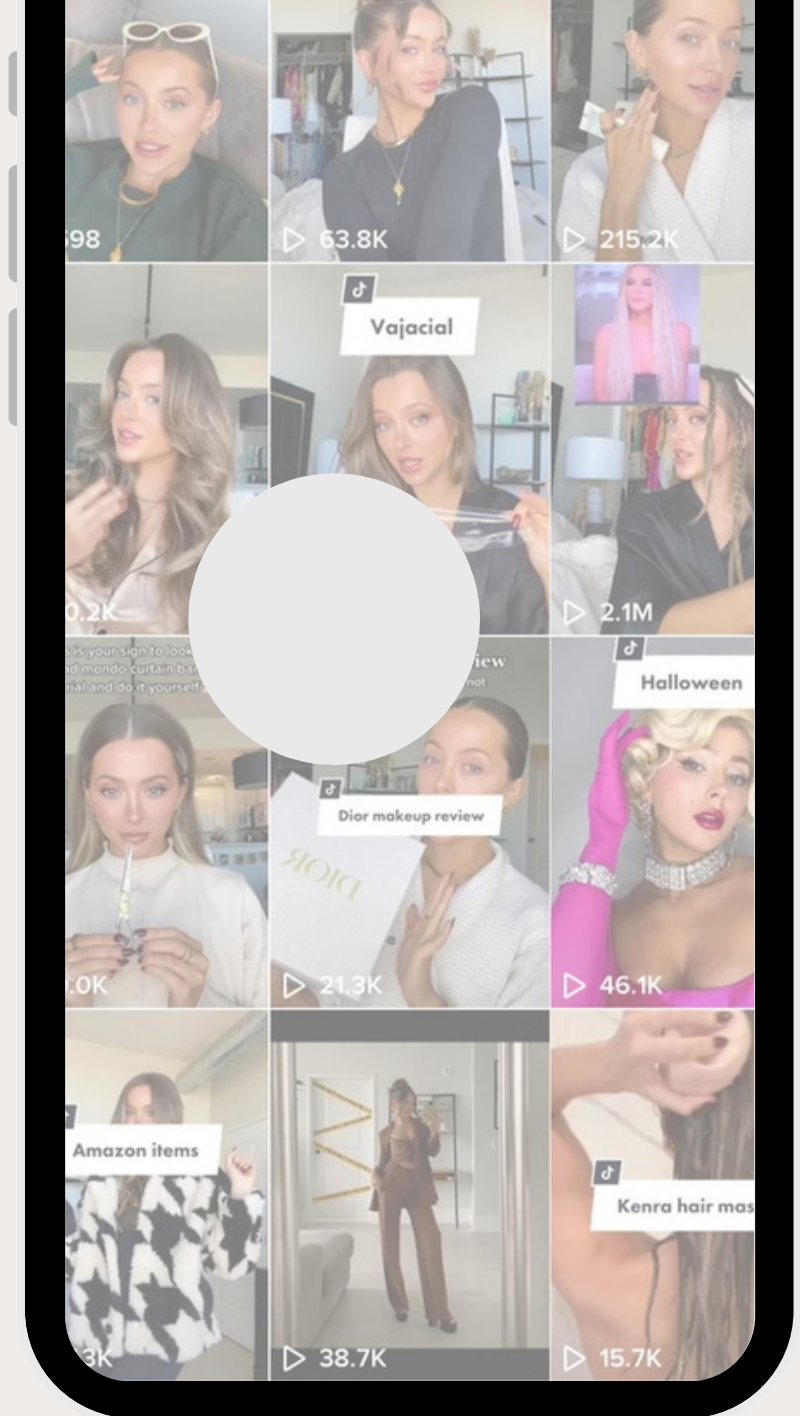
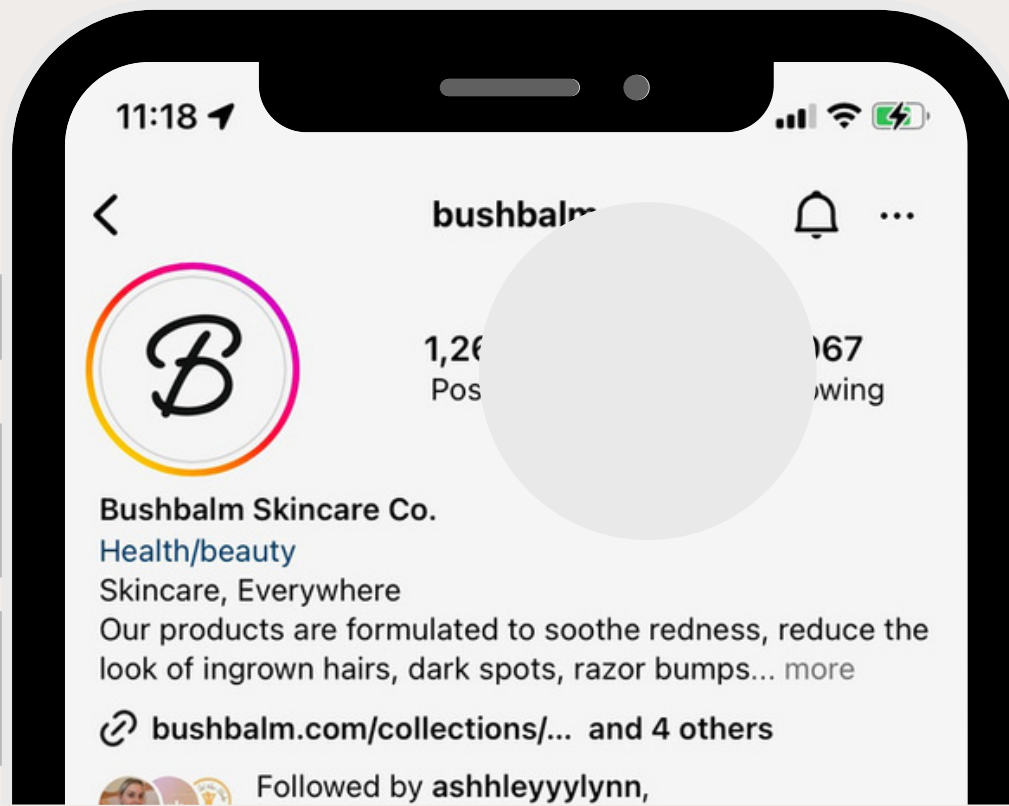
CLEAN
INGREDIENTS

Our results
speak for
themselves.



We're driving mass awareness—leading to in-store purchases.

Our focus on real bodies and real skin concerns drives over 1M impressions weekly to our social media accounts across both Canada and the United States.



Hero Ingredients



TEA TREE OIL

Packed with antibacterial, anti-inflammatory, antiviral, and anti-fungal properties, the tea tree provides a soothing sensation to calm redness, swelling, and inflammation.



GRAPESEED OIL

High in vitamin A & E; Grape seed Oil infuses skin and body hair with intense, soothing moisture.



COPAIBA OIL

Helps soothe and relieve redness due to dryness, leaving skin looking revitalized and refreshed.



LEMON PEEL EXTRA OIL

Acts as a natural exfoliant and helps brightens skin, while reducing the appearance of dark spots.



JOJOBA OIL

Rich in fatty acids and packed with Vitamin E, A and D, Jojoba Oil soothes the skin and relieves irritation and discomfort.

Post Wax + Ingrown Hair Line

NUDE: for Retail + Backbar



1023 Reviews

Made from the highest quality ingredients, our ingrown hair oil is formulated to soften skin, relieve redness, and reduce the appearance of ingrown hairs, razor burn and bumps seen after shaving or waxing. This all-natural oil is safe to use on all skin types and everywhere on the body, even in the most intimate areas.



Why you'll love it?

This product line provides immediate relief post-hair removal, helps an area that is often neglected, and consists of a simple routine that can be done at home to improve the look of ingrown hairs, redness and other irritations. The clean and minimalist, yet fun packaging will pop on your shelf and strike up a cheeky conversation with your clients.

Ingrown Hair + Irritation Line

SWEET ESCAPE: for Retail



722 Reviews

Made from the highest quality ingredients, our ingrown hair oil is formulated to soften skin, relieve redness, and reduce the appearance of ingrown hairs, razor burn and bumps seen after shaving or waxing. This all-natural oil is safe to use on all skin types and everywhere on the body, even in the most intimate areas. Sweet Escape has a soft aroma of tangerine and vanilla to leave you soft, smooth and smelling fresh.



Why you'll love it?

This product line provides immediate relief post-hair removal, helps an area that is often neglected and consists of a simple routine that can be done at home to improve the look of ingrown hairs, redness, and other irritations. The combination of tangerine and vanilla makes it smell like a creamsicle and it is a crowd favorite.



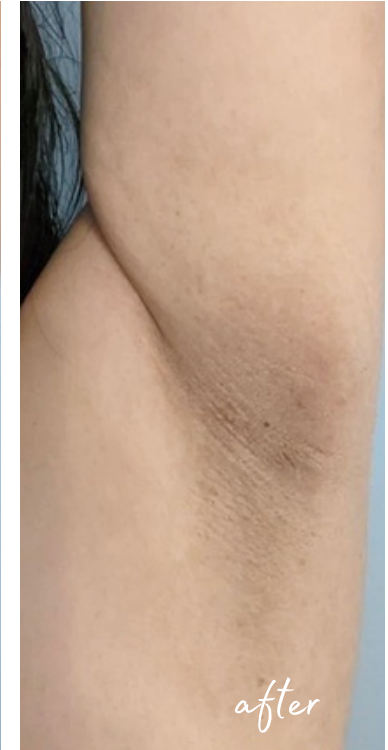
Brightening Line

BERMUDA: for Retail + Backbar



1239 Reviews

Formulated with 6 natural ingredients to help improve the look of dark spots found anywhere on the body. The proprietary blend of botanical and essential oils acts as a natural exfoliant, brightens and softens skin while reducing the appearance of dark spots.



Why you'll love it?

This product line provides immediate relief post-hair removal and is perfect for those who experience dark spots and hyperpigmentation as it will naturally brighten the skin. The before and after images are proof that with a consistent routine, this product works and will quickly become a staff top pick.

Brightening Line

Pina Colada: for Retail



86 Reviews

Formulated with 6 natural ingredients to help improve the look of dark spots found anywhere on the body. The proprietary blend of botanical and essential oils acts as a natural exfoliant and brightens and softens skin while reducing the appearance of dark spots. Piña Colada is our signature fresh tropical scent with playful notes of pineapple and coconut.



Why you'll love it?

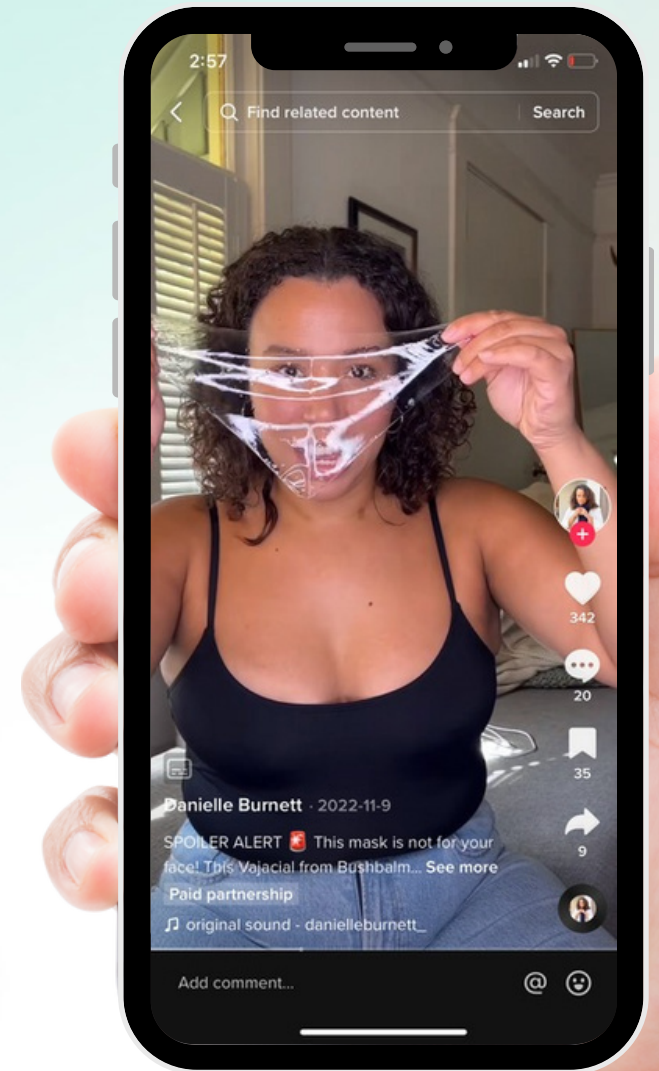
This product line provides immediate relief post-hair removal and is perfect for those who experience dark spots and hyperpigmentation as it will naturally brighten the skin. The oil truly smells just like a Piña Colada and you may have some clients asking if they can drink it!

Bushbalm

Re-imagining bikini line skincare

LET'S TALK THE VAJACIAL

- **600%**
Search growth for 'Vajacial' since 2019
- **900%**
Search growth for 'Vajacial Near Me' since 2019
- **110,000,000**
Over 110M views for 'Vajacial Treatment on Tiktok
- **10 Minutes**
Visible results in 10 minutes or less



Hydrogel Vajacial Mask

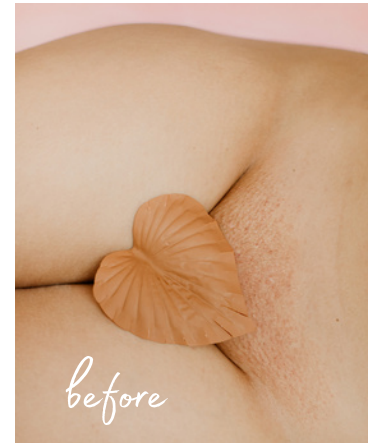
NEW

For Retail + Backbar



30 Reviews

Boost your post-hair removal routine with the Hydrogel Vajacial Mask Set. A hydrogel mask for the pubic region made from a water-soluble material formulated with Aloe Vera, Hyaluronic Acid, and Green Tea to calm and reduce the look of redness after hair removal, and leave skin feeling hydrated and rejuvenated.



Why you'll love it?

Who said hydrogel masks are just for the face? With our Hydrogel Vajacial Mask, your clients will experience results in as little as 10 minutes. The mask comes in two individual sachets so you can customize the service based on your client's needs. Whether clients are looking for post-hair removal relief or want some extra TLC, this mask is perfect for everybody.

Roller Rescue Soothing Serum

A lightweight serum that gently smooths rough texture, helps visibly clear pores and relieves redness after hair removal.



Ingredients you will love



Glycolic Acid (AHA)

Exfoliates to visibly refine uneven texture.



Witch Hazel

A natural astringent that helps soothe and brighten skin.



Salicylic Acid (BHA)

Visibly brightens, smooths texture, and purifies.



Aloe Leaf Juice

Provides intensive moisture and reduces the appearance of redness on skin.



Blend of Fruit Extracts

Boosts skin's radiance, visibly refines skin texture



97% experienced fewer ingrown hairs and bumps after using.

90% saw improvement in ingrown hairs and bumps with product use.

93% agreed the product minimizes redness caused by hair removal.

96% experienced instant cooling upon applying this product.

100% agreed that they saw noticeable results after using.

**Based on a 6-week consumer study with 29 participants*

Why you'll love it:



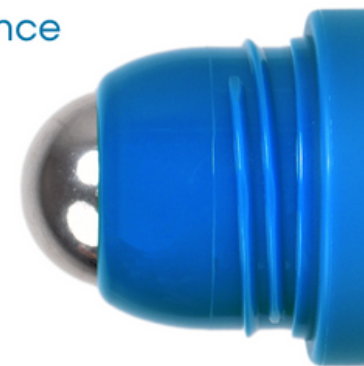
Alcohol-free formula ensures a soothing and effective approach to banishing ingrown hairs, letting you flaunt a flawless bikini line with confidence and comfort.



First ever **stainless steel rollerball** for a cooling sensation and easy application.



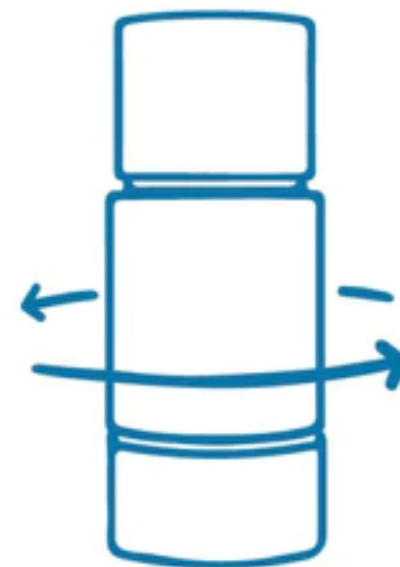
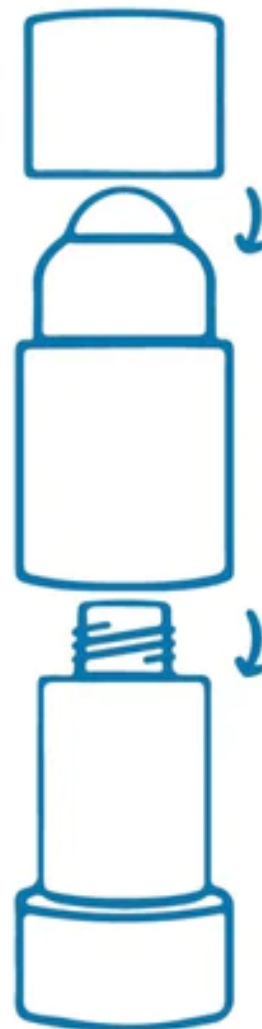
Formulated with a blend of natural botanical extracts, skin-soothing ingredients like **Aloe Leaf Juice** and **Witch Hazel**, and a delicate balance of **AHA** and **BHA** compounds.



Roller Rescue Soothing Serum Refill

These refills offer an easy, economical way to keep your skin looking its best. This refillable serum is designed to provide long-term relief from ingrown hairs and razor bumps. Never run out of your favourite serum again!





①

Twist off the cap and dispose.

Enlevez le capuchon et jetez.

②

Place rollerball component over the inner bottle.

Placez le roller sur la partie intérieure de la bouteille.

③

Twist to tighten.

Tournez jusqu'à ce qu'il soit serré.



From ingrown hairs on your underarms, to the dark spots and razor bumps around your bikini line—Bushbalm is on a mission to solve common skin concerns that aren't often talked about, in a natural way.

Bushbalm

BushBalm _____ Spot ●n Beauty

