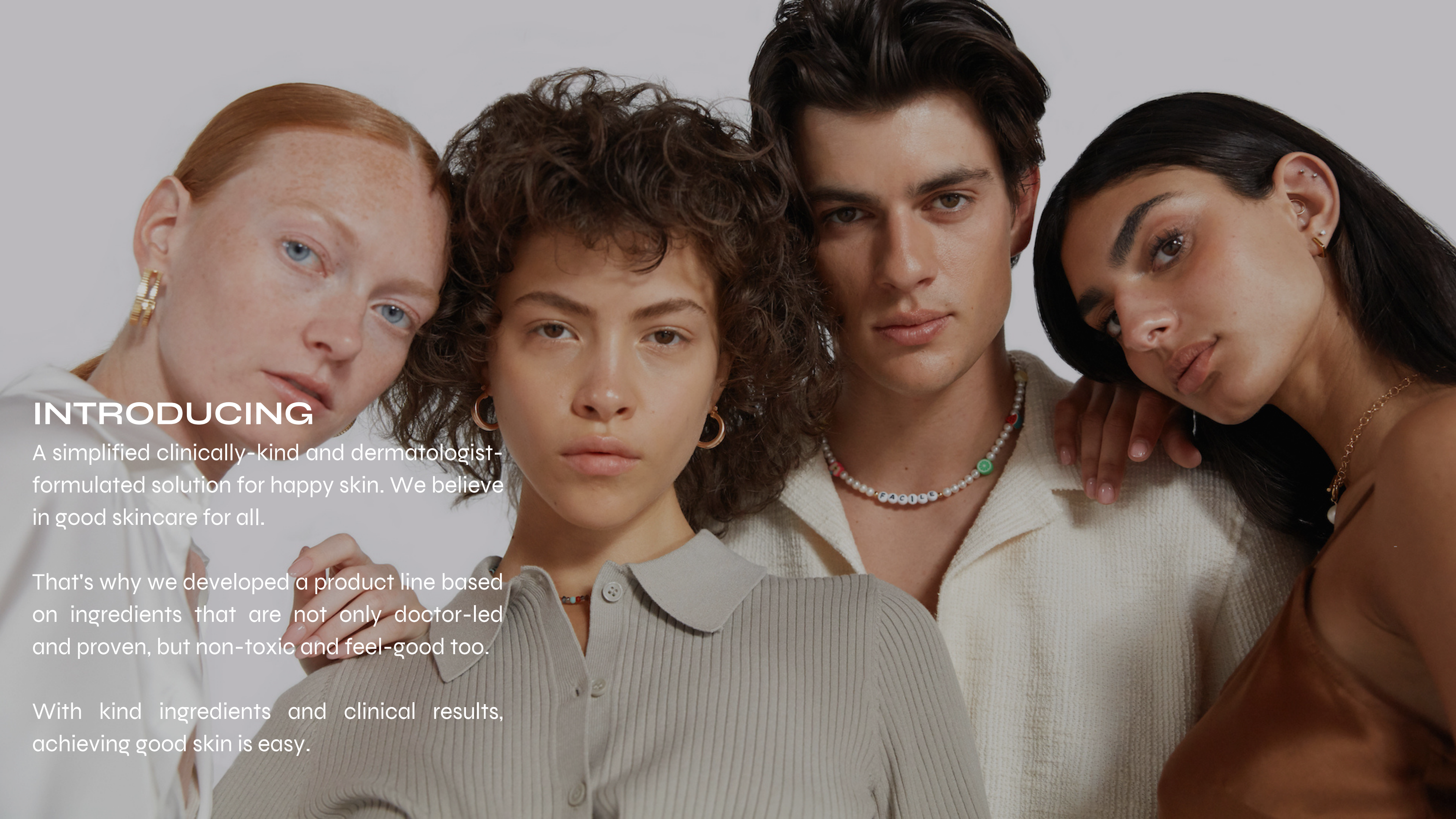




facile



INTRODUCING

A simplified clinically-kind and dermatologist-formulated solution for happy skin. We believe in good skincare for all.

That's why we developed a product line based on ingredients that are not only doctor-led and proven, but non-toxic and feel-good too.

With kind ingredients and clinical results, achieving good skin is easy.

MEET Facile's Founders



Nancy Samolitis, MD, FAAD

The Dermatologist

Meet Facile co-founder Nancy Samolitis, MD, a board-certified dermatologist and skincare expert. Dr. Sam used her extensive education and experience in treating her patient's skin to strategically develop Facile skincare with ingredients that have been proven to deliver clinical results time and time again. Her highly respected opinion has made her a staple in the Dermatology and skincare industry, cementing her in the community as an expert voice and opinion.



Danielle Nadick Levy

The CEO

Meet Facile co-founder and CEO Danielle Nadick Levy, a business strategist, brand builder and beauty junkie. Working alongside Dr. Sam, Danielle used her business expertise and brand building experience to develop a clinical skincare line that blends simplicity and function. Her vision has always been clear — bring kind, affordable, and effective skincare to the masses.



BRAND AWARENESS

MONTHLY SITE VISITS

46K+



NEWSLETTER

20K



SOCIAL REACH

290K+

AS FEATURED IN



REFINERY29

WELL + GOOD

*INTO THE
GLOSS*

VOGUE

ELLE

NEW YORK

*THE
Hollywood
REPORTER*

allure

WWD

VARIETY

POOSH

CELEBRITY + INFLUENCER MENTIONS



"Well this place is precious.
Thank you @facileskin
& @inbycare for making my skin
not feel like the
crypt keeper anymore!!"

@LUCYHALE



"Thank you so much.
I am a full convert!"

@DOVECAMERON



"Do you see this radiance?
Do you see this glow?"

@THELUKECOOK



"Best facial @facileskin"

@AURORAJAMES



"One of my all time favs
@ facileskin"

@MANDYMOOREMM



"Sooo lovely and relaxing.
Can't wait to come back"

@JUSTINEMARJAN



"Here we are! The beautiful,
brand new Facile"

@NICHELLE



"Not sure it gets much
better than @facileskin"

@IAMJASONFELTS



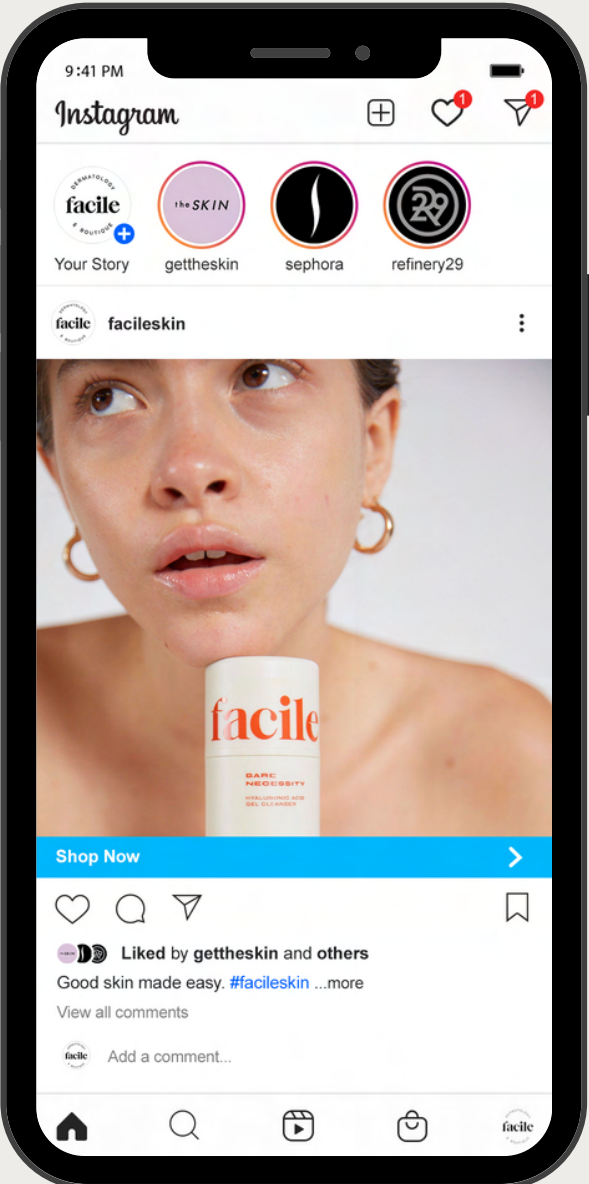
MARKETING STRATEGY

Outbound Marketing

Key ad placements in strategic markets across the US: New York, Chicago, and Los Angeles

Digital Ads Agency

Monthly paid digital advertising across TikTok, Instagram, and Facebook





REELS

- Create original video content for Reels that educates and informs our audience on treatment + product.
- Work with skincare influencers to seamlessly integrate product into their daily routines in the form of UGC, story reshares and organic feed posts.



GROUPS

- Capitalize on niche FB groups by creating a skincare focused collective of beauty enthusiasts across the US + international.
- Use group data to inform new launches, test product and act as early stage brand ambassadors.



COMMUNITY

- Attract a younger demographic by showing skin-care routines and featuring products that appeal to a Gen Z audience.
- Capitalize on Snapchat's popularity with Gen Z to have more of a voice natively in the space as a skincare authority.



INFLUENCERS

- Partner with niche Gen Z beauty focused TikTok influencers to seed product organically.

TRENDS

- Creating content within the beauty and lifestyle space such as tutorials, how-to's, macro texture compilations, ASMR, and other viral videos.

CO-BRANDED COLLABORATIONS + POP-UPS

Intentional collaborative marketing with aligned brands to build an engaged community



PR GIFTING + PRODUCT SEEDING

Strategic gifting partnerships to raise brand awareness and promote organic conversation around product launches



WHAT WE STAND FOR

EU + CANADA COMPLIANT

Europe has 1,300 banned ingredients, while Health Canada has over 500 chemicals on their banned ingredient list. That means there are about 2,000 ingredients on our NO list.

Our ingredients are not only good on you, they're good for you. That's our promise.

NON-TOXIC

None of the bad stuff. All of the good stuff. We're proudly free of harmful ingredients like sulfates, parabens, formaldehyde, phthalates, and mineral oil.

FRAGRANCE-FREE

Our formulas are 100% fragrance-free for a reason. Fragrance is known to irritate skin and cause hormone disruption.

Every step of our formulation process is intentional and created for safe use.

CRUELTY-FREE

We're vegan and cruelty-free. Every ingredient is sourced and developed responsibly.

SUSTAINABLE

We only use recyclable paper products in our packaging. Good for you means good for the planet, too.

We use materials that are renewable though safe recycling practices and only work with partners who demonstrate conscious environmental practices.

TREE-FREE PACKAGING

Sustainable packaging to us means 100% compostable and biodegradable, always. It means high standards and low waste. Our materials are 100% fluorocarbon-free, BPA-free, chlorine and dye-free.

EVENTS & EXPERIENCES

Partner with respected beauty influencers and industry tastemakers to execute thoughtful brand activations to drive awareness around product launches.

From intimate events at our Flagship, to large-scale experiences hosted in sought-after markets nationwide, experiential marketing plays a key role in long-term growth strategy.



CUSTOM PRODUCT TREATMENTS

Clients experience personalized facials using Facile skincare to target and treat. A highly customized treatment with product at the forefront provides an intimate client-boutique experience unique to Facile.

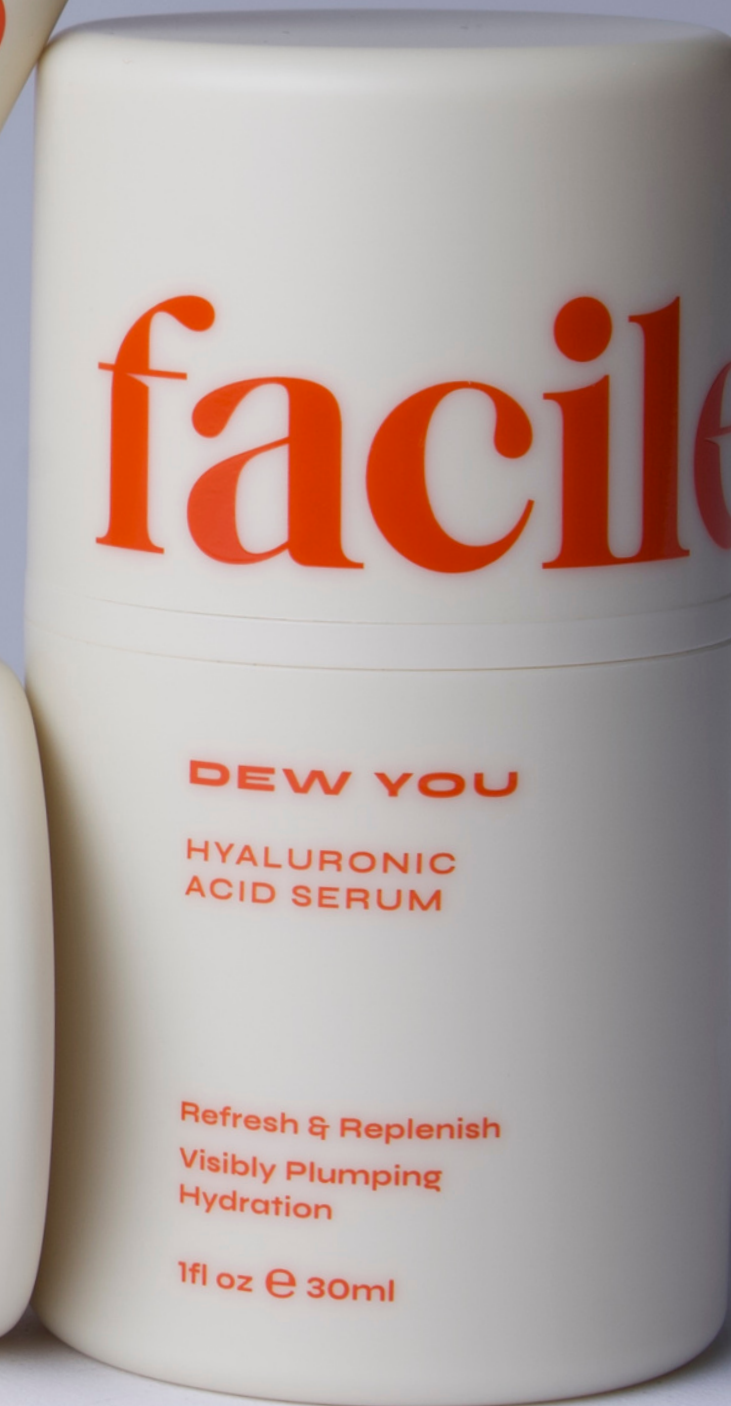
BOUTIQUE SERVICE

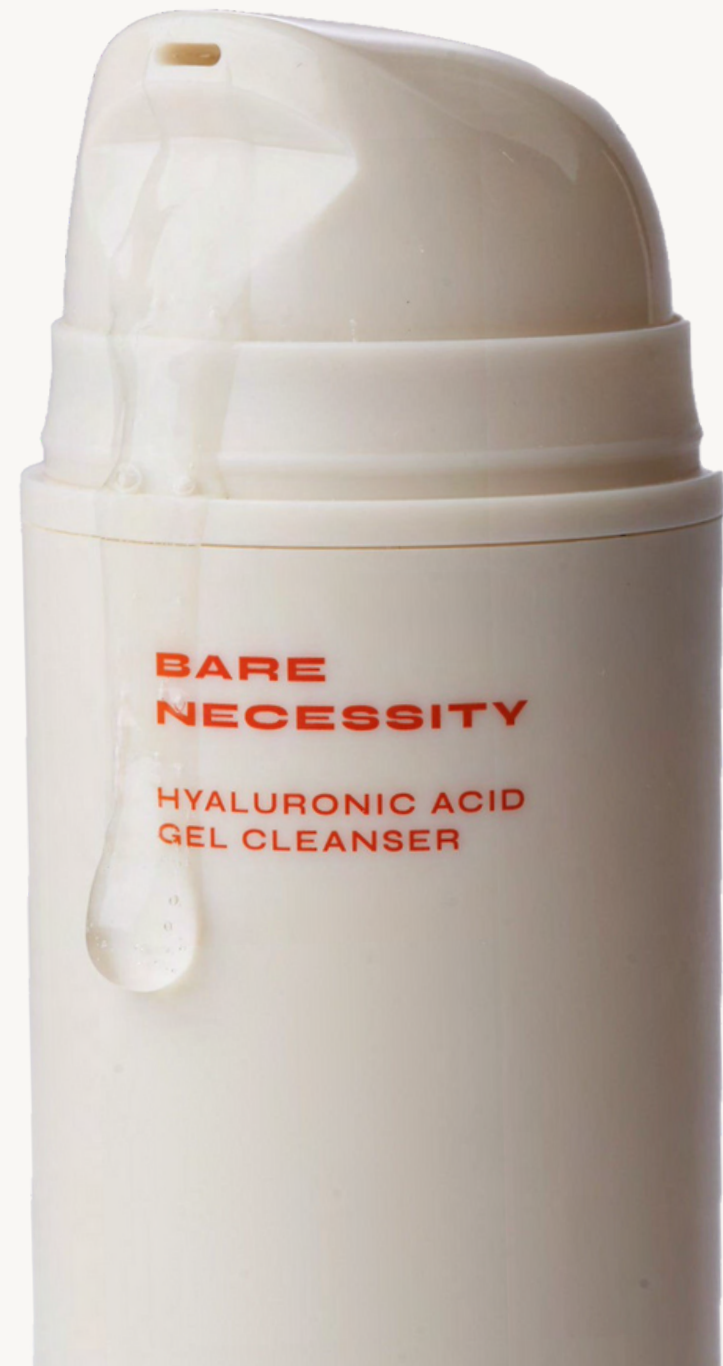
Our estheticians and boutique specialists deliver custom product recommendations curated to each clients' individual skin goals. Facile skincare is intentionally merchandised amongst coveted and trusted brands you know and love.

BRAND EXPERIENCE

Our boutique lends itself to the full client experience and is the ultimate branding moment. Facile's reputation as a skincare destination is a key player in driving brand awareness and customer loyalty.

MEET THE CORE 4





WHAT IT IS

Daily gentle hyaluronic acid gel cleanser

WHAT IT DOES

Your go-to simple gel to low-foaming cleanser that deep cleans your pores and leaves your skin feeling fresh and new.

KEY CLAIMS

- Cleanses skin without stripping natural oils
 - Maintains pH balance
 - Soothes irritated skin
 - Reduces inflammation
-

FEATURED COMPLEX

Hyaluronic Acid

Hydrated skin's best kept secret. Hyaluronic acid holds a thousand times its weight in water to deliver long-lasting moisture to skin cells.

Glycerin

A strong moisture-trapping agent that retains water to quench thirsty cells.

Sea Salt

Non-drying and pH-balancing cleansing agent for fresh, clean skin.

BARELY THERE

MOISTURIZER



WHAT IT IS

Lightweight daily moisturizer that delivers all-day hydration

WHAT IT DOES

A creamy yet quick-absorbing moisturizer that infuses skin with nutrients to increase and maintain optimal hydration throughout the day

KEY CLAIMS

- Protects + repairs skin barrier
 - Balances pH
 - Plumps skin
-

FEATURED COMPLEX

Vitamin B5

A natural protein producer that helps to build stronger, more resilient cells.

Green Tea

A powerful antioxidant that sustains and improves the metabolic health of cells to increase regeneration over time.

Fruit Complex

Our proprietary fruit complex infuses the natural healing powers of apple, watermelon, and lentil to reduce inflammation and deliver all-day hydration.

Freshwater Algae

A powerhouse blend of ingredients that cocoons cells, protecting them from free radicals all day long.

Evodia Rutaecarpa Fruit Extract

A Traditional Chinese Medicinal Herb known to soothe and smooth out skin for visibly improved texture.

Aloe

A naturally moisturizing, anti-inflammatory healing plant that increases water absorption in skin.

DEW
YOU

HYALURONIC ACID



WHAT IT IS

Intensely hydrating hyaluronic acid serum

WHAT IT DOES

Like a glass of water for your skin, our silky hyaluronic acid adds concentrated hydration to visibly lift and depuff tired, stressed, and dry skin

KEY CLAIMS

- Lifts, plumps, + depuffs
 - Hydrates skin both immediately and long-term
 - Calms inflamed cells
-

FEATURED COMPLEX

Hyaluronic Acid

Hydrated skin's best kept secret. Hyaluronic acid holds a thousand times its weight in water to deliver long-lasting moisture to skin cells.



WHAT IT IS

An ultra-hydrating and conditioning lip treatment

WHAT IT DOES

This deeply nourishing lip treatment locks in moisture and brings dry lips back to life. Restores nutrients and hydration while repairing and conditioning lips

KEY CLAIMS

- Hydrates + soothes
 - Plumps lips
-

FEATURED COMPLEX

Vitamin E

A powerful healing antioxidant that creates a lasting healthy cell-building effect to nourish and protect long-term.

Peptides

A powerful skin savior with natural firming properties that mimic the effects of collagen for more plump, even-toned skin.

Kiss Me Quick Flower

A nourishing plant extract that works to combat premature aging, improve skin's lipid barrier, and enhance elasticity at a deep cellular level.



...TEN
TARGETED
PIGMENT SERUM
facile
...xamic Acid
...atic Acid
...niacinamide
1 fl oz e 30ml

...RUM
facile
DESTRESS
TARGETED
CALMING SERUM
facile
Vitamin C
Ashwagandha
Phytosphingosine
Chamomile & Comfrey
Niacinamide
1 fl oz e 30ml

CLEAR
facile

MEET THE SUPER SKIN SERUMS

BRIGHTTEN SERUM

TARGETED PIGMENT SERUM

WHAT IT IS

Gentle exfoliating serum to renew and brighten dull skin

WHAT IT DOES

Reduces uneven skin tone, combats dullness, and restores skin's natural glow

KEY CLAIMS

- Lightens skin discoloration
 - Protects + repairs skin barrier
 - Evens skin tone
-

FEATURED COMPLEX

Vitamin E

A powerful healing antioxidant that creates a lasting healthy cell building effect to nourish and protect long-term

5% Niacinamide Vitamin B3

A powerful skin soothing agent that calms redness, diminishes the appearance of pores, reverses fine lines, and slows signs of aging

5% Tranexamic Acid

A potent acid that works to inhibit inflammation caused by long-term cellular damage. A targeted treatment for skin discoloration, Tranexamic Acid works to reverse uneven color, helping to increase skin's overall radiance.

5% Azelaic Acid

This powerful skin brightening acid regulates cell production and reduces inflammation. Evens skin tone by reducing melasma and discoloration, resulting in a brighter, more youthful complexion.



REVERSE SERUM

TARGETED ANTI-AGING SERUM

WHAT IT IS

Powerful retinol-based anti-aging serum

WHAT IT DOES

Exfoliates skin and rebuilds healthier cells, resulting in a smoother, firmer, brighter complexion

KEY CLAIMS

- Encourages cell turnover and repair
 - Hydrates + soothes
 - Evens skin tone + texture
-

FEATURED COMPLEX

5% Niacinamide Vitamin B3

A powerful skin soothing agent that calms redness, diminishes the appearance of pores, reverses fine lines, and slows signs of aging.

Vitamin E

A powerful healing antioxidant that creates a lasting health cell building effect

Vitamin C

A powerhouse antioxidant that heals and protects while boosting skin tone and improving overall glow

2.5% Retinol Vitamin A

A healthy but effective dose of Vitamin A that gently exfoliates skin, unclogs pores, evens skin tone, and improves texture.

Hyaluronic Acid

Hydrated skin's best kept secret. Hyaluronic acid holds a thousand times its weight in water to deliver long-lasting moisture to the cells.

Comfrey

Soothing & smoothing botanical that works to keep skin calm and balanced



CLEAR SERUM

TARGETED ACNE SERUM

WHAT IT IS

Healing, purifying, and exfoliating serum to combat current + future breakouts

WHAT IT DOES

Heals existing acne, prevents new blemishes from forming, and visibly reduces post-breakout pigmentation

KEY CLAIMS

- Reduces inflammation
 - Shortens life cycle of blemishes
 - Decongests pores
 - Reduces pigmentation
-

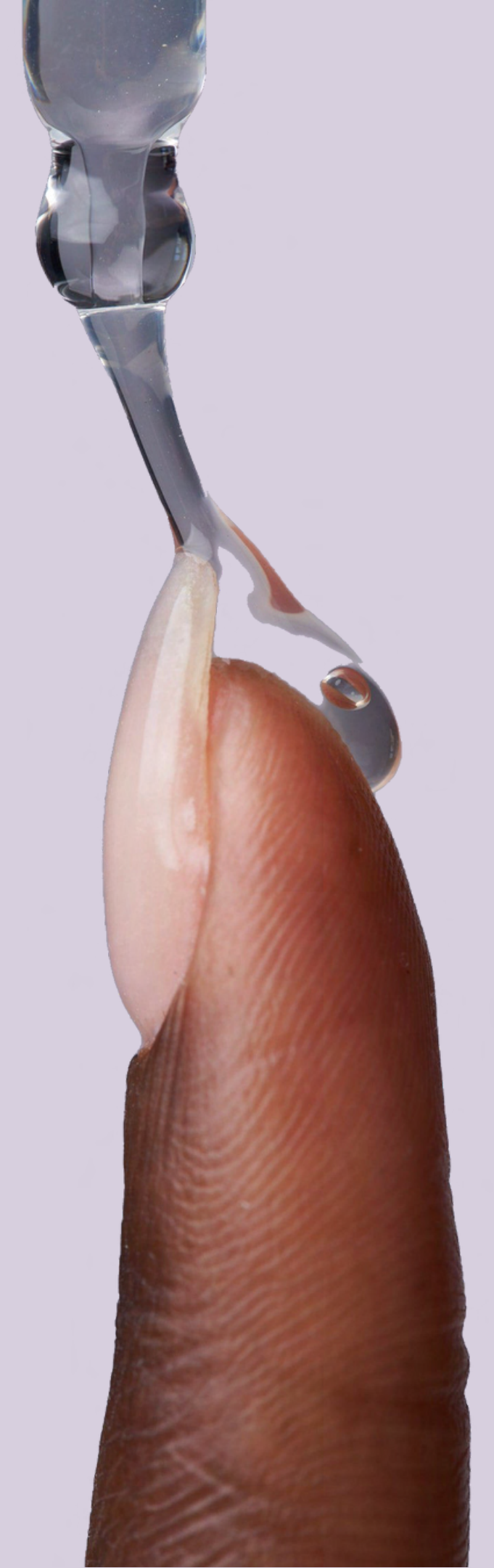
FEATURED COMPLEX

1% Niacinamide Vitamin B₃

A powerful skin soothing agent that calms redness, diminishes the appearance of pores, reverses fine lines, and slows signs of aging

Acne Complex: 7% Lactic Acid, 10% Glycolic Acid, 1% Salicylic Acid

A refined blend of Lactic Acid, Glycolic Acid, and Salicylic Acid. This AHA + BHA powerhouse gently and effectively exfoliates and rids skin of impurities. With continued use, skin cells become more resilient and healthier long-term.



DESTRES SERUM

TARGETED CALMING SERUM

WHAT IT IS

Adaptable anti-inflammatory serum to calm and soothe tired skin

WHAT IT DOES

Repair and rejuvenate over-stressed skin by replenishing moisture in depleted cells

KEY CLAIMS

- Reduces inflammation
 - Hydrates + protects skin
 - Enhances barrier function
-

FEATURED COMPLEX

2% Niacinamide Vitamin B3

A powerful skin soothing agent that calms redness, diminishes the appearance of pores, reverses fine lines, and slows signs of aging

Ashwagandha

A powerhouse adaptogenic herb that builds collagen while increasing skin's natural protective abilities

Ceramides

Build a strong skin barrier for more resilient cells to help lock in hydration and reduce inflammation

Vitamin C

A powerhouse antioxidant that heals and protects while boosting skin tone and improving overall glow

Phytosphingosine

This anti-inflammatory enhances skin's barrier function to protect the body from allergens and irritants while locking in moisture

Coconut Water

Ultra-hydrating and detoxifying, a skin savior that reduces inflammation and delivers nutrients to the cells.

Chamomile & Comfrey

Soothing & smoothing botanicals that work in conjunction to keep skin calm and balanced





**MEET THE TINTED
LIP JELLIES**

BERRY LIP JELLY TINT

TINTED LIP MOISTURIZER



WHAT IT IS

An ultra-hydrating and conditioning lip treatment

WHAT IT DOES

This deeply nourishing lip treatment locks in moisture and brings dry lips back to life. Restores nutrients and hydration while repairing and conditioning lips

KEY CLAIMS

- Hydrates + soothes
 - Plumps lips
 - A bold, moody wine-stained tint
-

FEATURED COMPLEX

Vitamin E

A powerful healing antioxidant that creates a lasting healthy cell-building effect to nourish and protect long-term

Hydrating + Plumping Peptides

Featuring 2 types of peptides, for smooth and hydrated lips. These peptides have natural firming properties that mimic the effects of collagen for more plump and even-toned lips

Kiss Me Quick Flower

A nourishing plant extract that works to combat premature aging, improve skin's lipid barrier, and enhance elasticity at a deep cellular level

BEERRY LIP JELLY TINT

TINTED LIP MOISTURIZER



WHAT IT IS

An ultra-hydrating and conditioning lip treatment

WHAT IT DOES

This deeply nourishing lip treatment locks in moisture and brings dry lips back to life. Restores nutrients and hydration while repairing and conditioning lips

KEY CLAIMS

- Hydrates + soothes
 - Plumps lips
 - A sheer yet, buildable day-to-night red
-

FEATURED COMPLEX

Vitamin E

A powerful healing antioxidant that creates a lasting healthy cell-building effect to nourish and protect long-term

Hydrating + Plumping Peptides

Featuring 2 types of peptides, for smooth and hydrated lips. These peptides have natural firming properties that mimic the effects of collagen for more plump and even-toned lips

Kiss Me Quick Flower

A nourishing plant extract that works to combat premature aging, improve skin's lipid barrier, and enhance elasticity at a deep cellular level

ROSE LIP JELLY TINT

TINTED LIP MOISTURIZER



WHAT IT IS

An ultra-hydrating and conditioning lip treatment

WHAT IT DOES

This deeply nourishing lip treatment locks in moisture and brings dry lips back to life. Restores nutrients and hydration while repairing and conditioning lips

KEY CLAIMS

- Hydrates + soothes
 - Plumps lips
 - A subtle pink tint that mimics a natural flush
-

FEATURED COMPLEX

Vitamin E

A powerful healing antioxidant that creates a lasting healthy cell-building effect to nourish and protect long-term

Hydrating + Plumping Peptides

Featuring 2 types of peptides, for smooth and hydrated lips. These peptides have natural firming properties that mimic the effects of collagen for more plump and even-toned lips

Kiss Me Quick Flower

A nourishing plant extract that works to combat premature aging, improve skin's lipid barrier, and enhance elasticity at a deep cellular level

TINTED LIP JELLY SET

TINTED LIP MOISTURIZER



WHAT IT IS

An ultra-hydrating and conditioning lip treatment set featuring 3 tinted shades

WHAT IT DOES

This deeply nourishing lip treatment locks in moisture and brings dry lips back to life. Restores nutrients and hydration while repairing and conditioning lips

KEY CLAIMS

- Hydrates + soothes
 - Plumps lips
 - Soft pink hues to bold, wine-stained tints
-

FEATURED COMPLEX

Vitamin E

A powerful healing antioxidant that creates a lasting healthy cell-building effect to nourish and protect long-term

Hydrating + Plumping Peptides

Featuring 2 types of peptides, for smooth and hydrated lips. These peptides have natural firming properties that mimic the effects of collagen for more plump and even-toned lips

Kiss Me Quick Flower

A nourishing plant extract that works to combat premature aging, improve skin's lipid barrier, and enhance elasticity at a deep cellular level

LINE SHEET



CORE 4 LINE



Bare Necessity
3.3 oz / 100 ml

Gel Cleanser
Gentle gel to low foaming
Cleanses without stripping

\$13 / \$26



Barely There
1.7 oz / 50 ml

Lightweight Moisturizer
Super Hydrating
Protecting & Balancing

\$12.50 / \$25



Dew You
1 oz / 30 ml

Hyaluronic Acid Serum
Hydrating & Visibly Lifting

\$16 / \$32



Lip Jelly
0.5 fl. oz / 15ml

Lip Moisturizer
Super Hydrating Lip Balm

\$6 / \$12

TARGETED SERUMS

PRODUCT

ABOUT

WHOLESALE/RETAIL



Brighten
1 oz / 30 ml

Targeted Pigment Serum
Gentle exfoliating serum to renew
and brighten dull skin

\$19 / \$38



Clear
1 oz / 30 ml

Targeted Acne Serum
Acne-targeted serum to clear and
prevent blemishes

\$19 / \$38



Destress
1 oz / 30 ml

Targeted Calming Serum
Adaptable anti-inflammatory serum to
calm and soothe tired skin

\$19 / \$38



Reverse
1 oz / 30 ml

Targeted Anti-Aging Serum
Powerful retinol-based anti-aging formula

\$19 / \$38

TINTED LIP JELLIES

PRODUCT

ABOUT

WHOLESALE/RETAIL



Tinted Lip Jelly
0.5 fl. oz / 15ml

Rose
A subtle pink tint that mimics
a natural flush

\$7.50 / \$15



Tinted Lip Jelly
0.5 fl. oz / 15ml

Rouge
A sheer yet, buildable
day-to-night red

\$7.50 / \$15



Tinted Lip Jelly
0.5 fl. oz / 15ml

Berry
A bold, moody wine-stained tint

\$7.50 / \$15



Tinted Lip Jelly Set
3 x 0.5 fl oz / 15 ml

Rose, Rouge, Berry
Soft pink hues to bold,
wine-stained tints

\$19 / \$38



**THANK
YOU!**