



# Weinmaster Innovations

Where Science Meets Beauty

# Our Story and Our Mission

- Beauty and Personal Care have always been fast-moving, exciting industries. And this has never been more true than it is today, as consumer needs diversify, manufacturers consolidate and channels of trade proliferate. This puts even stronger pressure on companies to innovate both faster and smarter to gain competitive advantage. With our combined 50+ years of experience, our vision is to support our clients, of any size, to efficiently achieve speed-to-market and innovation intensity. We do this by bolstering a company's internal resources with fully-dedicated services that are capable of creating more powerful focus while maintaining organizational efficiency and cost control.

# Meet The Founder



**Nancy Weinmaster** founded Weinmaster Innovations with the singular focus for which she has come to be recognized - "to lead and to innovate with purpose and passion."

Her approach is rooted in a philosophy of holistic wellness. She is mindful, artistic and effective in creating products that empower people to be, to feel and to live beautifully.

With over 25 years of experience, Nancy possesses a deep 'triad of expertise' in marketing, technical and product excellence. She held notable senior executive positions at Murad and Guthy-Renker where her work solidified their roles as industry-leaders in innovation. In contract manufacturing, she ran the R&D Division developing widely-admired formulations for major clients such as P&G, Frederic Fekkai and Beauty Counter.

With an insatiable appetite for growth, Nancy holds a B.S. degree in Chemistry and Mathematics, and continues to pursue both an MBA and a Doctorate in Spiritual Psychology. In her personal time, Nancy enjoys yoga, meditation, spending time with friends and family and bonding with Otis, her Bernedoodle.

# Our Services

## Product Development / R&D

### From Concept-to-Market

Formulation Concept Creation  
and Trouble Shooting

Regulatory Affairs Guidance

Ingredient Expertise including  
Market Positioning and  
establishing Point of Differences

Clinical Testing Expertise

Package Sourcing

Claim Development &  
Substantiation

Blue Sky Innovation





Some Formulation Creations on Market

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# Our Services

Content

## **Marketing Collateral**

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Trend Presentations

Ingredient Sales Presentations

Sell Sheets and Brochures

Market and Competition Analytics

Educational Product Training

Poster Board Design for Tradeshows

Product Kit Creation including Visual Design and Copy

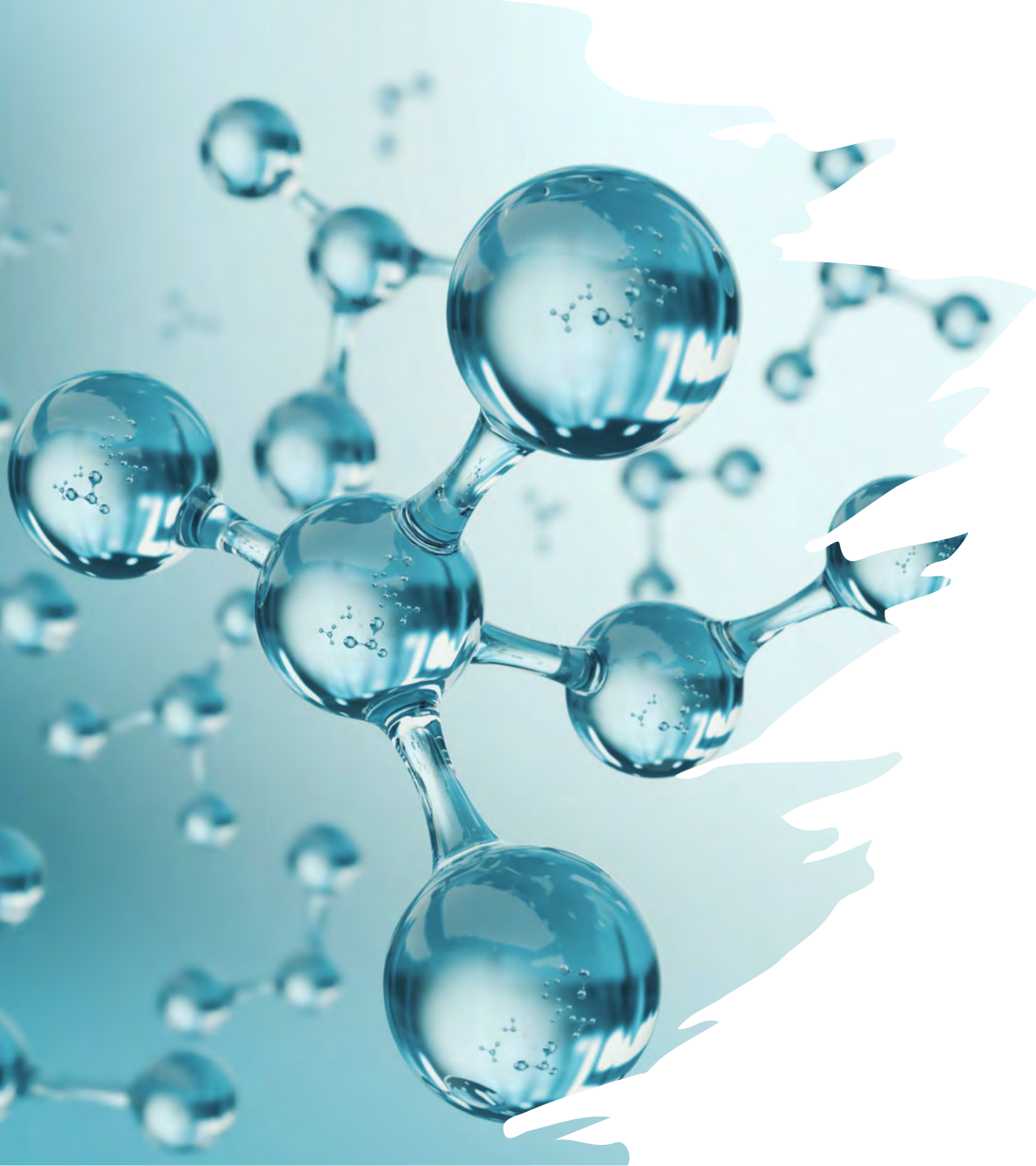
Consumer Communication Content and Media Tools

communication

media

promotion

strategy



# Ingredient Sales Presentations and Sell Sheets

## Objective

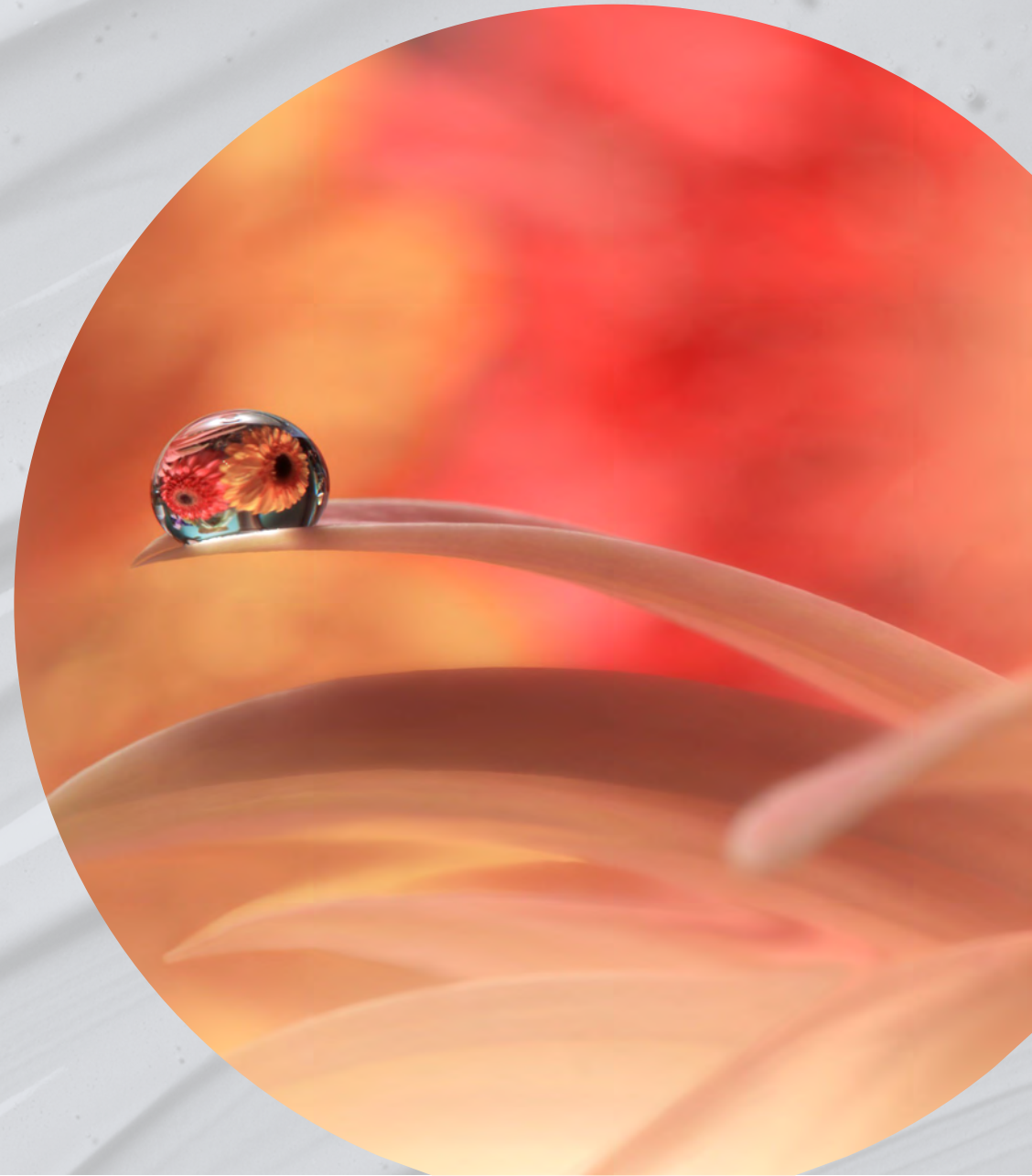
- Bridge Technical data to create a User Friendly presentation to help drives sales
- Includes Trend Data & Quantitative Market Intel
- Comprehensive understanding of the ingredient including clinical performance, formulation guidelines, regulatory information, Processing and any other relevant insights
- Your formulations that include the ingredient if applicable
- Length: 8-15 slides per ingredient
- Length Sell Sheet: 1-2 pages

# Trends

Trends  
Presentations  
and Reports

Beauty Reports  
Quarterly and or  
Yearly Offerings

USA and Global  
Reporting







## TOGETHER, A MORE CARING WORLD

Clean Beauty 3.0 – 2023 & Beyond

## AGENDA

- Clean Beauty – The Evolution
  - Market Forecast and Demographics
    - Current Trends
- Impact of Covid 19 and the Creation of Clean Beauty 3.0
  - Future Forward – Envisioning Clean Beauty 3.0
    - Building Blocks – Engineering the 3.0

## THE CLEAN BEAUTY REVOLUTION “Good for Me” Shift To “Good for We”

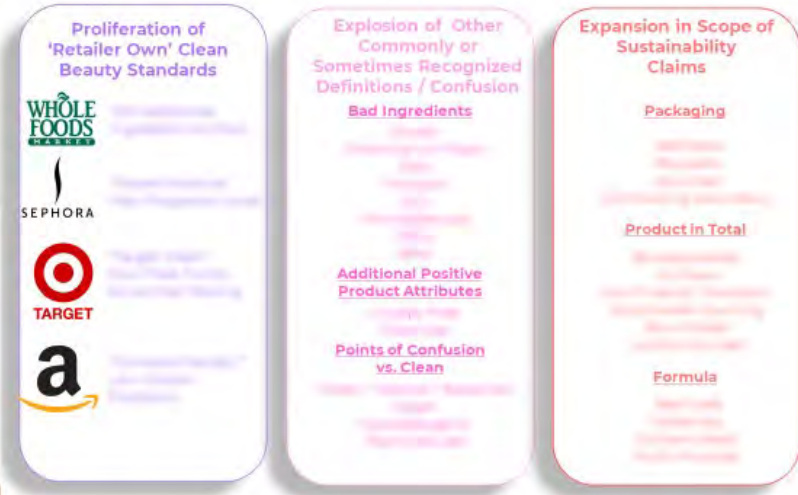
*“Welcome to the new world  
of beauty where ‘clean’ is no  
longer an extra  
- it’s table stakes.”*



# Trend Presentations

# CLEAN 1.0 TAKES HOLD BUT CONFUSION REIGNS

Complex and Diverse Definitions of 'Clean Beauty' Today



## A SHIFTING LANDSCAPE

CURRENT TRENDS IN 'GOOD FOR ME, GOOD FOR WE'

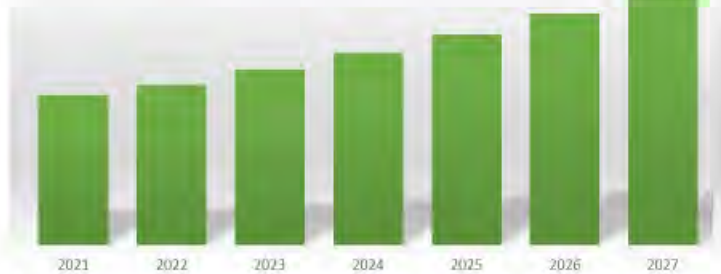


## DESPITE CONFUSION - STRONG GROWTH PROJECTED

Clean Beauty Market Importance

Global Sales of Clean Beauty (Bn USD)

Market value in Billions, US Dollars



SOURCE: Statista

...Completely took over an industry and is now **an independent vertical in itself.**

Entrepreneur Magazine

Mintel, 2022, Nelson IQ

76%

of US Consumers plan to purchase sustainable beauty

80% Gen Z or Millennials

POWER RANKING

68%

of US Consumers today look for "clean" beauty

NOSTO REPORTS

Trend Presentation cont.  
 General length: 30-60 slides including your brief individual ingredients that meet the trend

# Our Services Marketing

## From Concept-to-Consumer

Whitespace Analysis

Brand & Product Positioning

Performance Attributes

Visual Design and Copy Creative

Packaging Design

Graphic/Label Design

Sales Presentations and Kits

360 Degrees A&P Strategy and Execution

Website Redesign and Optimization



A daily dose of paradise!

Mystic wisdom direct from Bali's backyard, Jamus are spiced healing recipes for body and spiritual wellness. Our spices are grown by sustainable farming, and traceable to origin.

ELIXIR NO. 01:  
 FUEL internal function  
 FOSTER sense of vitality  
 DEFY aging inside and out

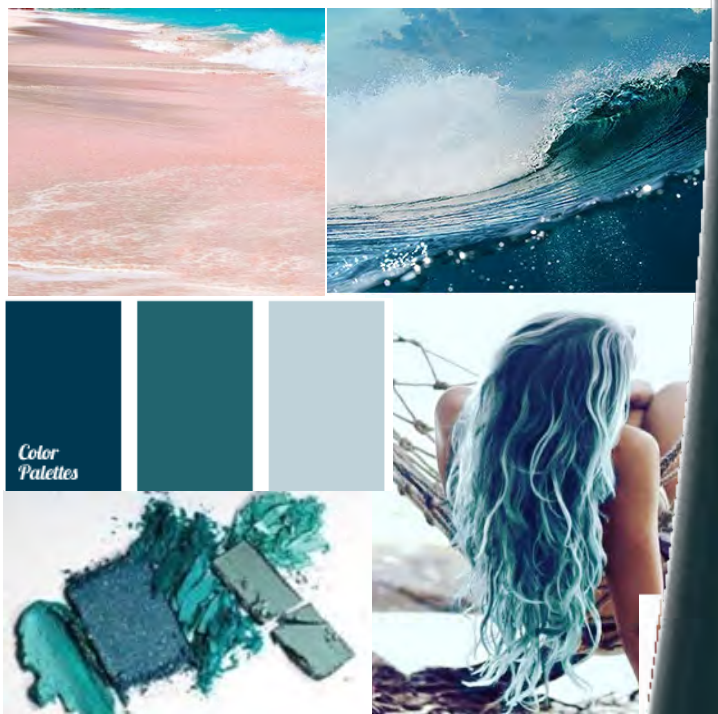
SHAKE WELL  
 SERVE COLD

PERSONALLY  
**ORIGINE**  
 PARADISE PROVISIONS  
 FORAGED

**TURMERIC+**  
 Healing Jamu

INTERNAL FUEL  
 OVERALL VITALITY  
 AGE-DEFYING

WELLNESS SHOT | 2 FL oz (59ml)



# Package / Label / Copy Design

elemental



Created in Los Angeles, the city famous for health-conscious lifestyle, elemental is the original raw-crafted brand to help balance and optimize your body and brain's food-based chemistry to maximize physical and mental performance.

fuel your focus.



**WE  
ARE  
THE  
DURO.**



*Life as a goddess is no easy task.*

Precisely why we introduce - our Ginger Citrus Bath & Body Collection.

The heavenly new fragrance from Sarah Michaels, now available right here on Earth. With skin-pampering products so divine, it's one offering that's sure to please the goddess within you.

**SARAH  
MICHAELS.**

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The men that never flinch.  
The self made self starters with a vision and a plan.

We can flaunt, fight or flirt as required.  
We put in more hours and push a little more.  
We sport tuxes and tats.  
We take care of ourselves, our family and our crew.  
We pair our talent with our grit.  
We blast freestyle, reggaeton, bachata, rock, trap and rap.

We are the ones on the inside.  
The ones who are both politically connected and politically incorrect.  
We are the world's hustlers, winners and bosses.  
We work hard. We play harder. And because of that...WE ARE DURO.

Positioning / Creative Writing



Promotion / Display

# Weinmaster Innovations

## How we work

- We believe in making this process enjoyable and non complicated
- We will provide the best pricing based on the extent of the project
- 24 hour turn around quoting including timing estimation
- Fee Options
  - Hourly Rate
  - Fee per project
  - Retainer

We look  
forward to  
working with  
you!

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714-309-0282

Thank  
You!