



NICK  STENSON

CONSCIOUS LUXURY.

PRACTICE KINDNESS

We believe in kindness. Be kind to your hair, the environment and be kind to yourself.

LEAD WITH AUTHENTICITY

Hair is what we know, luxury products are what we do. We're committed to instilling originality and innovation in each and every one of our products.

HIGH LEVEL OF STANDARDS

Our products are self-manufactured in the U.S. using the top ingredients from our international vendors to ensure only the highest quality of production.

OUR TEAM CORE VALUES

COLLABORATION

Behind everything we do, we have a superstar team to drive the brand forward.

HUMILITY

We're rooted in Nick's humble beginnings as a stylist and we always keep it down to earth. After all, we understand hair from root to tip so we're always realistic about what your hair needs.

INCLUSIVITY

We're committed to inclusivity within our company and the imagery that defines our brand.

*BRAND
OVERVIEW*



YOUR HAIR STORY STARTS HERE

Meet the superstar of our story: **your hair**. Uniquely yours, with the ability to define style, hair has the ability to build confidence and flaunt character. Although we're a brand founded by beauty expertise, industry know-how and proven results, our goal has always been to encourage strength and empower every person to appreciate their hair by treating it to kindness, quality and luxury.

Our inspiration starts with our founder, **Nick Stenson**. Nick Stenson is a trusted source of professional knowledge, an internationally known authority amongst beauty experts and celebrity hair stylist.

Who is setting the trends we see on the runway and in magazines? The stylists behind the scenes. Matrix Artist Director and Senior Vice President, Services & Trend at ULTA BEAUTY, this talented artist understands how to create trends and embody the value of luxury. Driven by passion and humility, Nick Stenson Beauty is a brand that provides accessible luxury to trend savvy consumers offering a decadent experience through hair care and beauty products.

On a mission to heal, hydrate and strengthen hair through quality ingredients, Nick traveled the globe in search of the innovative formulas and ethically sourced ingredients that are featured in the carefully crafted Nick Stenson Beauty collection.

At the end of the day, the answer will be to always value your hair. No matter your hair type, texture or color, it deserves to be treated with luxury. After all, **your hair is the star of this story.**

It serves as a source of confidence and power, so we treat it with only the best to create limitless hair possibilities. Now let's write your hair story together.



THE DESIGNER BEHIND THE BRAND

Meet **Nick Stenson**. With 21 years in the professional hair industry, Nick understands that a hair designer's passion stems from artistry and is reinforced by the satisfaction of their clients.

A trusted spokesperson and authentic voice, Nick Stenson has been a positive influence on stylists around the globe through education and leadership. With a deep understanding of beauty trends, product innovation and specialty hair color, Nick leads the professional hair artist community in embracing all forms of **beautiful**.

The Nick Stenson Beauty brand was born from the confidence he saw in his clients as they left the salon. With these transformations in mind, Nick brought his passion to life, creating products that deliver effective results and empower consumers through accessible luxury.



LUXURY

You deserve luxury. Nick Stenson Beauty products allow you to treat yourself and your hair to a luxurious experience everyday.



INCLUSIVITY

Our products are designed to work for every hair type. We believe you deserve to express yourself while feeling confident and beautiful.



KINDNESS

We believe in kindness. Be kind to your hair, the environment and be kind to yourself.



QUALITY

Created with quality in mind, Nick Stenson Beauty products are vegan-friendly and cruelty free utilizing only the highest quality ingredients keeping the planet in mind.



PASSION

We are passionate about hair care. Hair is what we know, luxury experiences are what we create.

WHAT WE STAND FOR



CONFIDENCE

Confidence arises when you look and feel good. The Nick Stenson Beauty brand instills this feeling through high performance products and flawless finished looks. Whether walking the red carpet or hopping on a Zoom call, make sure your hair is always the star of the story with products formulated to steal the show.



ECO-FRIENDLY

Luxury doesn't have to come at the price of the environment. We are committed to clean, green beauty and quality ingredients. Just like your hair, the Earth deserves to be treated with kindness. This means never testing on animals, remaining free of parabens, sodium chloride, gluten and soy, offering vegan-friendly products and limiting waste in product manufacturing.



LUXURY

Everyone deserves decadence. Your hair is no exception. Each Nick Stenson Beauty product was designed with luxury in mind. Looks aren't everything—and the luxury of our hair care line starts with its ability to heal and nourish hair, leaving it feeling and looking luxe. Using transformative ingredients from around the world, the Nick Stenson Beauty collection gives your hair the first class experience it deserves.



*PRODUCT
OVERVIEW*

 *OUR STORY
BEGINS*

Location: Washington State, USA

Made in the USA, manufacturing products in the United States allows us to ensure quality throughout the production process. Our manufacturing facility in the Seattle area is just miles away from one of the cleanest water sources in the world. Starting with the highest quality water and organic aloe vera gel powder, providing the purest base for our eco-friendly blends. Each self-manufactured formula combines the reparative properties through the use of natural ingredients and the latest organic infusion technology—all wrapped up in the luxurious experience that is Nick Stenson Beauty.



CRUELTY-FREE

Our products are PETA-certified and never tested on animals.



NON-HARMFUL

Our products are free of parabens, sodium chloride, gluten and soy.



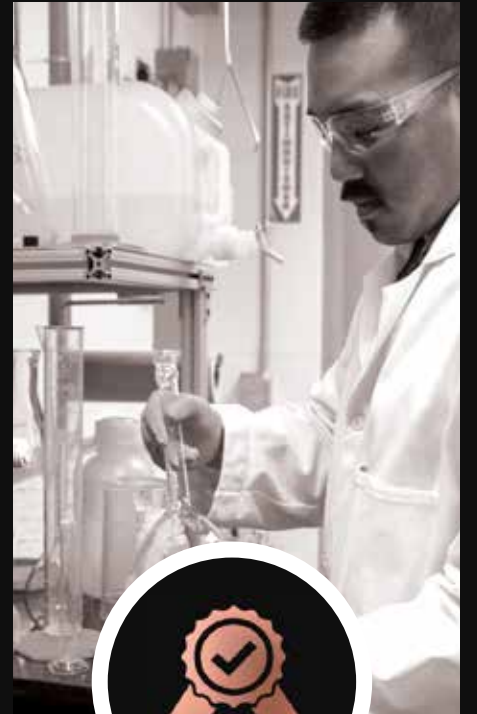
SUSTAINABLE

Our manufacturing facility generates as little waste as possible. We recycle everything we can, from raw material drums to cardboard and plastic.



CLEAN WATER

Each of our self-manufactured products start with the cleanest high-quality water blended with pure organic aloe vera gel powder.



CONSCIOUS BEAUTY

Sustainability and quality, cruelty-free ingredients are keys factors in our personal care products.

SUSTAINABILITY

Our products meet the key deciding factors at the purchase point for consumers globally. With a focus on sustainability, being PETA-certified **cruelty-free, vegan-friendly**, and creating **clean ingredient** products with a commitment to creating a **positive impact**, we show our dedication to meeting the demand of the socially-conscious beauty consumer.

“Consumers worldwide are becoming increasingly aware about the effects of their purchasing preferences and patterns on society and the environment. Consumers are now more conscious about choosing products and they also take note of raw materials and source origin.”¹

1. <https://www.grandviewresearch.com/industry-analysis/vegan-cosmetics-market>

WHAT WE'RE MADE OF...



OUR FORMULA SUPERSTAR

ALOE VERA GEL

Moisturize · Enhance · Protect · Restore

Aloe vera gel is the star ingredient of Nick Stenson Beauty. The healing qualities of this star help protect and reconstruct hair and skin while preserving the life of hair color. Naturally rich in vitamins A,C,E and B-12, aloe vera gel also has a low pH to further seal the cuticle and add vibrancy to all hair types.



THE STAR

CREATINE

Strengthen · Repair · Soften

A shining star in the range, creatine is essential to restoring luster and repairing the inner structure of the hair shaft in lightened hair, making it a key element to color care anytime hair undergoes a lightening service.

WHAT WE'RE MADE OF...



THE DYNAMIC TRIO

KALE, CARROT & LEMON PROTEIN BLEND

Soften · Hydrate · Manage · Volumize

Naturally rich in antioxidants, the organic kale, carrot and lemon protein blend is packed with vitamins designed to nourish, increase shine and add vibrancy from root to tip. Kale is responsible for boosting hydration, elasticity and collagen production, and carrots promote a healthy scalp while citrus oils from lemon help close the hair cuticle, seal color and add shine. A combination that works seamlessly to provide anti-fade technology for color-treated hair.



THE TRUSTED BESTIE

JOJOBA PROTEIN BLEND

Moisturize · Protect · Reconstruct

Jojoba oil strengthens the hair structure to rebuild fibers while vitamins B, C, E, copper and zinc promote thicker, healthier hair.

HOW WE GET IT RIGHT

SPECIALTY BLENDS:

100% USDA-CERTIFIED ORGANIC INGREDIENTS



MOISTURIZING EXTRACT BLEND

Heal · Soothe · Restore · Revitalize

A certified organic blend of Açai, Pomegranate, Algae and Calendula.

Rich in Omega 3, 6, 9, and Vitamins B, C, and E, targets dry hair to heal and moisturize hair from root to tip.



STRENGTHENING EXTRACT BLEND

Nourish · Strengthen · Invigorate · Soothe

Inspired by Ayurveda, this organic blend of Turmeric, Neem and

Triphala uses regenerative properties to promote follicle stimulation, strength, elasticity, scalp protection and soothing qualities.



VOLUMIZING EXTRACT BLEND

Grow · Strengthen · Volumize · Mend

An organic blend of Green Tea, Lemon and Açai rich in Catechins, Antioxidants and Vitamins A, B1, B2, B3, C and E nourishes the scalp and strands while boosting collagen production to strengthen hair and add volume.

HOW WE GET IT RIGHT

ORGANIC OILS:

RICH IN NATURAL
VITAMINS AND PURE
ANTIOXIDANTS



ORGANIC BAOBAB OIL

Containing vitamins A, E and F, this ingredient is known for its moisturizing and healing properties to regenerate and repair color-treated hair.



ORGANIC AVOCADO OIL

Rich in oleic acid and monounsaturated fats this highly moisturizing oil penetrates the hair shaft to repair damage at the source while also promoting a healthy scalp.



ORGANIC KUKUI OIL

Naturally packed with vitamins A, C and E, these nutrients add shine and manageability while promoting hydration and replenishing moisture to the scalp and strands.

HAIR CARE LINE

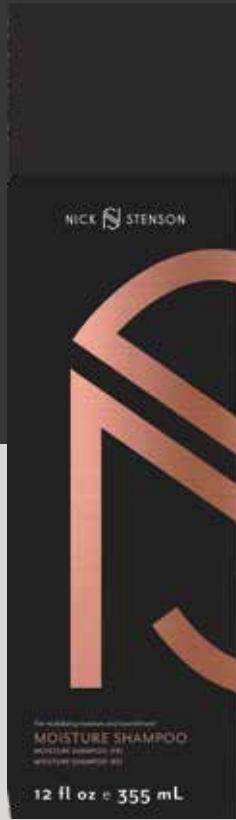
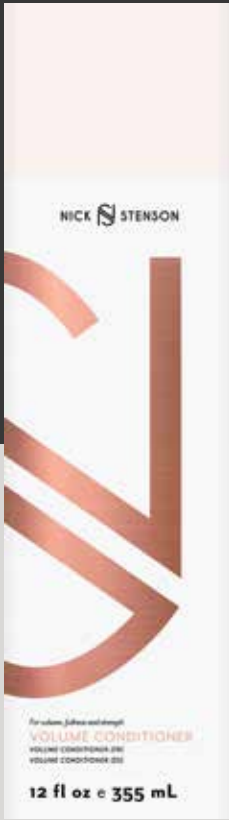


CONSCIOUS LUXURY

SIMPLY DESIGNED
TO MEET THE HIGHEST
STANDARDS

Concept art. Packaging is in progress.





SHAMPOO & CONDITIONERS



STYLING PRODUCTS



AEROSOL CANS

CURIOUS BRUSHES

CURIOUS Brushes by Nick Stenson Beauty offer professional, salon-worthy results. The professional quality impresses at first glance in a high-quality, custom printed box with metallic rose gold embellishments.

NEW CURIOUS CUSHION BRUSH: GLIDE

Wet-to-dry styling, detangling and smoothing for maximum movement and shine

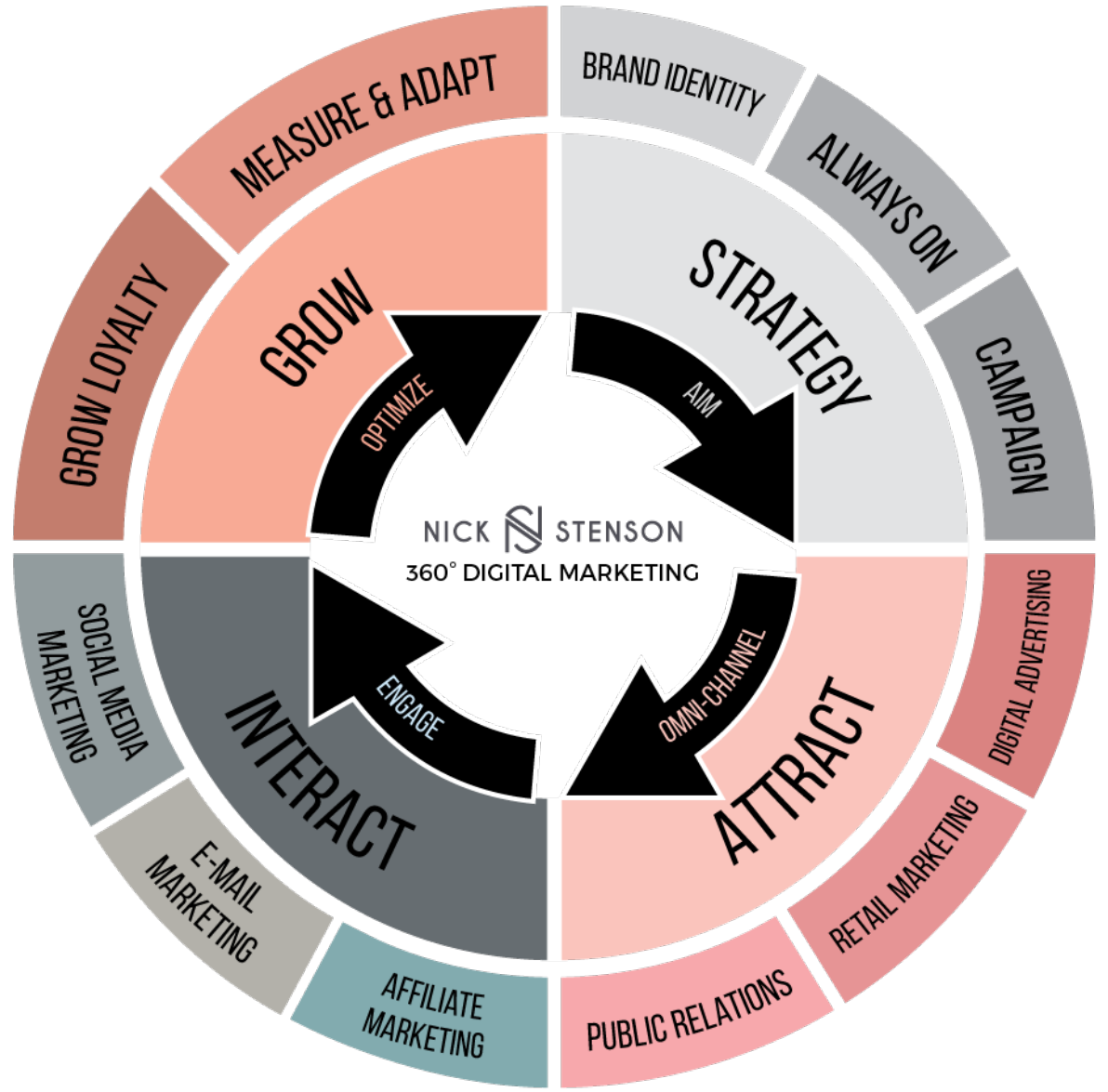
Designed to be safe and gentle on wet or dry hair.

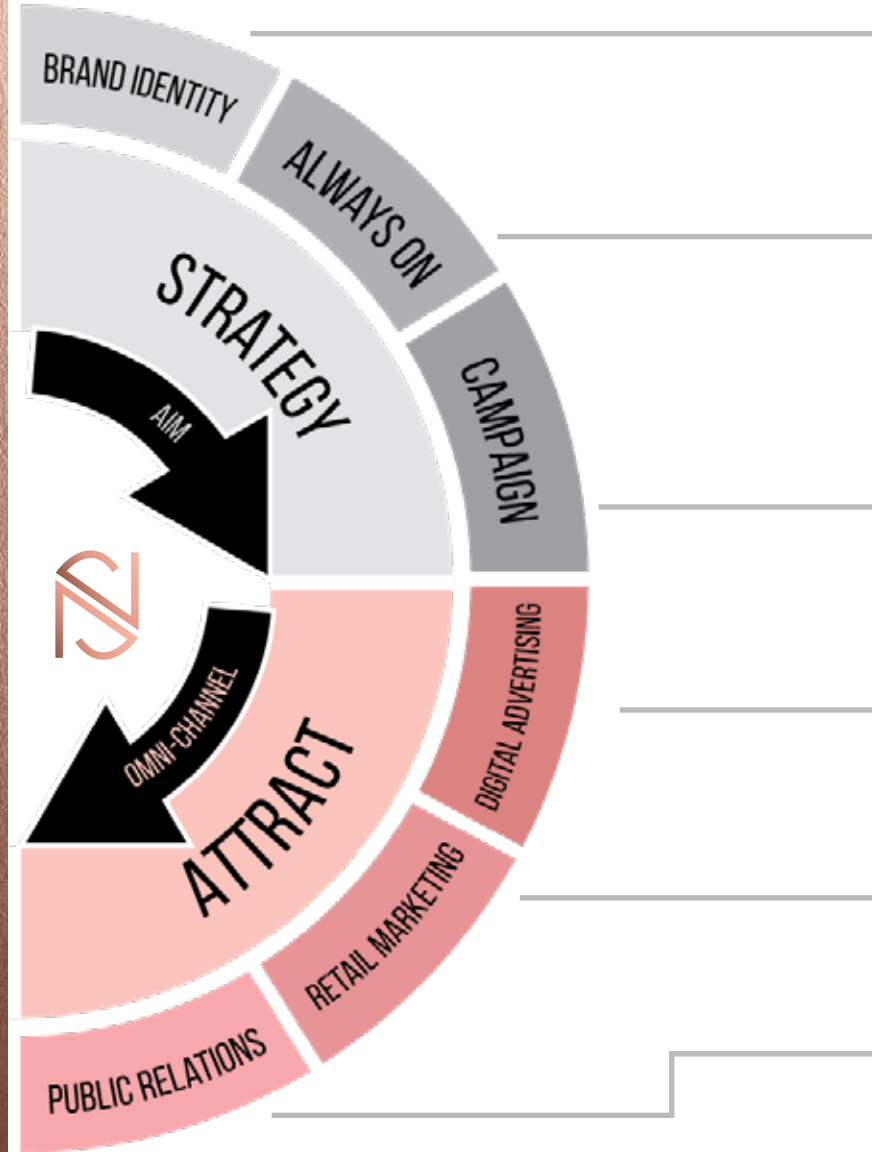
Gentle, ceramic-painted tips on longer nylon bristles.



A woman with dark, wavy hair and dramatic eye makeup is the central focus. She is wearing a high-necked top covered in shimmering sequins. The background is a neutral, light gray. On the right side of the image, there is a vertical strip of an abstract, textured image with blue, white, and brown tones, possibly representing a geological or artistic surface.

*GO-TO MARKET
STRATEGY*





BRAND IDENTITY

- Establishing brand story, identity and guidelines
- Positioning brand with confidence, eco-friendly and luxury
- 1-3% net profit donation to LiveYourDream.org

PRO EDUCATION

- Sharing professional product knowledge
- Digital how-to use content
- Experts representing the brand
- Sharing with their clients in the salon
- Beauty Advisor training for LMS system

CONSUMER EDUCATION

- Sharing consumer-based digital how-to use content
- Resulting in confidence and application needed to use product
- Encourage repeat purchases

DIGITAL ADVERTISING

- Strategic placement on multiple social platforms resulting in conversions
- Leads can be shared appropriate partners
- Re-targeting and purchase satisfaction

RETAIL MARKETING

- Shelf talker, end cap, inline display, nesting tables and in-store promotions
- GWP to walk-in client

PUBLIC RELATIONS

- Leveraging existing relationships with editors and bloggers
- Pitching Nick Stenson Beauty to build brand awareness
- Local and national media outreach
- Launch event (COVID-permitted in-person or digital)

MEASURE & ADAPT

- Review KPIs
- Send out consumer surveys to see feedback
- Adapt strategies based on results

GROW LOYALTY

- Offering GWPs to build product awareness and excitement
- Cultivate a community

SOCIAL MEDIA MARKETING

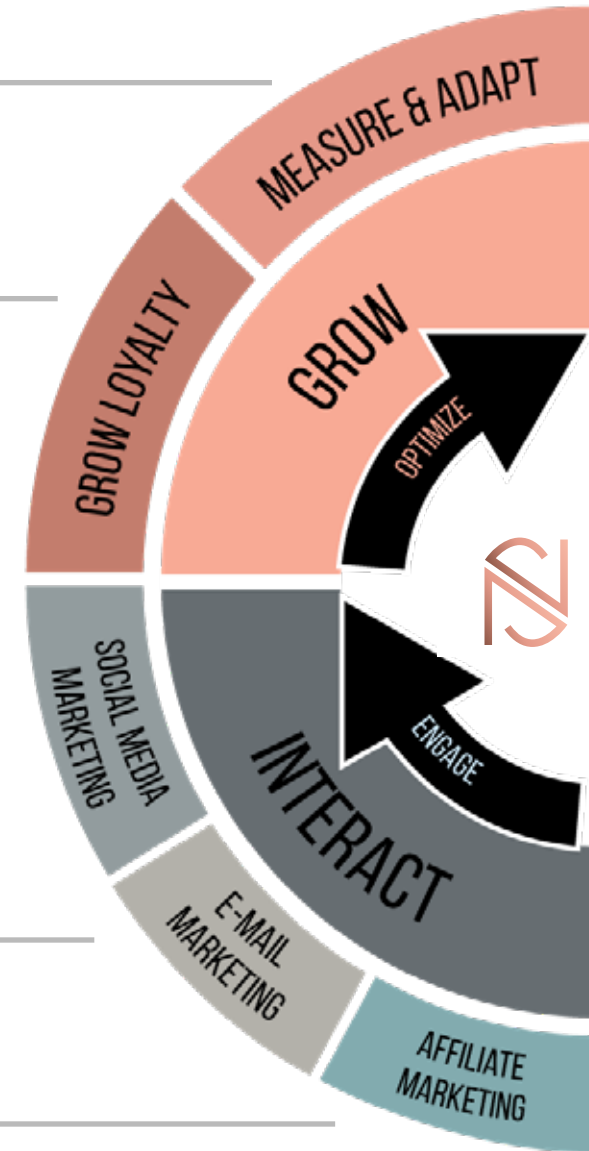
- Maximizing Nick Stenson Beauty's presence and building brand awareness on social
- Using platforms as a place to education and build trust with consumers through beauty expert tips/tutorials
- Giveaways and social activations
- Targeted marketing to the guest through FB, IG, TikTok and Twitter
- Ongoing education through videos and lives

E-MAIL MARKETING

- Building a network to increase product knowledge and brand announcements
- Driving traffic to salons that carry Nick Stenson Beauty products
- Trending content, promotions and bounce backs

AFFILIATE MARKETING

- Creating brand awareness
- Building a network of beauty enthusiasts and experts
- Directing consumers to the Nick Stenson Beauty website
- Incentives for consumer purchase





TARGETED DIGITAL MARKETING

Leveraging best practices, Nick Stenson Beauty will reach the guest through a blend of social media content and direct marketing.



SOCIAL MEDIA STRATEGY

- Beauty and fashion content with a focus on hair images and tutorials and product shots
- Tap into Nick's extensive celebrity and beauty savvy IG followers driving them to the Nick Stenson Beauty pages
- Through video and social lives, we will feature education tutorials that solve hair challenges, offer quick style tips, hair hacks and product cocktails
- Cultivate a beauty savvy community of enthusiasts for the Nick Stenson Beauty brand #nickstensonluxury



Establish brand presence and voice to consumer audience

Liquid Line and Brush Line features and benefits
Education videos for the consumer

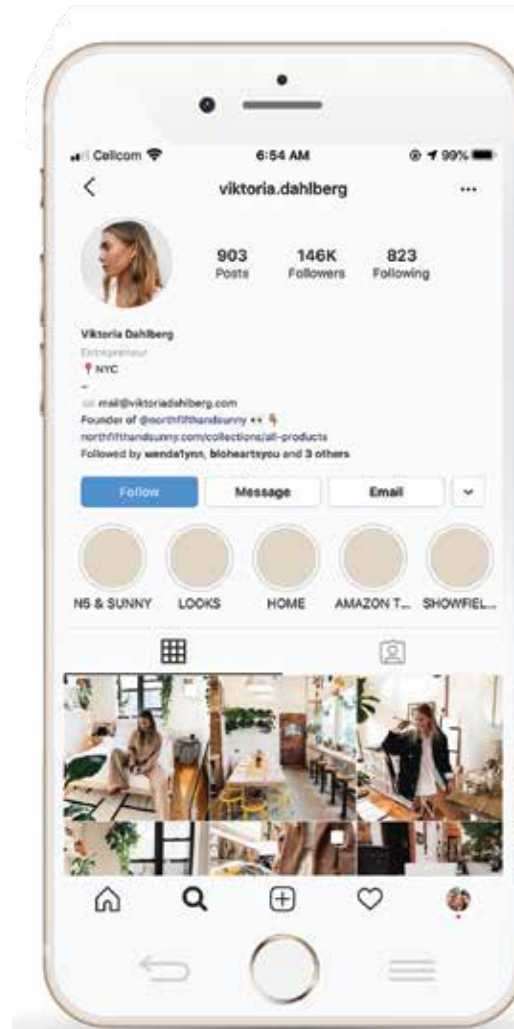
Focus on all things beauty to transition into launch of liquid line

SOCIAL ACTIVATIONS & COLLABORATIONS

- Giveaways: Tag 5 friends for a free product
- Bounce back offers through social link in bio and email campaigns
- #iseeyourbeauty Campaign
- LiveYourDream.org (\$1 for every Nick Stenson Beauty post tagged with #liveyourdream and #nickstensonbeauty during set time frame)
- Influencer and Affiliate Partnerships
- Social collaborations
 - Pink Pewter
 - Viktoria Dahlberg

EMAIL MARKETING

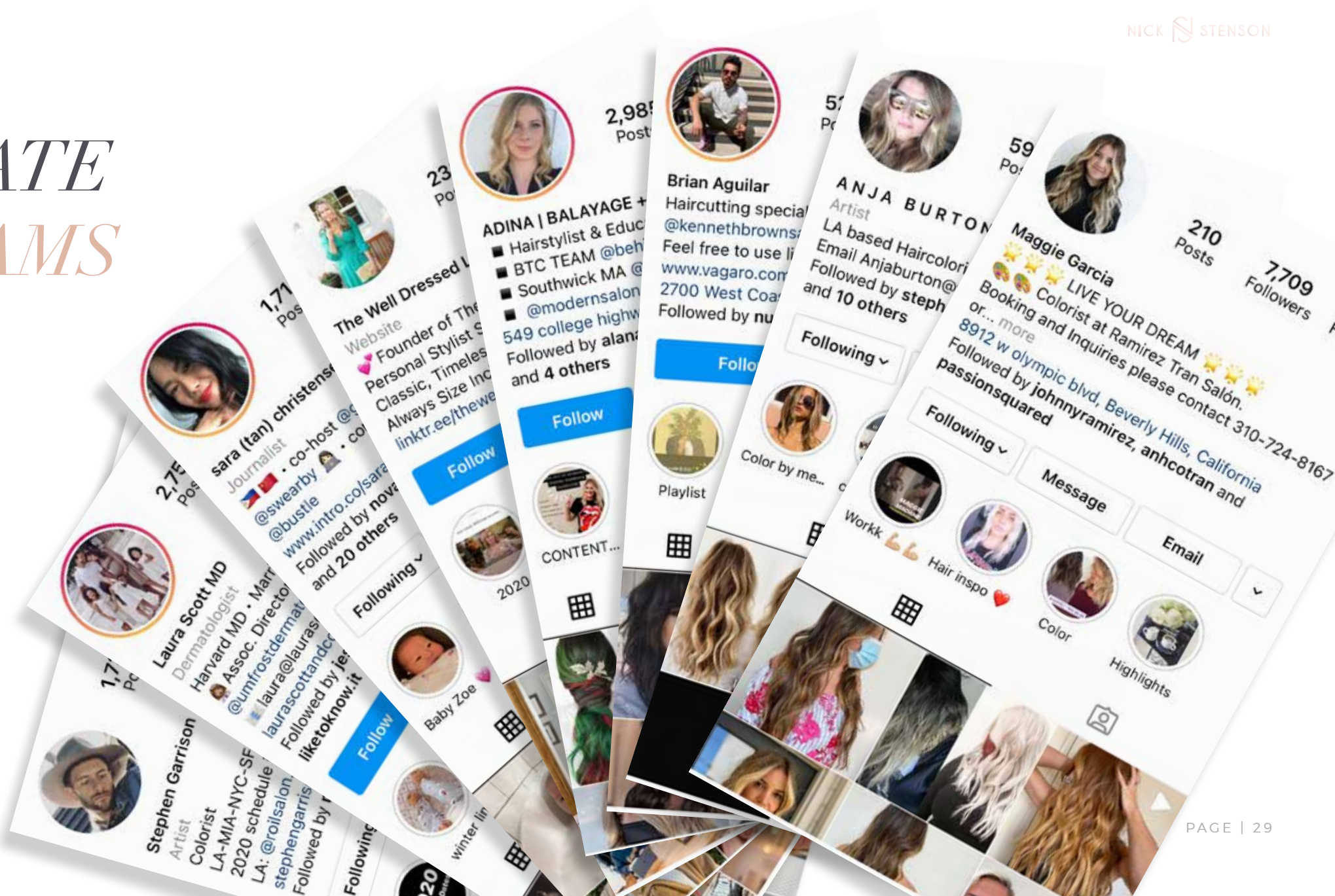
- Direct marketing to the Nick Stenson community offering bounce backs
- Trending styles, product tips and tricks
- Promotions, current GWP offers and upcoming events



AFFILIATE PROGRAMS

Through consumer and professional stylist influencers, we will reach the beauty savvy consumer, introducing them to Nick Stenson Beauty. With a unique blend of skills and authentic voice, we'll reach the guest who is looking to solve hair challenges through education and inspiration.

We will provide a path for affiliates to drive prosumers to eCommerce channels.



*DRIVE
AWARENESS
& NEW GUEST
ACQUISITION*

In discovery phase for brand partnerships to drive awareness and an offer for future purchases.

BIRCHBOX ♦
fabfitfun[™]
goop
Bustle
BYRDIE



GIVING BACK

At Nick Stenson Beauty we believe in empowerment to enrich the lives of women and girls. We are a proud supporter of LiveYourDream.org, a movement dedicated to give every woman and girl the opportunity to reach their full potential and live their dreams.

A portion of all sales will go to LiveYourDream.org in an effort to facilitate positive and empowering opportunities for girls all around the world.



**FACILITATE
POSITIVITY &
EMPOWERMENT**

**DONATE
A PORTION
OF ALL
SALES**

OUR DREAM

*CLIENT
PROFILES*



MILLENNIAL

~1986-1991 (29-35)

The **socially conscious** shopper, making decisions based on company culture, commitment to giving back, inclusivity and cares where and how ingredients are sourced. This shopper is **adventurous** and willing to try new products. They look to peer reviews on social media and are strong **brand enthusiast** when they find something that works.

FAVORITE BRANDS

Free People, Nike, Adidas, Gucci, Louis Vuitton, Reebok, Champion, Apple

WHERE THEY SHOP

Target, online, Ulta Beauty, Nordstrom and Nordstrom Rack, Amazon, Dollar Tree

RESTAURANTS THEY LIKE

Whole Foods hot bar, PF Changs, healthy options (plant based, gf)

TRAVEL

Europe, within the US (camping, hiking) for road trips, Australia

CULTURAL IMPACT: HIGH

Their hope is to leave the world better than they found it. They try to live intentionally.

CAR THEY DRIVE

Subaru Forester, BMW X1 or 3, Jeep Grand Cherokee

WHERE THEY LIVE

Los Angeles, San Francisco, NYC, Miami (major US cities)



GEN X

~1965-1985 (36-56)

The Gen X woman knows who she is. **Committed to results and quality** ingredients, she loves luxury goods but is still aware of cost and value. With an interest in anti-aging and high performance products, she's willing to splurge on herself and understands the importance of **self care**.

FAVORITE BRANDS

J Crew, Hermes, Goyard, Office of Angela Scott, Adidas, Apple, Rolex, Nike

WHERE THEY SHOP

Marshalls, Whole Foods, niche "glocal" online sellers like the Little Market, Amazon, LuluLemon

RESTAURANTS THEY LIKE

Food trucks, high end local spots, juice bars and local coffee shops

TRAVEL

Italy, Safari (glamping), Telluride, Shanghai

CULTURAL IMPACT: MEDIUM

With a deep caring for equality and social justice, they still make decisions based on wants and results.

CAR THEY DRIVE

Mercedes SUV, BMW, Range Rover

WHERE THEY LIVE

Chicago, Dallas, Los Angeles, Seattle, Connecticut, Phoenix (moving to more "emerging" cities that offer better housing prices, lower stress with cool playtime options)



BABY BOOMER

~1946-1964 (57-75)

Owning more than $\frac{3}{4}$ of the nations wealth, this strong generation of women are the **healthiest, wealthiest, and most active** generation of women in history¹. They are feeling neglected in marketing and advertising and are looking to brands to speak to their unique needs. They are **committed to staying, feeling and looking young** and support brands that help them to do so.

FAVORITE BRANDS

Cartier, Chanel, Louis Vuitton, Ann Taylor, Porsche, Coach

WHERE THEY SHOP

Bloomingdales, Costco, Williams Sonoma, Amazon

RESTAURANTS THEY LIKE

Steakhouses, Wine Bars, local gourmet restaurants, and chains like Starbucks and Trulucks

TRAVEL

Hawaii, Italy, France, Greece, UK

CULTURAL IMPACT: LOW

They make decisions based on their needs more than causes supported by the company.

CAR THEY DRIVE

Mercedes, Lexus, Saab, Volvo

WHERE THEY LIVE

Suburban areas outside major US cities



¹<https://girlpowermarketing.com/the-badass-marketing-to-boomer-women/>

NICK  STENSON

Driven by passion and humility, Nick Stenson Beauty is a brand that provides accessible luxury. Enjoy a decadent experience through your hair care products.

THANK YOU

