



SHAZY

Skincare Clean&Green



ABOUT SHAZY

The Shazy product line is not just a cosmetic line, ours are cosmeceutical products. Shazy positions itself as a clean&green brand, and this indicates the attention in creating products that contain ingredients created with substances of vegetable origin, free of substances that are "heavy" on youthful skin. Our name is an acronym that stands for:

S: Sustainable

H: habitat

A: attention

Z: z generation

Y: young



OUR GOAL

Shazy was created for young people, to help generate positive change for people and the planet. Sustainability and attention to the environment that surrounds us is our pass for the future.

The brand is close to those who see themselves in its values and principles. We are aware that many different individuals sharing similar passions can be a great driving force towards change.



Shazy's aim is to raise awareness that natural and non-artificial beauty is the best expression of oneself.

Everyone must feel free to be true, authentic and unique. The union and acceptance of the diversity of individuals makes our world better.

Combining nature and science, Shazy creates high quality cosmetics that care for skin, hair and the planet.

The products are mainly formulated with natural ingredients, they are cruelty free and they solve the main problems related to our target audience such as: oily skin, impure skin with imperfections, dry skin and hair.

Beauty standards have changed. Enhancing one's natural beauty is the new promise that young people are asking from beauty companies.

Our Value propositi on

WHAT DO WE DO?

Our products we will allow young people to solve the discomforts caused by the imperfections of their skin.

HOW DO WE DO THAT?

With natural products that will save their skin without attacking it with harmful chemicals.

Our goal will always be that of helping young people feel confident in their skin, so we aim to donate a percentage of our turnover to associations that deal with mental illness.

OUR TECHNOLOGY

INTRODUCING THE IMPURE SYSTEM

Shazy's Impure system is aimed at youthful skin that suffers from blemishes, acne or oily skin. This technology represents the perfect skincare to purify the skin, brighten, eliminate excess sebum and hydrate without attacking.



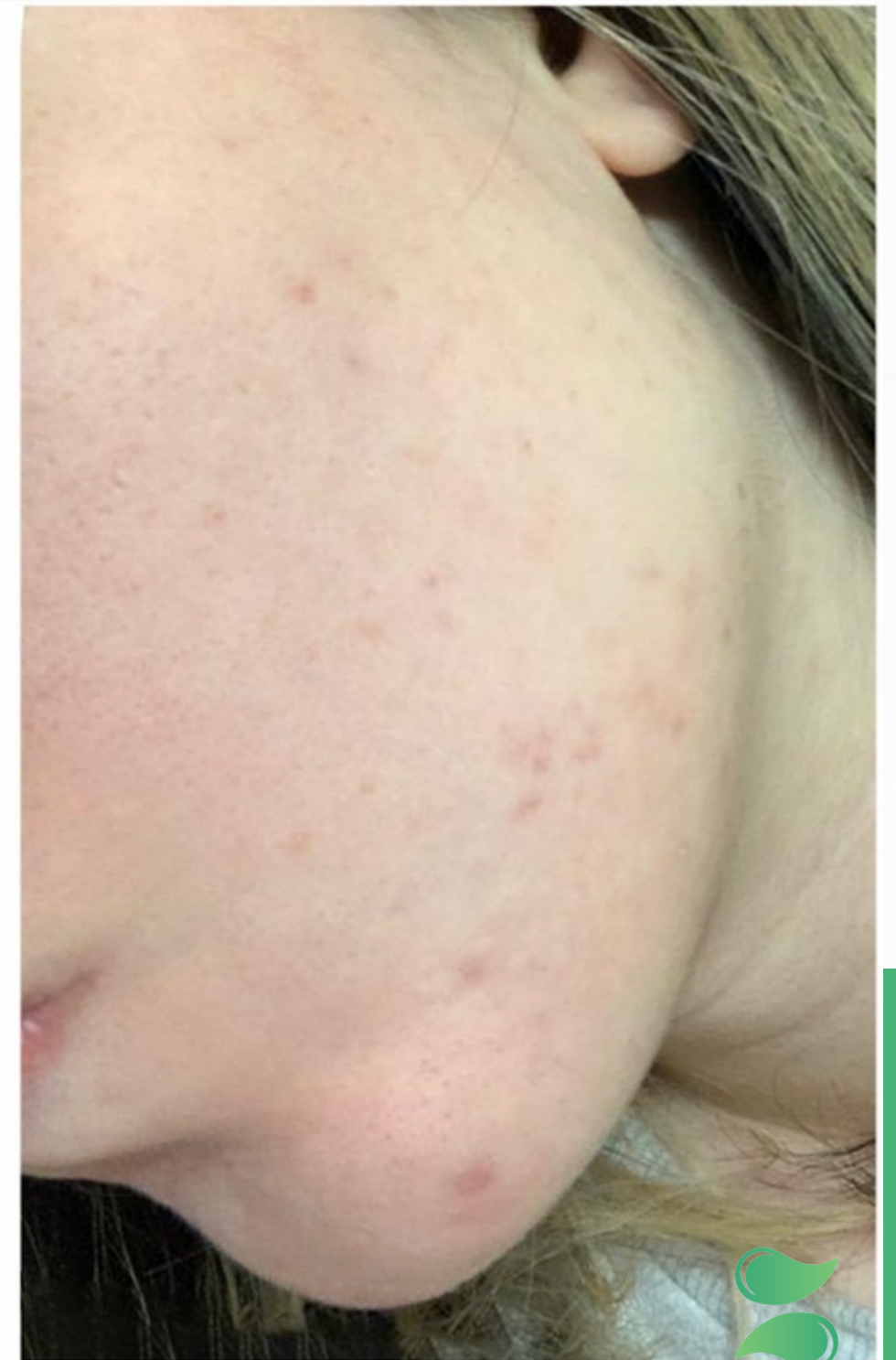
SHAZY

BEFORE

AFTER

RESULTS AFTER 15 DAYS

The skin improvements derived from the use of Shazy products are clearly visible after 15 days of use



SHAZY

OUR MARKET

COSMETICS IN ITALY: FORECASTS FOR 2022 AND 2023

In Italy, the cosmetic sector has closed the 2021 at 11,810 million euros and a +9.9% compared to 2020. The estimates are also good for the near future. Forecasts for 2026 speak of constant growth, with an increase of 2.7% in 2022 and a further 3.3% in 2023.

The market for natural and sustainable cosmetics is constantly increasing with 16% of the total turnover of the cosmetic industry in Italy. A quarter of the consumption of cosmetics in our country is represented by products with a natural and sustainable connotation, for a value of more than 2.6 billion euros.

PURCHASE CONDUCT

Face and body products represent over 40% (41.1%) of consumption.

Considering the purchasing dynamics, to guide the choices of Italian consumers in the cosmetics sector is quality, the main driver for 1 in 4 consumers, followed by effectiveness (14%) and a previous positive experience with the product (12%).

The authority and notoriety of the product remain important levers in purchasing preferences: as much as 35%, a percentage that rises to 50% in case of women, buy brand. Grown exponentially too the weight of online: if about 30% of the population searches for products on the web (27% if they are men, 39% if they are women), 2 consumers out of 10 (which rise to 3 out of 10 in the case of the public feminine) buy online.

HOW ARE WE DIFFERENT ?

SHAZY IS DIFFERENT!

We want to position ourselves as the first Italian brand to solve the discomforts associated with youthful skin with a line of clean&green products.

We are different because we aim to do that through natural ingredients based products that will not harm our client's skin.



FORECASTS

Thanks to the contributions and investments in communication, we expect to be able to grow by 50% in the first year and 30% in the second and 20% in the third.



WHERE WILL WE GO?

We are digital natives, but since the second half of 2022 we are gradually entering the distribution in **Italian pharmacies** and some online portals.



Contacts



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