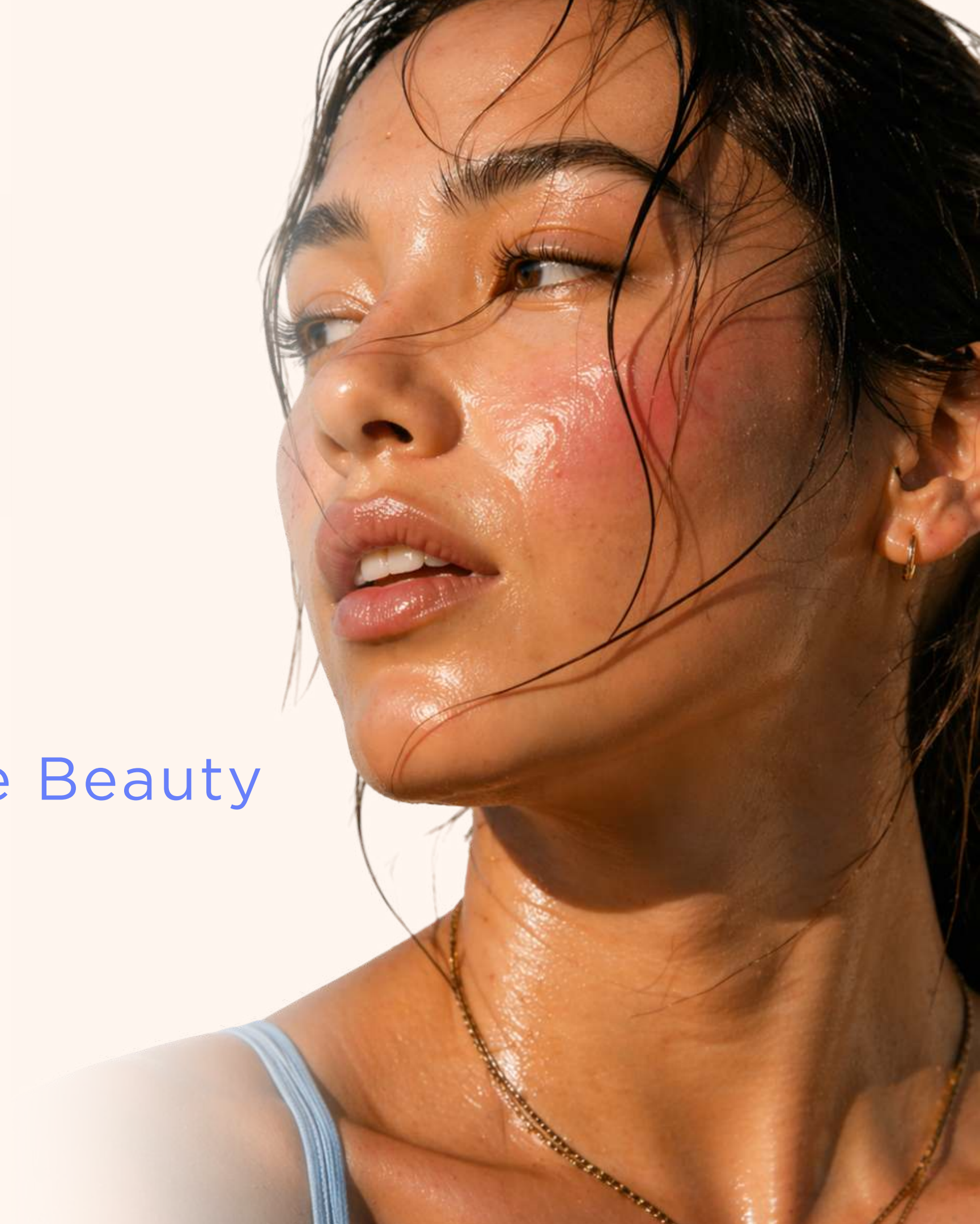


skin fit

BY TOWER 28

Beauty in Motion: A Performance Beauty
Sub-Brand for Active Lifestyles

Presented by:



Executive Summary

skin fit BY TOWER 28 is a clean, performance-first beauty line for sensitive skin — meeting the needs of active consumers who demand skincare that keeps up with their lifestyle. Built on Tower 28's trusted foundation of safety, efficacy, and clean formulas.

Clean Beauty

High Performance

Easy to Use

skin fit



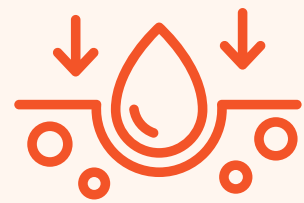
Company Overview

- Clean beauty brand designed for sensitive skin
- Safety for sensitive skin
- High-performance formulas
- Earth Sensitive Pledge (no irritants, allergens, or pore-clogging ingredients)



The Problem

Beauty Isn't Built for High Performance



Makeup Breaks Down

- Makeup's worst friends: sweat, heat, and friction.



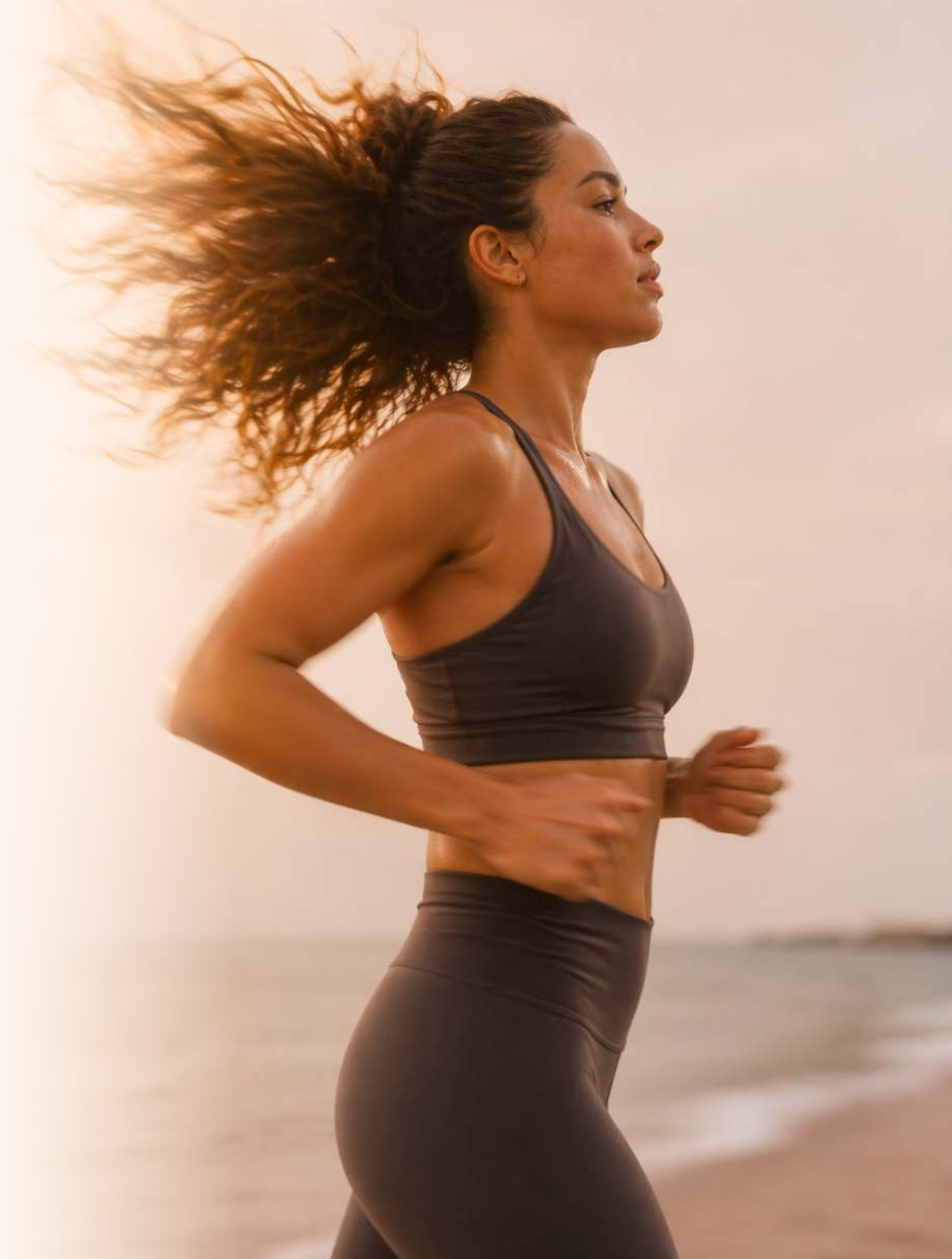
Hyper-sensitive Skin Surge

- 71% of adults report having sensitive skin (Aveeno, 2025).



Outdated Industry

- No performance-beauty product line exists.



Solution

skin fit
BY TOWER 28

- Work-out friendly makeup designed to resist sweat, heat, and movement.
- Breathable, non-comedogenic formulas that protect sensitive skin.
- Pairs high performance with skin safety in one product line.

skin fit



Make Moves. Not Breakouts

Market Analysis

The beauty industry is shifting towards products that fit into real, active lifestyles. As fitness and wellness become part of everyday life, consumers are prioritizing natural, low-effort beauty that performs during movement without causing irritation.

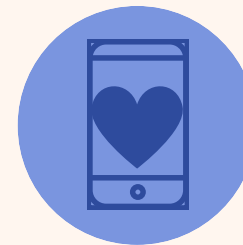


skin fit



Growth in fitness and wellness culture

Gym, pilates, and active routines are part of everyday life.



Shift toward natural, low-effort beauty

TikTok and social media are driving the demand for realistic, minimal makeup.



Increased focus on skin health

Consumers are prioritizing products that avoid irritation and support sensitive skin.



Frustration with makeup during activity

Traditional makeup breaks down with sweat, clogs pores and lacks durability.



Target consumer shift

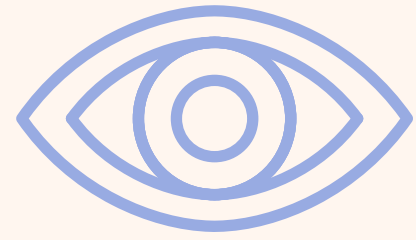
Gen Z and Millennials (18-40) balancing fitness, lifestyle, and appearance.



Opportunity: Performance Based Beauty

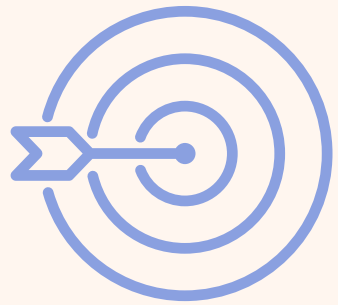
Gap for products that combine skincare, makeup, and performance in active environments.

Brand Development & Positioning



Vision

To make beauty and confidence effortless for active lifestyles.



Mission

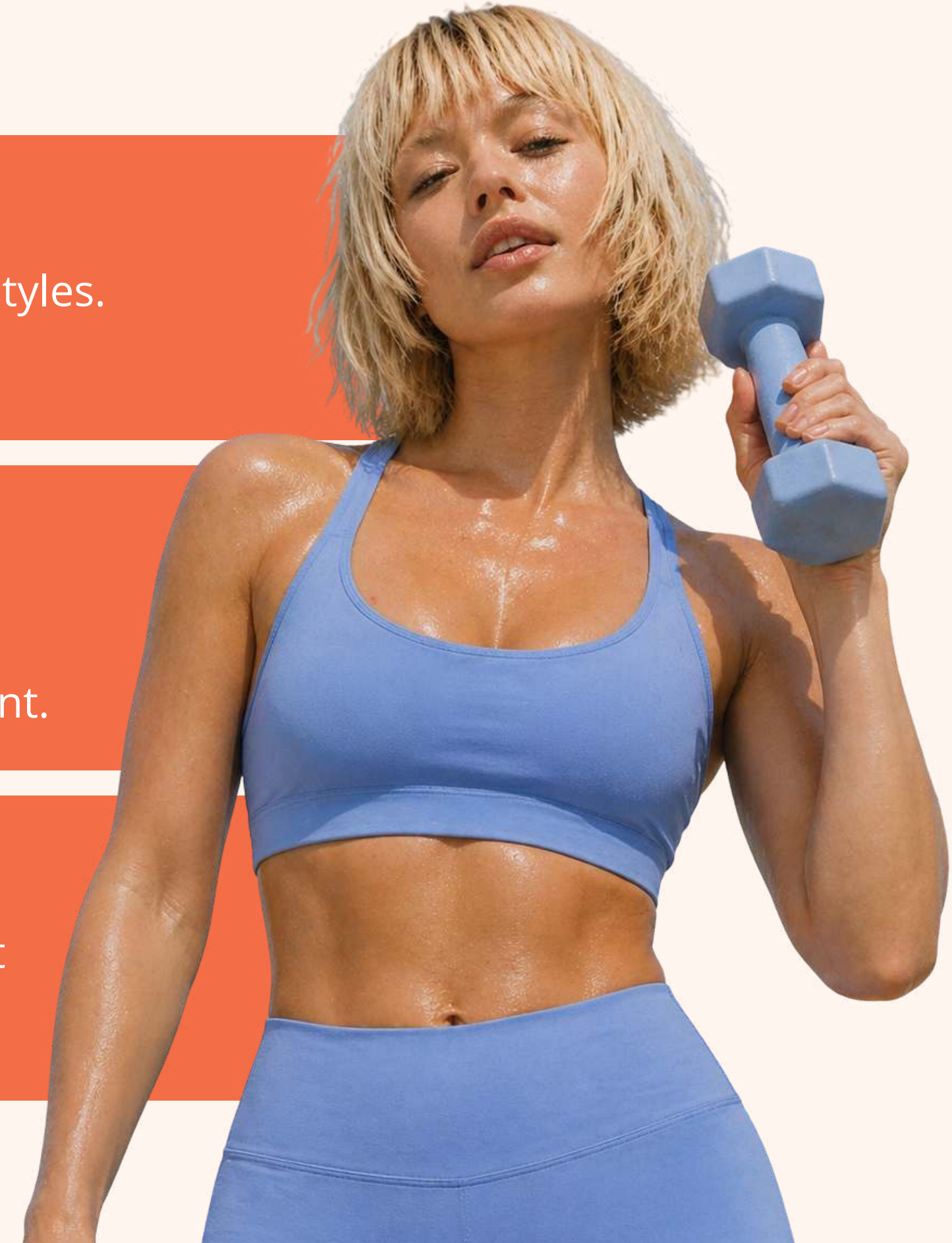
To create work-out friendly makeup that is safe for sensitive skin and performs through sweat and movement.



Values

Consumers can experience both confidence and comfort without endangering their skin or active lifestyle.

skin fit



The Product Line



**Motion Tint
SPF 30**



**Active
Barrier Mist**



**Heat
Flush Stick**

Product Details

A routine that
moves with **you.**



Motion Tint SPF 30

- Lightweight liquid tint with built-in brush
- SPF 30 (mineral-based)
- Sweat-adaptive flexible film
- Buildable, breathable coverage



Active Barrier Mist

- Ultra-fine continuous mist
- Leak-lock twist cap (gym bag safe)
- pH-balanced (skin compatible)
- Fragrance-free, non-comedogenic



Heat Flush Stick

- Dual-ended: pigment + blending sponge
- Cream-to-balm texture
- Heat-activated formula
- Compact, twist-up design

Key Benefits

A routine that
moves with **you**.



Motion Tint SPF 30

- Creates a protective layer
- Moves with skin → no cracking, separating, or clogging
- Easy, mess-free application
- Evens tone instantly



Active Barrier Mist

- Reduces bacteria → helps prevent post-workout breakouts
- Instant calming → reduces redness during/after workouts
- Multi-use → prep, refresh, set



Heat Flush Stick

- Adapts to body heat
- Natural flush effect → enhances post-workout glow
- On-the-go blending → no brush needed
- long-wear, non-greasy

Target Audience

Studio Regular



Female / Age: 27

- Pilates, yoga, low-impact workouts
- Prioritizes wellness + skin health
- Minimal, low-effort routines

On-The-Go Pro



Female / Age: 40

- Gym → work → social
- Fast transitions, no time to reset
- Values efficiency + polished look

Performance Enthusiast



Female / Age: 30

- Hit, running, strength training
- Sweats heavily, active lifestyle
- Avoids makeup during workouts

Social Mover



Female / Age: 22

- Active on tiktok / instagram
- Creates routine + lifestyle content
- Influenced by trends + visuals

Competitive Landscape

skin fit

WHAT EXISTS IN THE MARKET

Rare Beauty
Glossier.
PEACH & LILY

NATURAL/ SKIN-LIKE MAKEUP

- Lightweight, skin-like finishes
- "Clean girl" makeup aesthetic
- Focus on natural appearance, not performance

NYX
PROFESSIONAL MAKEUP
MAYBELLINE
NEW YORK

MASS PERFORMANCE MAKEUP

- Long-wear and coverage-focused
- Affordable and widely accessible
- Performance = longevity, not skin health

ELEMIS
LONDON
PEACE OUT

SKINCARE-FIRST

- Focus on treatment and skin results
- Prioritize skin improvement
- Not designed for makeup performance

WHAT COMPETITORS DO SIMILAR

- Prioritize aesthetic over performance
- Focus on skin-friendly positioning
- Rely on influencer-driven discovery
- Designed for everyday wear, not active environments.

WHAT MAKES SKIN FIT DIFFERENT

- Designed for **active lifestyles**
- Built for **sweat, movement, and heat**
- Combines **skincare safety** and **makeup performance**
- Targets a **specific use-case** (gym → post-workout → daily life)

★ NO BRAND CURRENTLY OWNS PERFORMANCE BEAUTY FOR ACTIVE LIFESTYLES

Campaign Idea & Execution



Sponsorship

- The "Sweat-Proof" Guarantee:
 - First makeup brand to undergo "Station-Testing."
- Finish Line Touch-up Stations:
 - "Glow Station" at the finish line



Influencer Marketing

- Sponsor two athletes at Hyrox
- Allow them to wear Skin Fit blue
- Vlog their experience



PR Package

- Introduces the brand before the event
- Potential Customers can bring the cosmetics to the race/ gym

Distribution Channels & Logistics



Distribution Channels

Direct-to-Consumer

- Website (Skin Fit landing page)
- Bundles and subscriptions

Retail

- Sephora
- Travel-size displays

Fitness Partnerships

- Pilates Studios
- Gyms and wellness spaces



Logistic

Fulfillment

- 3PL warehouse
- 2-3 day shipping

Sampling

- Mini products
- QR code → purchase

Retail Supply

- Monthly restocks
- Small, portable SKUs

Pricing Strategies for Skin Fit

Existing Products



SunnyDays™
Tinted SPF 30

\$32



SOS Rescue
Spray

\$28



BeachPlease Cream
Blush

\$20

Skin Fit



Motion Tint
SPF 30

\$26



Active
Barrier Mist

\$28



Heat
Flush Stick

\$20

LAUNCH TIMELINE

SKIN FIT BY TOWER 28



YEAR 1

LAUNCH

- 800K–1M impressions in the first 3 months
- Acquire 40,000 customers
- Gym & pilates sampling (15–20% conversion)
- Maintain CAC of ~\$12
- Establish early retention through engagement



YEARS 3–5

GROWTH

- Grow Skin Fit into a core product line within Tower 28
- Expand to 100K+ active customers
- Strengthen brand loyalty and community
- Expand into national retail and fitness spaces



YEAR 10

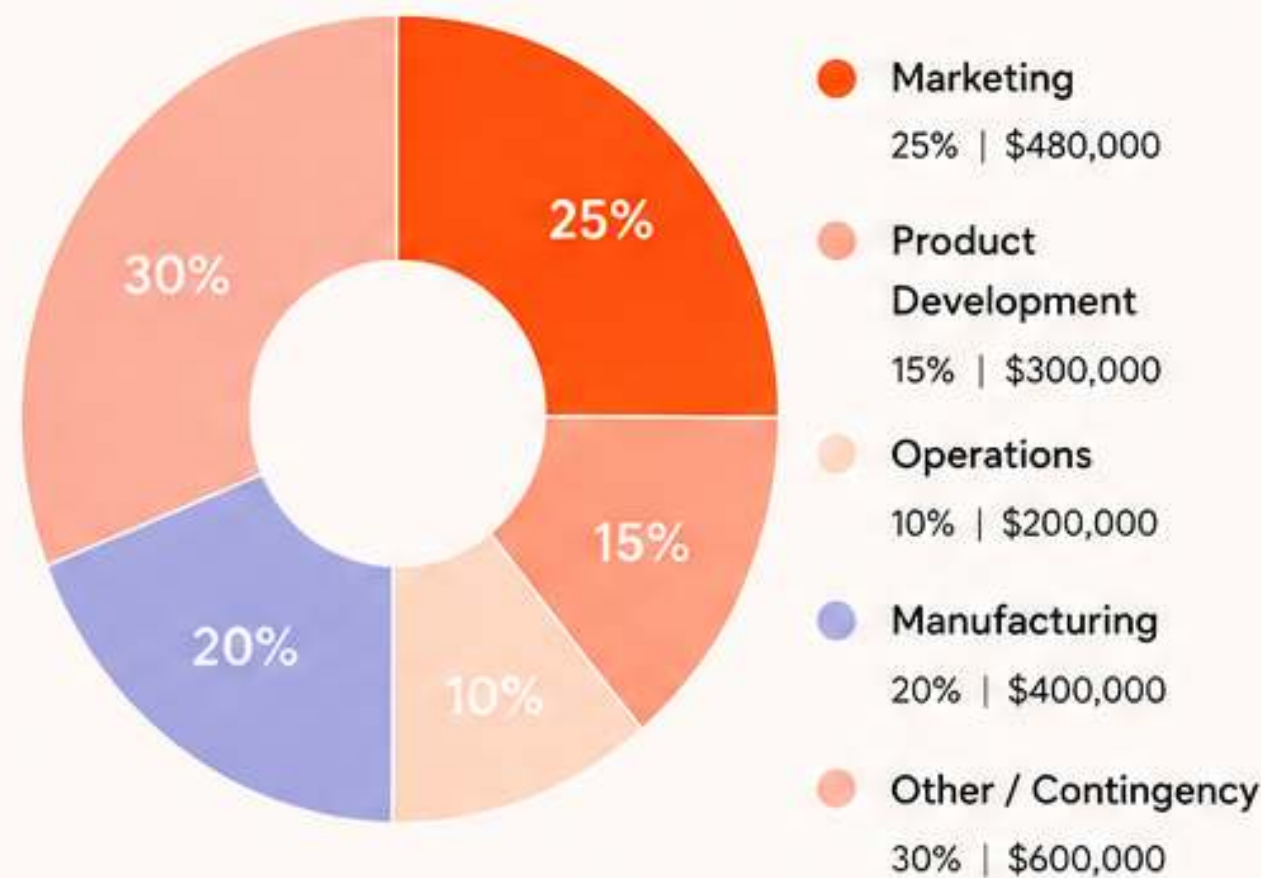
LEADERSHIP

- Establish Skin Fit as a leader in performance beauty
- Expand into international markets
- Grow into a broader beauty and wellness lifestyle brand
- Maintain long-term profitability through retention and brand equity

✦ MAKE MOVES. NOT BREAKOUTS. ✦

Budgeting & Financial Projections

BUDGET ALLOCATION (YEAR 1)



FINANCIAL PROJECTIONS (3-YEAR)



REVENUE & NET INCOME OVERVIEW



Sales Forecasting & Revenue Streams

SALES FORECAST (REVENUE)

Revenue (USD) Net Income (USD)



TOWER 28 BENCHMARK (FY 2023)



Est. Annual Revenue
\$40M-\$60M



Retail (Sephora)
Contribution
~60-70%



DTC
Contribution
~20-30%



Gross Margin
~60-65%

Source: Industry reports and public disclosures

REVENUE STREAMS (YEAR 1)



Direct-to-Consumer (DTC)

45%

Brand website, email/SMS, loyalty programs



Retail (Sephora & Partners)

35%

Sephora.com + in-store, key retail partners



Online Marketplaces

15%

Amazon, Walmart.com, other e-commerce platforms



Other / Wholesale

5%

Wholesale, pop-ups, limited edition collabs

TOWER 28 BENCHMARK (REFERENCE)



\$40M-\$60M

Est. Annual Revenue
(FY 2023)



~60-70%

Retail (Sephora)
Contribution



~20-30%

DTC
Contribution



~60-65%

Gross Margin

Source: Industry reports, company statements,
and public insights on Tower 28 Beauty.

THANK YOU!

skin fit

BY TOWER 28

References

The State of Skin Sensitivity. Aveeno. (2025). <https://assets.ctfassets.net/mgaihfszrtka/h2nh0uwtaHqMurOB6y1jc/d85aeb9c0fb18beb38a4c34bc5562ce5/aveeno-state-of-sensitive-skin-2022-fnl-web.pdf>