



# COTY PRESTIGE A NEW SPIN ON THE SKINCARE MARKET

CONSTANTIN SKLAVENITIS



# COTY: SUCCEEDING IN SKINCARE

DISTINCT  
EXPERTISE



SUPERIOR  
KNOW-HOW



WHITE SPACE  
BRANDS



# STRENGTHENED KNOW-HOW

# EXPANDING HIGHLY EXPERIENCED TEAMS



**~190** people  
At HQ & labs dedicated to skincare

# MARKET INTELLIGENCE & INSIGHTS



x6 \$ vs 2018



# KEY SUCCESS FACTORS IN SKINCARE



DEEP  
UNDERSTANDING OF  
CONSUMER DEMANDS  
& FUTURE TRENDS



DISTINCTIVE &  
SUPERIOR  
SCIENTIFIC INSIGHT &  
TECHNOLOGY

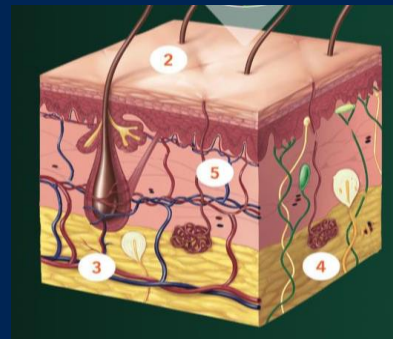


FOCUSED  
EXECUTION OF  
STRATEGY

## 5 MEGATRENDS

Expectation for more  
**AUTHENTICITY**

Different **POINT OF VIEW**



**HERO PRODUCTS** focus

**PULL MODEL** tailored to  
each consumer target &  
brands

Focused **DISTRIBUTION** roll  
out & ecommerce first



# DEEP UNDERSTANDING OF CONSUMER DEMANDS & FUTURE TRENDS

## 5 MEGA TRENDS

Expectation for more  
**AUTHENTICITY**

Different **POINT OF VIEW**







# 5 CONSUMER MEGA TRENDS THAT SEGMENT THE MARKET

BIG BRANDS'  
REASSURANCE  
&  
ADVANCED  
RESEARCH

EFFICACY  
ENDORSED BY  
MEDICAL  
COMMUNITY

RARE &  
EXCLUSIVE  
INGREDIENTS

NATURALITY

UNIQUE  
POINT OF  
VIEW



ESTABLISHED  
BRANDS

CLINICAL/  
DERMATO

ULTRA  
PREMIUM

NATURALS

INDIES/  
ALTERNATIVE



# DEEP UNDERSTANDING OF CONSUMER DEMANDS & FUTURE TRENDS

## 5 MEGATRENDS

Expectation for more  
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# CONSUMERS SEEKING A MORE PERSONAL POINT OF VIEW

## EMBLEMATIC FOUNDERS IN ALL INDUSTRIES...



Elon Musk



Arianna Huffington



Katalin Kariko



Jeff Bezos



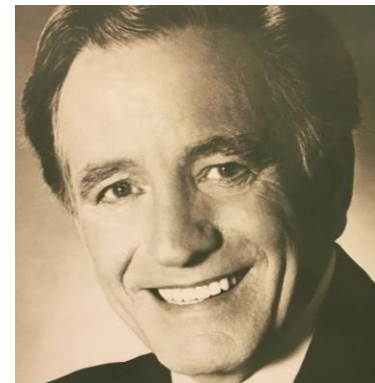
## NOW ALSO DRIVING THE SKINCARE MARKET



Tiffany Masterson



Brent Ridge & Josh Kimer-Purcell



Max Huber



Vicky Tsai



# AUTHENTICITY & CONNEXION TO CONSUMERS THROUGH STRONG FOUNDER LINEUP AT COTY

**LANCASTER**  
MONACO



DR EUGÈNE  
FREZZATI

**ORVEDA**



SUE Y NABI  
&  
NICOLAS VU

**philosophy**



Clinical  
Esthetician  
CRISTINA  
CARLINO

**KYLIESKIN**  
BY KYLIE JENNER



KYLIE JENNER

**SKKN**  
BY KIM



KIM KARDASHIAN





# DISTINCTIVE & SUPERIOR SCIENTIFIC INSIGHT & TECHNOLOGY







LANCASTER  
MONACO



# BORN IN SKINCARE DRIFTED TO A SUN EXPERT



un  
nouveau  
miracle  
**LANCASTER!**

*Juvenile Skin*  
**LANCASTER**

pour peaux **ALLERGIQUES** et ultra-sensibles

Etudiée et mise au point par les experts de la dermatologie, la crème JUVENILE SKIN est le résultat marquant d'un traitement de la peau contre l'allergie, cause de tant de maux pour les peaux hyper-sensibles.

Grâce à des substances précieuses, douces d'un pouvoir de pénétration tout à fait exceptionnel qui facilite le renouvellement permanent des cellules épithéliales.

JUVENILE SKIN représente une grande victoire de la technologie moderne et marque un progrès décisif dans le traitement de beauté des peaux qui ne supportent rien jusqu'alors.

Avec JUVENILE SKIN votre épiderme retrouve, en peu de temps, la douceur, la fraîcheur et toute la fraîcheur salutaire d'une nouvelle jeunesse.

Après  
immédiatement l'essai  
de JUVENILE SKIN  
Arrivez aujourd'hui même à  
LANCASTER  
Service R.E., Monte-Carlo,  
en réclamant votre  
échantillon gratuit.



CENT HUITIÈME ANNÉE — N° 5.623

Le Numéro : 0,55 F

VENDREDI 2 JUILLET 1965

# JOURNAL DE MONACO

Bulletin Officiel de la Principauté

JOURNAL HEBDOMADAIRE PARAISSANT LE VENDREDI

ABONNEMENTS : UN AN  
MONACO — FRANCE ET COMMUNAUTÉ : 20,00 F  
Annexe de la « Propriété Industrielle » seule : 8,00 F  
ÉTRANGER : 27,00 F  
Changement d'adresse : 0,50 F  
Les abonnements partent du 1<sup>er</sup> de chaque année

INSERTIONS LÉGALES : 1,50 F la ligne

DIRECTION — RÉDACTION  
HOTEL DU GOUVERNEMENT  
ADMINISTRATION  
CENTRE ADMINISTRATIF  
(Bibliothèque Communale)  
Rue de la Poste — MONACO

Compte Courant Postal : 3019-47 Marseille : Tél. : 30-13-95

## MAISON SOUVERAINE

*Décision Souveraine .*

Par Décision Souveraine en date du 28 juin 1965,  
la Société anonyme «Lancaster» de Mont-Carlo,  
a été nommée Fournisseur Breveté de S.A.S. la Princesse.

« OFFICIAL SUPPLIER OF  
PRINCESS GRACE »





# 365 SKIN REPAIR TRANSVERSAL SERUM

Lancaster uncovered the  
ENZYMES RESPONSIBLE  
FOR SKIN SELF REPAIR  
encapsulated in a  
PATENTED SUPERIOR  
LIPOSOMAL TECHNOLOGY



(1) PATENT K178, N° 09166972.1, Germany, 2027

(2) Clinical study on 35 Chinese women with sensitive skin, aged from 35 to 60 having applied the product once a day for 4 weeks, % of improvement of skin roughness, actual effect varies from person

# THE BRAND TRANSFORMATION HAS BEGUN

*BEFORE 2022*



*AFTER 2022*



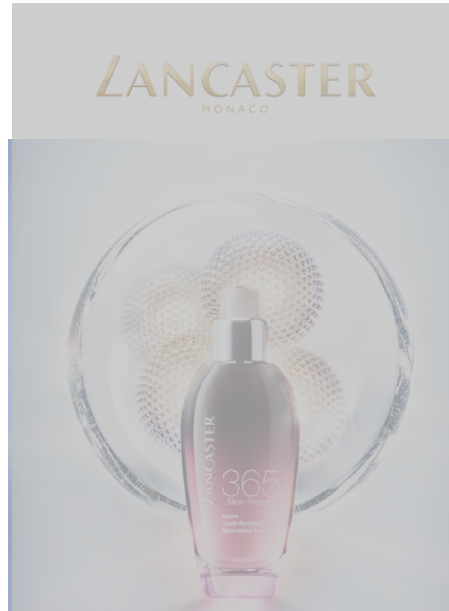
*Hondos Center Greece*



*Lagardere Sanya - Opened June 2022*



# THAT TRANSLATES IN A CLEAR SENSE OF PURPOSE



Activate the power  
that lies in you

REPAIR IS  
OUR DNA  
75 YEARS



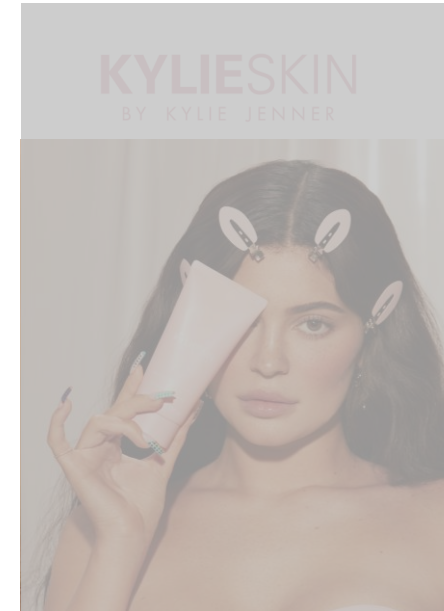
Works with the skin  
not against it

ORIGINAL GLOW IS  
THE NEW YOUTH



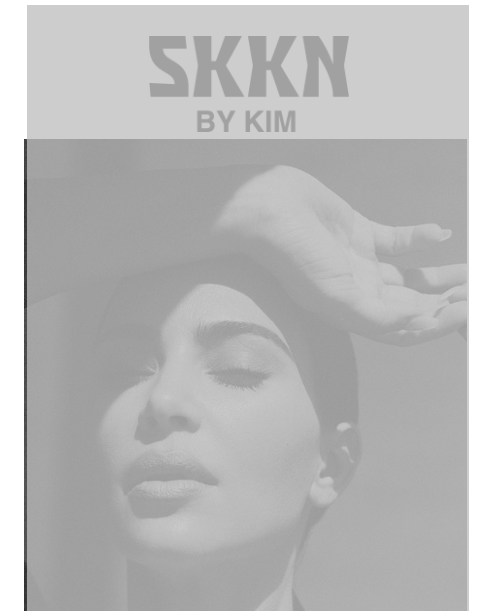
No pain  
with gain

EFFICACY  
WITH RESPECT



The GenZ  
tool Box

YOUNG HEALTHY  
LOOKING SKIN



Democratization  
Dermatologist's  
secrets

DERM EFFICACY &  
SKIN BARRIER  
STRENGTHENING

# A NEW SKINCARE VISION



Very **SELECTIVE** brand



Currently sold at 14 doors  
and 9 spas



**DISRUPTIVE & SUPERIOR**  
formulations



**POTENTIAL** to become a  
**HIGH-END MARKET LEADER**





# Focus on HERO PRODUCTS



THE HEALING SAP



THE PREBIOTIC  
EMULSION

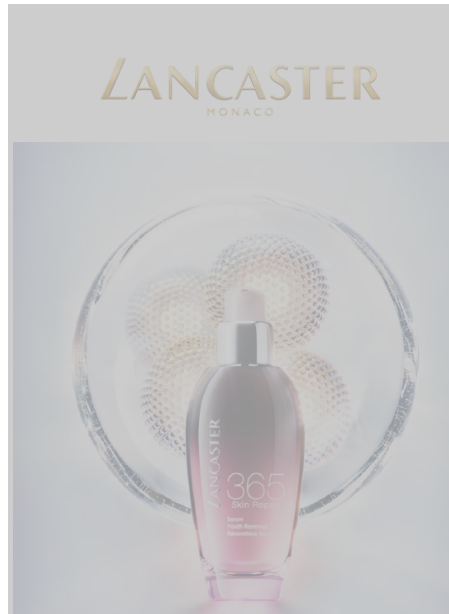


THE FIRM  
BREW CREAM



NEW SERUM

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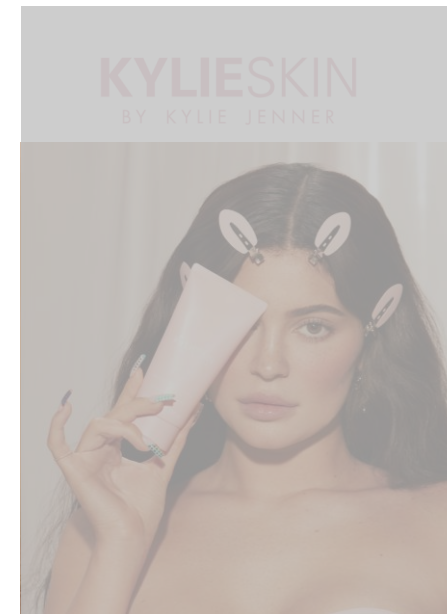
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A low-angle, upward-looking photograph of three young women against a clear blue sky. The woman on the left has dark, voluminous curly hair and is wearing a white long-sleeved top. The woman in the center has dark curly hair and is looking directly up. The woman on the right has long brown hair and is wearing a white sheer top, with her arm raised. All three are smiling and looking upwards, creating a sense of joy and aspiration.

philosophy



# BORN IN SKINCARE DRIFTED TO BODY CLEANSERS



Top 4 in 2010 to top 12



#1 Body cleanser



# PHILOSOPHY FORGOT ITS ORIGINAL DNA & PRODUCT SUPERIORITY VS AN INCREASINGLY TECHNICAL COMPETITIVE LANDSCAPE



#suspicious6

TULA  
SKINCARE

microbiome

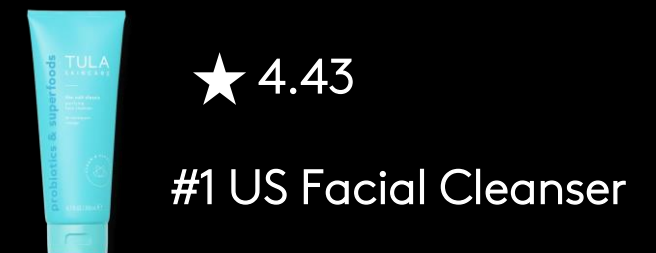
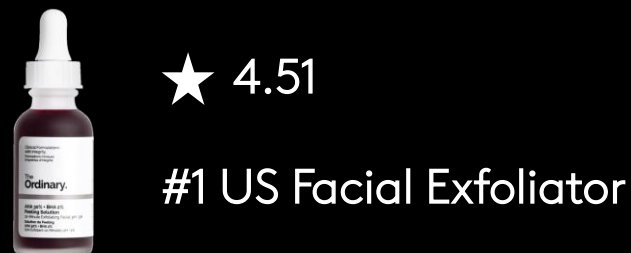
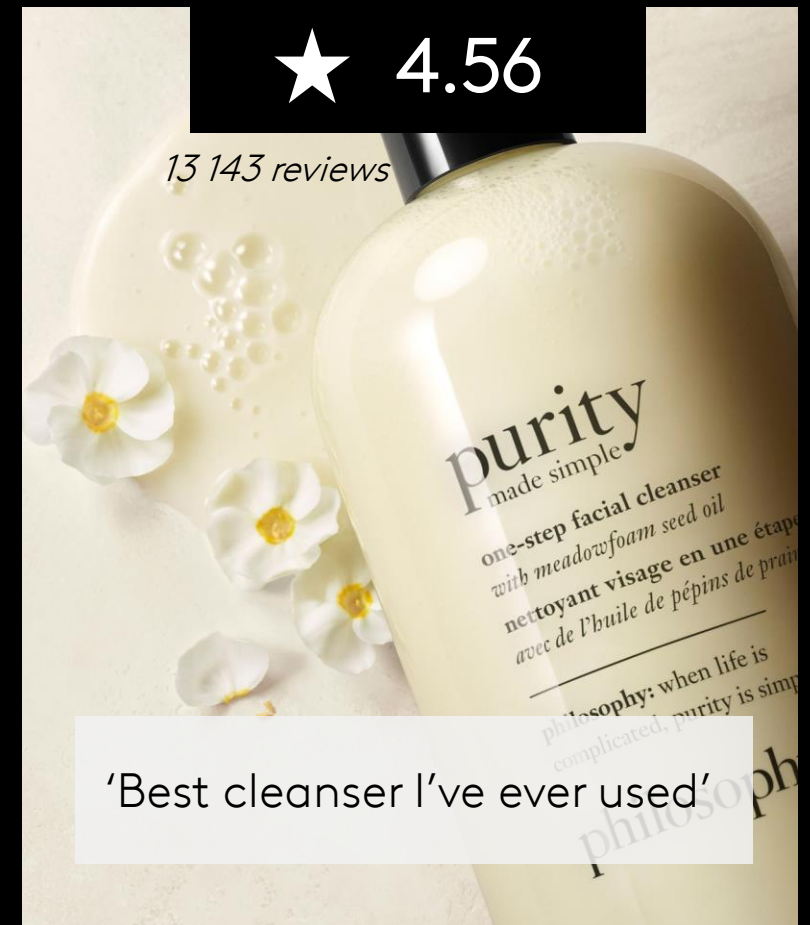
The  
Ordinary.

Dermatological  
ingredients  
focus

philosophy

Fun and  
natural  
ingredients

# « ... philosophy skincare changed my life ... » – Customer review





# MICRO INFLUENCERS AND COMMUNITY OUTREACH



**dr.mamina** ✓  
Mamina Turegano, MD

S'abonner

691 Abonnements 899.4K Abonnés 16M J'aime

Triple board-certified Dermatologist, Internist, Dermatopathologist



**yayayayoung** ✓  
yayayayoung

S'abonner

139 Abonnements 1.7M Abonnés 63.9M J'aime

♥ Merry Skincare ♥

○ Egg King ○



**mireyarios** ✓  
Mireya Rios

S'abonner

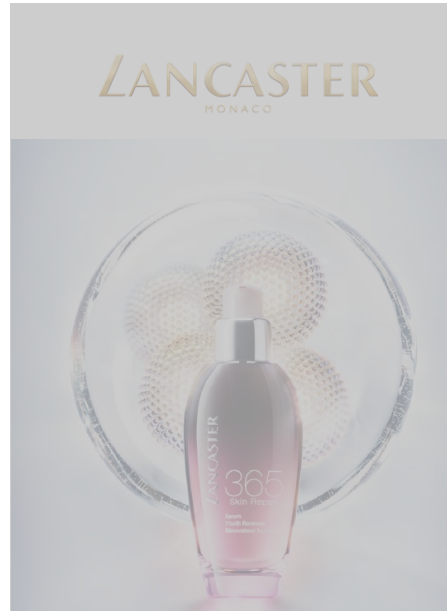
248 Abonnements 4.1M Abonnés 182.8M J'aime

Hi, hola 🇲🇽

# DISTRIBUTION



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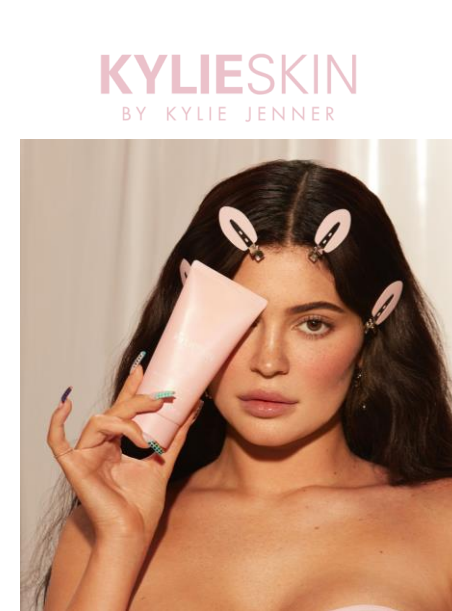
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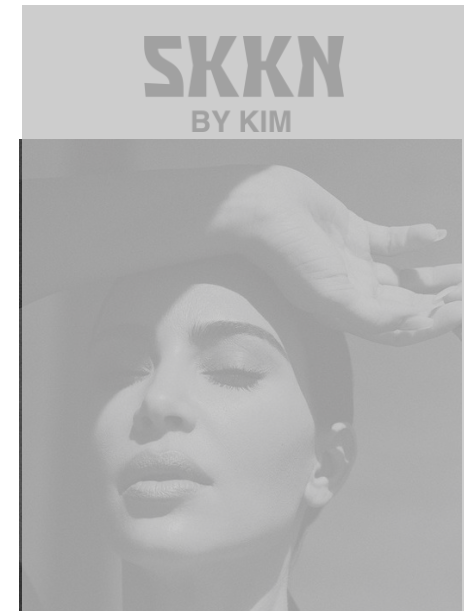
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STRENGTHENING





KYLIESKIN







NYC pop up



1<sup>st</sup> ever pop-up - San Fernando Valley





**'BELIEVE THE HYPE  
I WOULD HIGHLY RECOMMEND'**

- Ulta user



**368 Mn Followers**

**2<sup>nd</sup> Most followed celebrity on Instagram\***

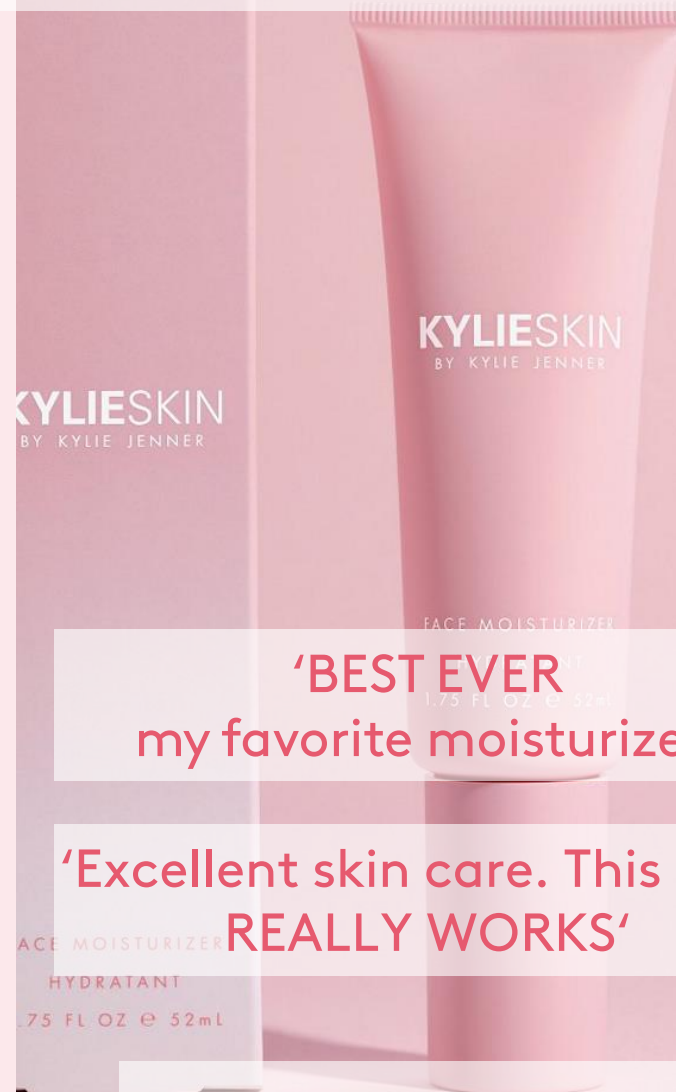


# KEY BESTSELLERS



**'ABSOLUTELY AMAZING  
PRODUCT'**

**FACE WASH**



**'BEST EVER  
my favorite moisturizer'**

**'Excellent skin care. This stuff  
REALLY WORKS'**

**MOISTURIZER**

**'Kylie's Detox Face Mask is  
PHENOMENAL'**

**'BEST face mask EVER'**



**FACE MASK**



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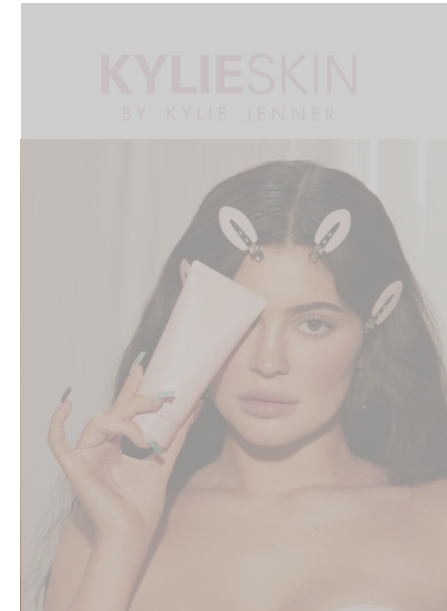
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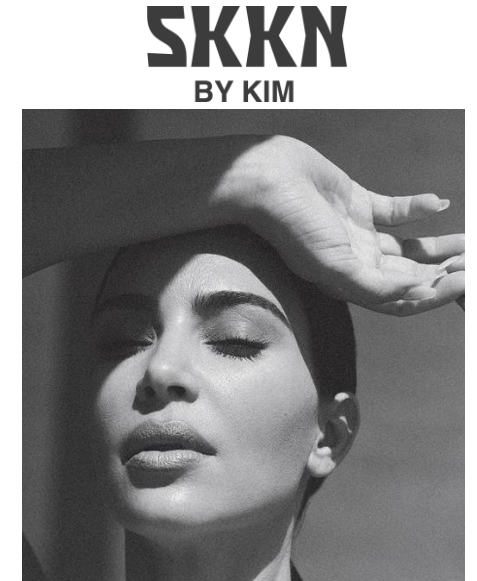
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STRENGTHENING

**9 CORE PRODUCTS,**  
developed to deliver  
**effective** results  
through **clean** and  
**uncompromising**  
**high-performance**  
formulas





# EXFOLIATOR



# FACE CREAM



# EYE CREAM

**'LITERALLY OBSESSED**

... Kim is a genius

I'm so impressed♡'

**'Hands down  
the BEST FACE CREAM  
EVER!!!'**

**'Eczema healing eye  
cream**

**LOVE THIS STUFF!'**





# THANK YOU

COTY