

ALL THE  
BEAUTY  
IN

NEW  
YORK





*New York is the trendsetting, economic and cultural capital of the world.....*



A city that offers  
world's best quality  
in terms of...

Entertainment  
Shopping  
Gastronomy  
and

Beauty



*“Beauty  
begins the  
moment you  
decide to be  
yourself”*

Coco Chanel



# Beauty in numbers

Brazilians that  
visit NY in  
one year

+391 millions

Amount of money  
spent annually on  
cosmetics in the US

\$8 billion

Average woman  
spends on makeup  
in her life

\$300,000

New Yorkers spend  
an average of

**21 minutes**

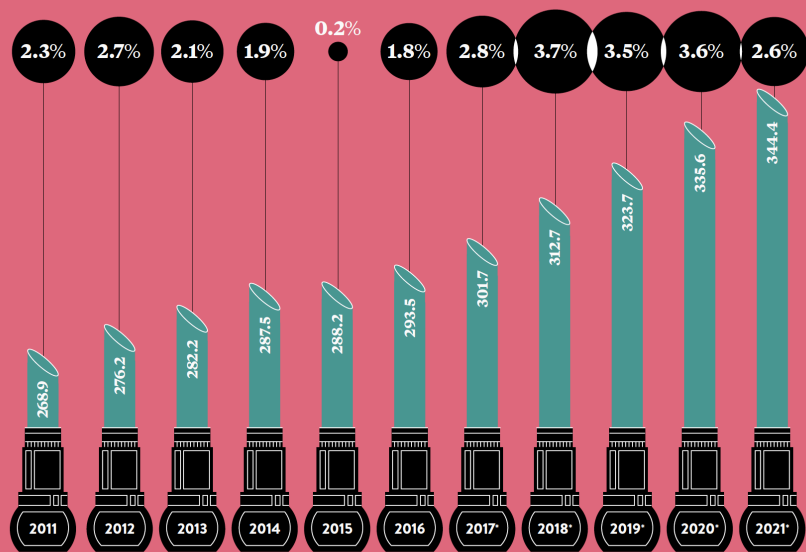
a day getting ready  
in the morning



# Beauty in numbers

GLOBAL COSMETICS MANUFACTURING INDUSTRY REVENUE

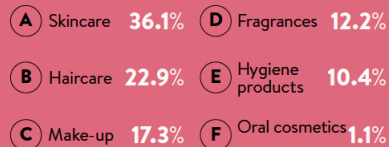
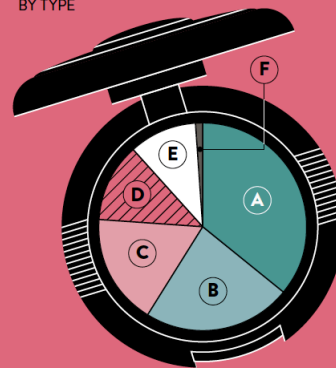
Revenue (\$bn) Revenue growth



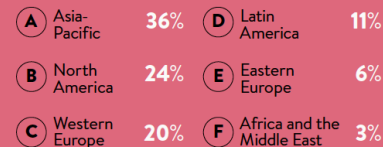
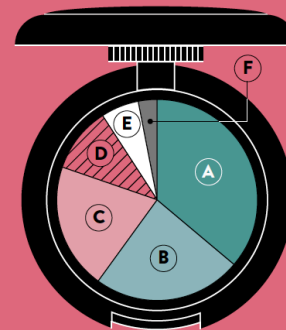
\*Forecast

Source: IBISWorld 2016

GLOBAL COSMETICS INDUSTRY BREAKDOWN BY TYPE



GLOBAL COSMETICS INDUSTRY MARKET SHARE BY REGION



Source: L'Oréal 2015

"All the Beauty in NY"  
contains carefully  
curated content about  
everything that NYC has  
to offer in terms of  
beauty shopping, SPAs,  
beauty treatments,  
shopping experiences  
and incredible brands



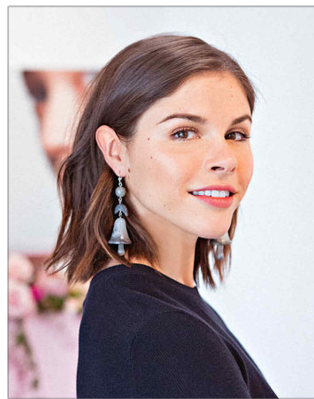


Many other beauty related subjects, like bespoke makeup and skincare, online beauty shopping experiences and interview with the bests beauty editors will be part of the content.



Besides precious beauty mapping and a specialized curatorship, "All the beauty in NY" also brings a lot of interesting stories about the most inspirational beauty brands, told by their own Founders.

Makeup artists and influencers will also share their best beauty tips.



*An inspiring and amazing group*



# Categories covered

Skincare



Haircare



Bodycare



Makeup





# Categories covered

## Clean Beauty



## Asian Beauty



## Fragrances



## Inside out beauty



# Categories covered

Bespoke Beauty



Beauty Experiences



Drugstore Beauty



Department Stores



# Multi channel platform

*"All the beauty in NY" content will be distributed through different channels and will be available as:*

*Book*

*App*

*TV*

*Website*

*Social  
Medias*

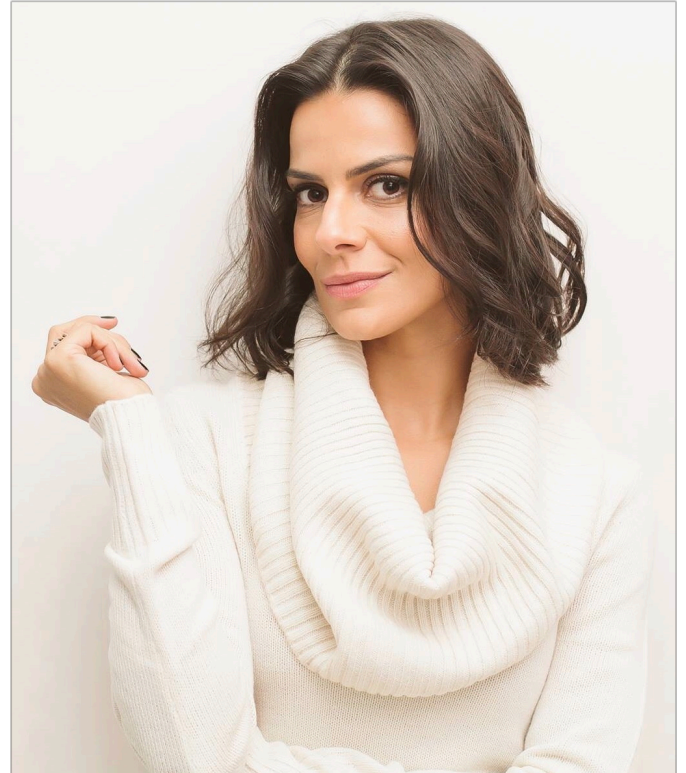


# Bianca Sayão

With a degree in Journalism, Bianca started her career as an event producer and after an important experience working in special events at Walt Disney World in Orlando, she came back to Brazil and started to work as a PR.

As a hobby and a passion, she launched one of the first beauty blogs in Brazil and became a digital influencer. This activity eventually opened doors to do a lot of editorial work like Glamour Magazine and other lifestyle publications and provided the opportunity to start working with beauty brands. She was invited to become the CMO of Quintessentially Lifestyle that boosted even further her skills to create and implement bespoke experiences between brands and high end consumers and influencers. Having gone through a Coolhunting specialization, Cosmetology and Visual Merchandising, Bianca has developed skills as a market consultant for beauty brands that are targeting the Brazilian market and local brands that have a need to understand global trends and the consumer market for their products.

From this profound love for NY and the beauty market the book and omni channel platforms were created.



*Thank you!*

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