

# *Girl* **FRIDAY** CONSULTING

EU DESIGN PATENT OPPORTNITY

Magnetic Makeup Brushes & Storage Case



## MAGNETIC MAKEUP BRUSH & STORAGE CASE EU DESIGN PATENTS

- ❖ Three EU Design Patents for brush handle diameters & one for the storage case
- ❖ EU Design Patents were granted 25 May 2017
- ❖ Valid for 5 years and can easily be renewed

### DETAILS:

- The EU Design Patents are for different brush handle diameters. This gives the owner of the IP the freedom to create endless types of brush types - from contour, kabuki to precision liner.
- The EU Design Patent for the storage case enable the IP owner the opportunity to create an infinite number of brush sets. Or the brushes and case can be sold individually.
- The magnetic source [magnets] can be located in the base of the brush handle or in a hidden false bottom of the storage case.

### IP AVAILABLE TO LICENSE OR PURCHASE



In recent times, there has been a global growing awareness of personal hygiene and the risk of cross contamination from filthy surfaces.

Magnetic makeup brushes are an innovative way to reduce the opportunity of cross contamination of visible and invisible dirt and germs.

### EU DESIGN PATENT COMMERCIALISATION

1. Opportunity for the IP owner to create an infinite number of product offerings under their brand name.
2. Further opportunities for the IP owner also license the idea to multiple brands - offering white label magnetic brushes + storage case OR ferromagnetic brushes + magnetic storage case.
3. The brush bristles and design can be created to the owner's preference using whichever material their target audience desires.
4. Potential product combinations are endless. Ranging from retailing individual brushes with the case sold separately. Or create 'done for you' sets such as a 5 piece starter kit, 7 piece makeup enthusiast set or 15 piece professional bundle.
5. The current prototypes are in the ferromagnetic brush + magnetic storage case format.
6. It would be simple change to swap the existing ferromagnetic brush base to magnets and remove the magnetic hidden base of the storage base.
7. Tooling for the large storage case and tips on the brushes has been paid to the original Far East supplier.



Currently there are two brands that could be seen as a direct competitors - niche luxury brand Rae Morris, developed by an Australian makeup artist and Korean brand Pony Effect.

Rae Morris has several barriers to success – luxury price pricing \$22-\$83USD for an individual brush, lack of marketing/consumer awareness and the use of animal hair such as sable, squirrel, goat and pony. Even though the brand states the animal hair used is cruelty free – this term only applies to cosmetic ingredients. There is actually no such thing as ‘cruelty free’ sourcing of animal hair as demonstrated by the fur industry.

Pony Effect is a direct me-too copy of Rae Morris and has challenges with adapting the Asia -centric marketing to a Western audience in addition to fragmented distribution. They also use both natural (animal) hair and synthetic bristles in their brushes.

We’d recommend working with a supplier that offers synthetic bristles. They are genuinely animal cruelty free and vegan friendly.



## SPOTLIGHT ON NEEDS VS WANTS

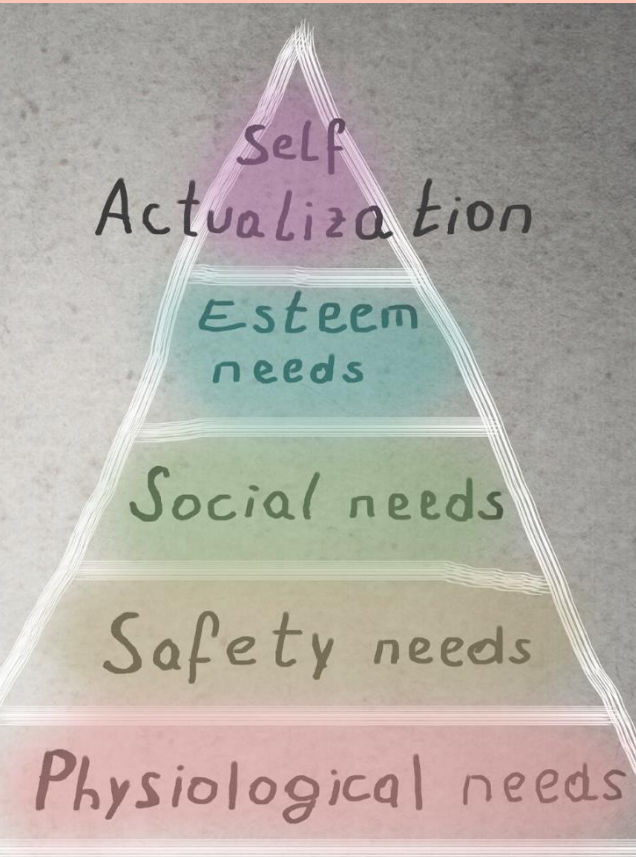
The current pandemic has forced the large swathes of the global population to refocus on basic physiological and safety needs the majority take for granted.

The primal need for basic food, water, shelter and a feeling of personal safety has been dramatically highlighted and will continue to do so for an extended period of time.

For the first time, the worldwide population is collectively having to cope with the ongoing fear and stress of enforced changes in behaviour in order to stay healthy. All against a backdrop of facing challenges in maintaining access to food, water, shelter and personal safety while being bombarding with fake or not so fake news.

This prolonged struggle and stress of grappling with basic survival needs and wading through mis-information will reframe our perception of the world when we gradually emerge from the crisis.





## EMERGING INTO A NEW WORLD

While it is too early to understand the true psychological impact of this pandemic\*, history has other disasters create permanent or long lasting behavioural changes.

What will be the New Normal?

No one knows. However it's very likely there'll be a period of self reflection followed by a desire to bounce back.

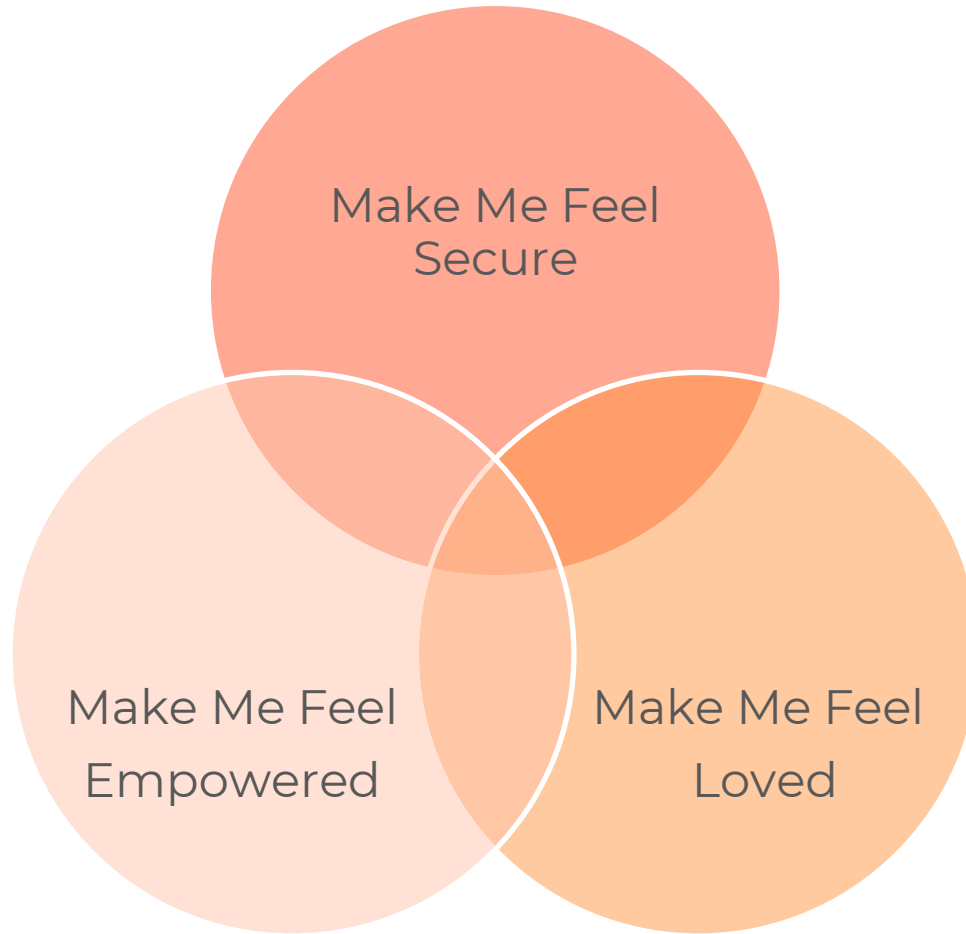
The majority of disaster-affected individuals are likely to do better if they feel - or are helped to feel - **safe, empowered to handle the post-pandemic context, connected to others, and calmer**. Those who are optimistic or hopeful also tend to do better.\*\*

Questions people will seek answers to:

- Am I safe
- Am I loveable
- Am I in control

\*<https://thepsychologist.bps.org.uk/volume-33/april-2020/coronavirus-psychological-perspectives>

\*\*[https://www.ptsd.va.gov/understand/types/disaster\\_violence\\_help\\_survivors.asp](https://www.ptsd.va.gov/understand/types/disaster_violence_help_survivors.asp)





## AM I SAFE?

Addressing the need for Personal Hygiene & Reducing Risk of Cross Contamination

### << PROBLEM: Cross Contamination

Makeup brushes placed on dirty surfaces and re-used over and over again.

### THE SOLUTION: Magnetic Brushes >>

Gravity defying magnetic handles keep the brush bristles elevated and away from dirty surfaces reducing the opportunity of cross contamination when applying makeup.



### << PROBLEM: Personal Hygiene

Makeup brushes stored in a grimy makeup bag with dirty makeup.

### THE SOLUTION: Magnetic Brushes >>

Metal case is easy to wipe clean avoiding the problem of filthy, non washable makeup bags.







## I AM LOVABLE?

### Addressing the need for Self Esteem & Sense of Belonging

#### << PROBLEM: Curated Reality

Social media and 'selfies' are reshaping how consumers perceive themselves and are searching for products that can actively 'cure' their perceived flaws.

While there are hundreds of 1000's of makeup tutorials available, the majority cater to younger Caucasian women.

#### THE SOLUTION >> Self Esteem & Belonging

Makeup tutorials catering to an often overlooked segments of society that address their unique and specific needs such as serious skin conditions, ageing GenX/Baby Boomers or BAME\* audiences.

\*marketing week 9 May 2019





## AM I IN CONTROL?

Addressing the need to Feel Empowered to navigate life's challenges

### << PROBLEM: Fake News & Half Truths

Misinformation and scare mongering creating confusion and doubt amongst consumers.

### THE SOLUTION: Facts >>

Own the makeup hygiene conversation with simple, easy to implement hints and tips on makeup hygiene while demonstrating how magnetic makeup brushes can reduce cross contamination from surfaces.

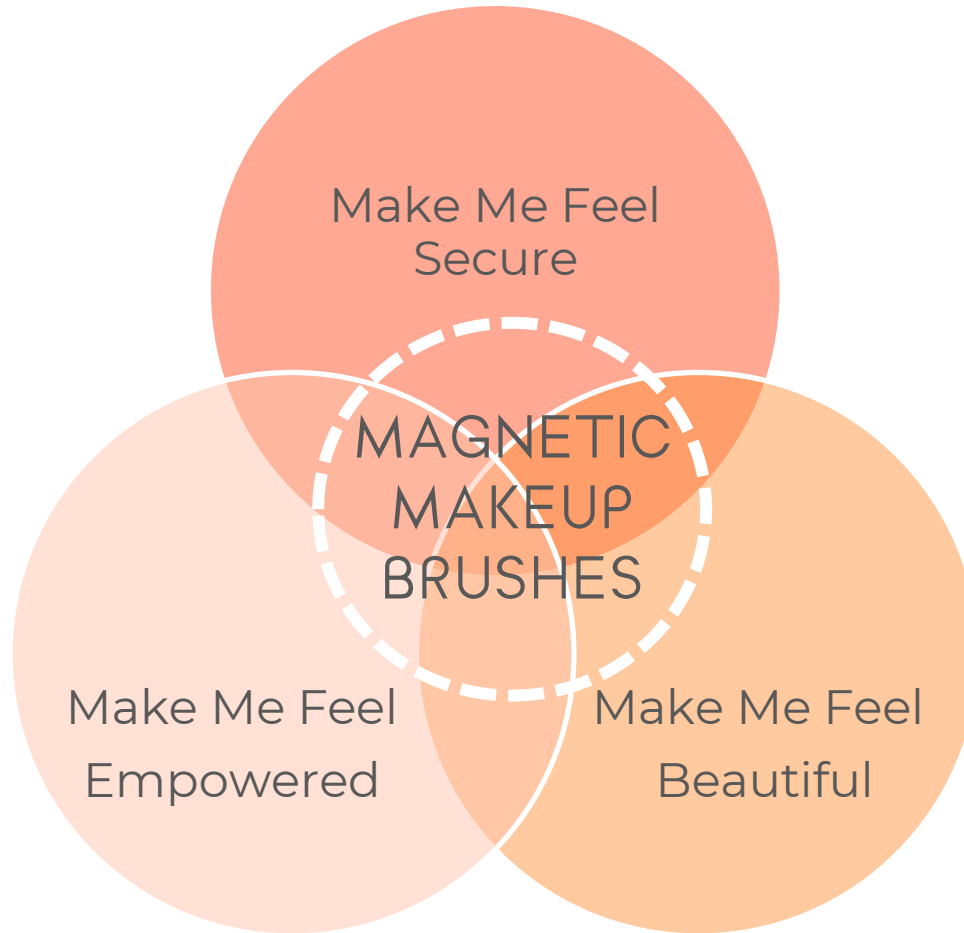
### << PROBLEM: : Silent Spreaders

What are brands in 'high contact' industries doing to protect and prevent staff/consumers from being a Silent Spreader.

### THE SOLUTION: Gentle Reassurance >>

Visibly demonstrate hygiene and cross contamination good practice to customers browsing in-store, or as a professional makeup artist with magnetic makeup brushes.







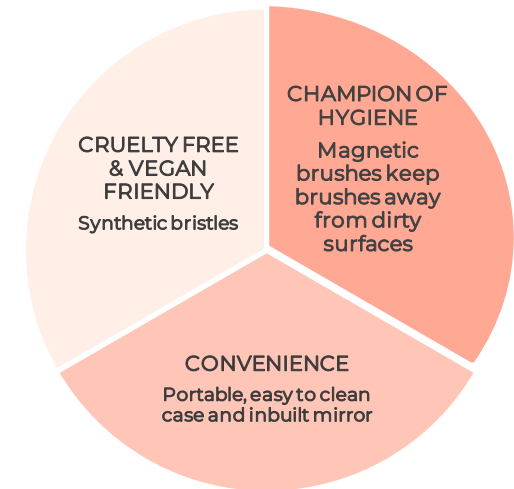
**MULTI BENEFIT & FUNCTIONAL PRODUCTS\*** were a success during the most recent recession because they represented better value for money.

We predict a new consumer interest for functional multi benefit products that address [personal hygiene](#) is very likely to grow as a result of the current climate.

Incorporating additional hygiene benefits while providing in-depth information and transparency will give consumers a reason to trust a brand, believe product efficacy and help drive sales growth.

Magnetic makeup brushes deliver three key benefits.

1. **Champion of Hygiene** as magnetic brushes keep bristles off dirty surfaces
2. **Convenient** wipeable travel case and inbuilt mirror
3. **Cruelty free** and vegan friendly if using synthetic bristles



\*or perceived multi benefit products



## BRAND EXTENSIONS

### ACCESSORIES

**Route 1: Own the makeup hygiene space and expand with related accessories**

Examples:

- Brush cleaner
- Hand sanitiser
- Wipes (for surfaces and makeup bottles, compacts and more)
- Makeup surface cleaner (e.g. disinfectant spray for any pressed powder products and more)

### MAKEUP PRODUCTS

**Route 2: Own the multi benefit space with limited range of magnetic makeup and essential hero products**

Examples:

- Magnetic eyeliner & false lashes (no glue needed)
- 24/7 calming concealer
- Colour adaptive skin enhancers and more
- Tinted balm for lips and cheeks





### LICENSING OPTION

- One off upfront payment of £100K
- 15% royalties from B2B and D2C channels for own brand\*
- 10% royalties from white labelling agreements\*
- Opportunity of first refusal to purchase patents at renewal date

### OWNERSHIP OPTION

- Outright sale is negotiable

\*minimum turnover to be agreed with licensee

Thank you

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Revenue Model	Indicative mass market 10 piece set: RP £40*	Indicative premium 10 piece set: RP £200**	Estimate Cost of Goods: \$18USD for 10 brushes and storage case for 5K minimum order
Gross Margin Model	Mass market wholesale target: 50%	Premium wholesale target: 55%	Direct to consumer target: 75%
Working Capital Model	Supplier: Typically proforma – 50% deposit + 50% balance before shipment	Wholesale accounts: 45- 60 days	Retail website: 0-3 days to clear into bank
Operating Models	Stock: Manufacturing stock with proforma  Cost to Market: R&D, warehousing & fulfilment and other product development costs such as tradeshow visits	Brand Development: Creation of brand assets & content for web and social media.  Marketing: Digital marketing including paid search and social media management	Establishment costs:  Office, back end, staff, banking charges and general expenses



Michele is a 360 marketing expert with over 20 years experience in brand building for start-ups, SME's and multinationals. Previously an International Marketing Director managing over £130MN, Michele's background in award winning product innovation, sales and education gives her a unique insight into all dynamics of business growth.

Her skills lie in being able to see the bigger picture and create a 360 marketing plan that positions a brand for success.

Her marketing plans have resulted in a brand achieving +37% increase in sales within 3 months, another being approached by a major retailer via Facebook to stock their products and another being contacted by a large fashion retailer for a collaboration.

Michele is Managing Director of Girl Friday Consulting. Her role includes helping brands plan their 'big picture' 360 marketing strategy for the online and offline worlds. She also has expertise in creating short term tactical digital, ecommerce, content and social media marketing plans.





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