
PULCHRA INSULANA FEMINA
SPI
TM
Island Beauty Naturals
EXPERIENCE RADIANT SKIN EVERY DAY
Transform your skin with our natural skincare products.

"What $1,000 skincare should have been."

FORMULATION FIRST

Built around clinical performance — not marketing budget. Seven active ingredients at meaningful concentrations, not trace amounts for label appeal.

ISLAND INSPIRATION

Observed in tropical environments where botanical ingredients sustain remarkable skin resilience despite intense sun, heat, and humidity.

PERFORMANCE PROVEN

Two registered peptides — Argireline® and Matrixyl® 3000 — plus Organic Rose Water, Hyaluronic Acid, Bakuchiol, Niacinamide, and Moringa Seed Oil at meaningful concentrations.



$1,000 +	7	3	$179
Products we out-perform	Active Ingredients	Clinical Peptides	Launch Price

FOUNDER STORY

Born From Observation. Built From Conviction.

THE DISCOVERY

While living in the Philippines, I observed something remarkable — in one of the world's most extreme climates, skin remained consistently vibrant, smooth, and resilient. This was not accidental. It was rooted in generations of botanical wisdom — moringa, tamanu, tropical enzymes — long ignored by Western luxury brands.

THE INSPIRATION

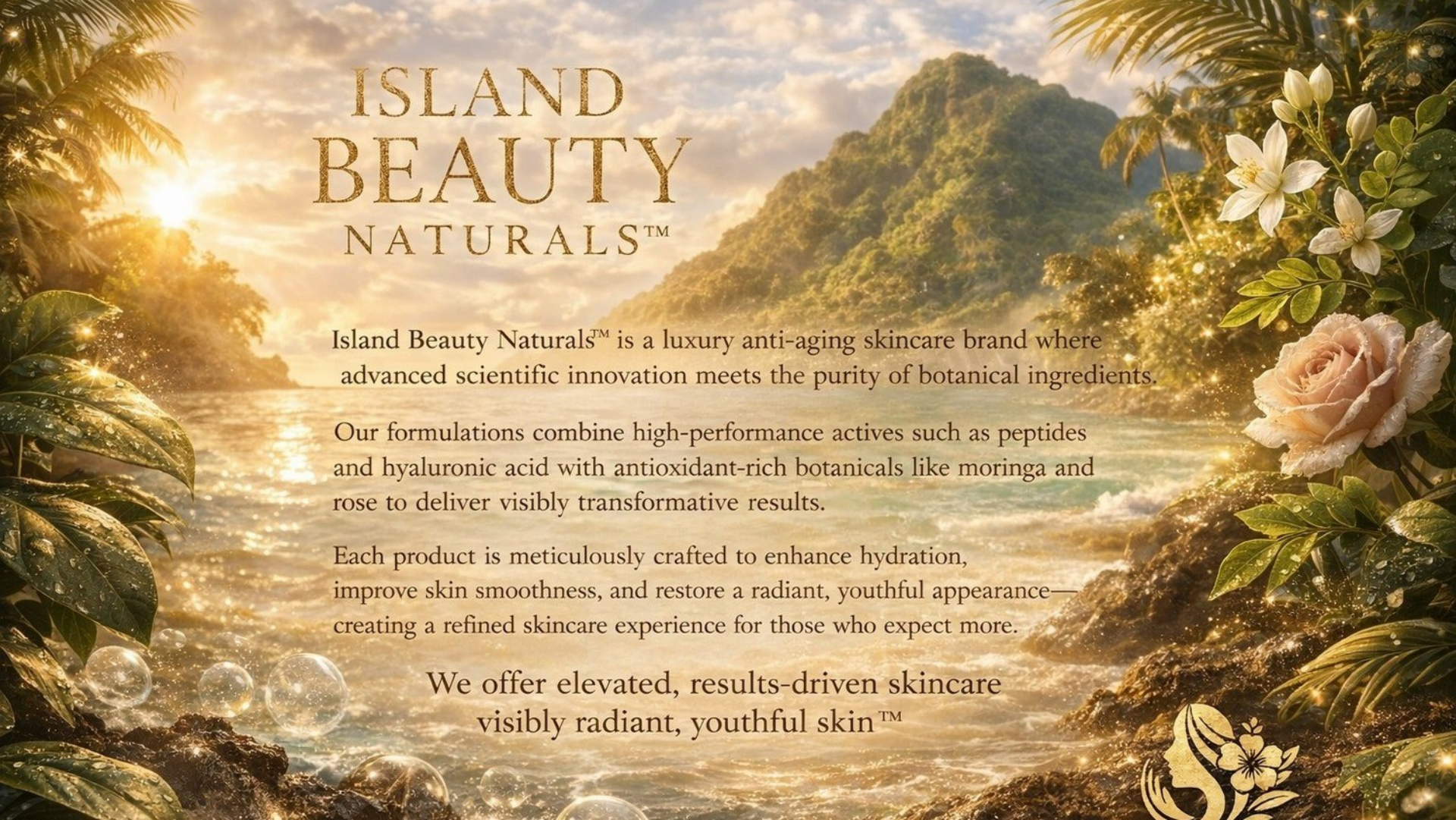
Island Beauty Naturals was named for Insulana, the woman who inspired this journey. Her grace and the natural beauty of the islands she calls home became the soul of this brand. This is not a product conceived in a lab alone — it was born from life, observation, and love.

THE REALIZATION

Studying the premium skincare market revealed a critical disconnect: the world's most expensive creams were not the world's best formulations. Consumers were paying for legacy branding — not ingredient efficacy. That gap became our opportunity.

THE MISSION

We reversed the model — beginning with clinical formulation excellence, layering in tropical botanical intelligence, then building a luxury brand on a foundation of verifiable performance. Our goal: become the first globally respected clinical-tropical luxury brand.


ISLAND
BEAUTY
NATURALS™
Island Beauty Naturals™ is a luxury anti-aging skincare brand where advanced scientific innovation meets the purity of botanical ingredients.
Our formulations combine high-performance actives such as peptides and hyaluronic acid with antioxidant-rich botanicals like moringa and rose to deliver visibly transformative results.
Each product is meticulously crafted to enhance hydration, improve skin smoothness, and restore a radiant, youthful appearance—creating a refined skincare experience for those who expect more.
We offer elevated, results-driven skincare
visibly radiant, youthful skin™

MARKET OPPORTUNITY

A $180 Billion Market. With an Unfilled Gap at the Top.

$180B+	12%	68%	$1,000+
Asia Pacific Beauty Market	SEA Annual Growth Rate	Pay Premium for Results	Ultra-Luxury Cream Pricing

THE GAP WE FILL

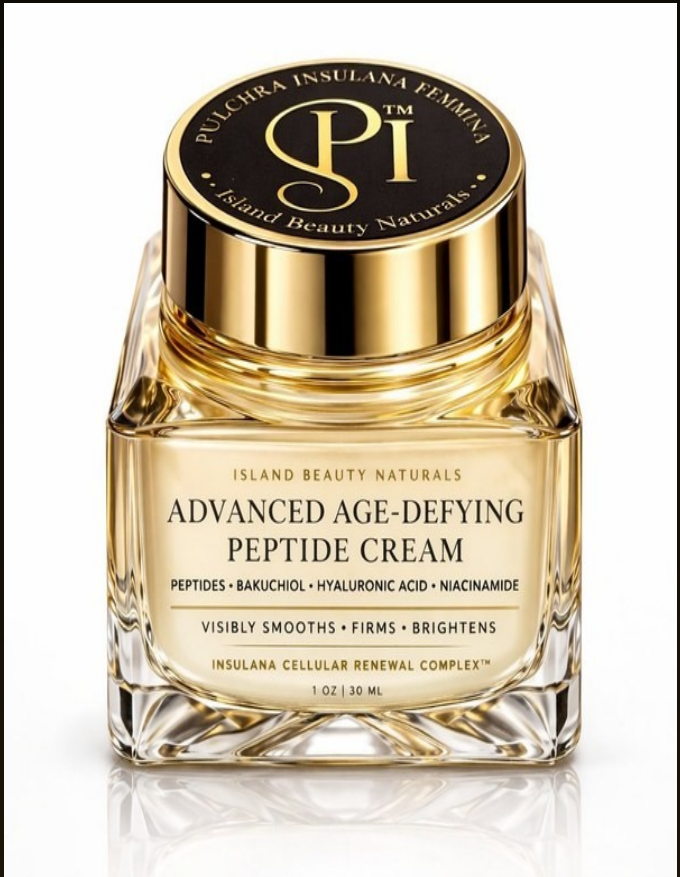
Ultra-luxury skincare brands command $500–$1,000+ pricing on brand heritage, not formulation superiority. A performance-first brand at $179 disrupts this by delivering comparable clinical results without the perception markup.

WHY ASIA FIRST

The Philippines is our ASEAN regulatory and manufacturing hub. Asia's beauty consumers are the world's most ingredient-literate — they read labels, demand efficacy, and reward authenticity. Our island-born formulation resonates deeply.

THE LIPSTICK EFFECT

Even in downturns — rising fuel costs, geopolitical tension, market uncertainty — beauty spend remains resilient. Consumers cut luxury travel, not luxury skincare. Our position between mass and ultra-luxury captures both premium and trade-down demand simultaneously.



Advanced Age-Defying Peptide Cream

POWERED BY INSULANA™ CELLULAR RENEWAL COMPLEX

Formulated with clinically studied actives and island-origin botanicals — each selected for verified performance, meaningful concentration, and synergistic effect.

ACTIVE INGREDIENTS & BOTANICALS	
BOTANICAL ACTIVE **Organic Rose Water**	Antioxidant-rich floral water — skin-soothing, anti-inflammatory, and a hallmark of luxury formulation.
CLINICAL ACTIVE **Hyaluronic Acid**	Draws and retains moisture at multiple skin depths — immediate plumping with long-term hydration support.
CLINICAL ACTIVE **Niacinamide (Vitamin B3)**	Brightens, minimizes pores, evens tone, and reinforces the skin barrier — one of the most validated actives in dermatology.
ISLAND BOTANICAL **Moringa Seed Oil**	The anchor of our tropical origin story — rich in antioxidants, oleic acid, and anti-aging compounds. Organic, cold-pressed, authentic.
BOTANICAL ACTIVE **Bakuchiol (99% Pure)**	Nature's retinol alternative — clinically shown to match retinol efficacy for fine lines and collagen support, with none of the irritation.

Luxury skincare isn't about the label.

It's about what actually works.



Most $300+ creams sell a story.

We built a formula grounded in science.

- ✓ Smooths Fine Lines & Wrinkles
- ✓ Boosts Firmness & Elasticity
- ✓ Deeply Hydrates & Plumps
- ✓ Brightens & Evens Tone
- ✓ Refines Skin's Texture

POWERED BY:

Peptides • Hyaluronic Acid • Niacinamide

Bakuchiol • Moringa & Rose

Why pay more... when the formula matters more?

Island Beauty Naturals™

Clinically Studied Ingredients • Luxury-Level Results.



The Botanicals Behind the Formula — Moringa Seed Oil, Organic Rose Water & Bakuchiol, sourced with integrity from nature's finest origins.

CLINICAL FORMULATION

Advanced Peptide Complex

Where Island Nature Meets Clinical Science.

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ACTIVE BOTANICALS

Moringa Seed Oil, Bakuchiol, and Organic Rose Water — each a clinically active tropical-origin ingredient. Not generic extracts — sourced at meaningful concentrations with documented skin benefits. Moringa alone delivers antioxidants, fatty acids, and anti-aging compounds at 20% of the formula.

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FUNCTIONAL ACTIVES

Hyaluronic Acid, Niacinamide (Vitamin B3), Glycerin, Propanediol 1,3, Leucidal SF, and Olivem 1000 — each selected for synergistic benefit. Water-phase actives work in concert with oil-phase botanicals for layered, multi-mechanism skin performance.

83%

GROSS MARGIN STRUCTURE

At a $30 manufacturing cost and $179 retail price, the unit economics are exceptional. High margin supports reinvestment in brand-building, marketing, and clinical credibility — without ever compromising formulation integrity or ingredient quality.

Real Results.
No Filters. No Claims. Just Proof.

"The product speaks for itself — before the brand needs to." — Founder



REAL RESULT — ONE APPLICATION — 15 MINUTES — NO FILTERS



INDEPENDENT PANEL — DAY 0 vs. DAY 90 — PEPTIDE COMPLEX RESULTS

WHAT OUR CUSTOMERS SAY

Real Voices. Real Transformations.

The following reviews are from verified customers — none of whom had access to marketing materials at time of use. The product earned these results on its own.

★★★★★

I've tried La Mer and other high-end creams, and this honestly rivals them. My skin looks smoother, brighter, and noticeably firmer within just a couple of weeks. The glow is real.

— Emily R., Age 65–70

★★★★★

This feels like a true luxury product. The texture, the scent, the results — everything is elevated. My fine lines are softer and my skin stays hydrated all day. I get compliments constantly.

— Sophia M., Age 35–44

★★★★★

I was skeptical at first, but this exceeded my expectations. My skin looks more lifted and even-toned. It's rare to find something that's both natural and actually works.

— Jennifer L., Age 45–54

★★★★★

This has become my go-to anti-aging cream. My skin feels tighter, more elastic, and deeply moisturized. It gives that 'expensive skincare' look without the irritation.

— Jenny K., Age 60–65

★★★★★

Absolutely worth it. My complexion looks more refined and youthful, and my makeup goes on so much smoother. It feels like a professional treatment in a jar.

— Nicole T., Age 45–54

★★★★★

Fine lines and wrinkles have nearly disappeared after several weeks. I could actually feel the cream working — a slight warmth and tingling. It's the best I've ever used.

— Michael C., Age 60–65

CLINICAL CREDIBILITY

Peer-Reviewed Science. Not Marketing Language.

Every ingredient in our formula is supported by independent, peer-reviewed research published in leading scientific journals — before it ever reached our formulation.

British Journal of Dermatology

Bakuchiol vs. Retinol

Dhaliwal et al. 2019 — Prospective, randomized, double-blind study. Bakuchiol demonstrated comparable improvement to retinol in wrinkle reduction and hyperpigmentation, with significantly less irritation, dryness, and scaling.

✦ **Equal efficacy to retinol. Superior tolerability.**

International Journal of Cosmetic Science

Argireline® Peptide

Blanes-Mira et al. 2002 — Published clinical study demonstrating measurable wrinkle reduction via Argireline® (Acetyl Hexapeptide-3), a synthetic hexapeptide targeting expression-related lines.

✦ **Clinically validated wrinkle reduction.**

Journal of Drugs in Dermatology + NIH/PMC

Hyaluronic Acid

Pavicic et al. 2011 — Efficacy of different molecular weight hyaluronic acid in anti-wrinkle treatment. Papakonstantinou et al. 2012 — HA as a key molecule in skin aging. Both published in NIH PubMed Central.

✦ **Structural hydration. Measurable wrinkle depth reduction.**

Our Tri-Peptide System is supported by research published in the British Journal of Dermatology, International Journal of Cosmetic Science, and Journal of Cosmetic Dermatology.

The Global Anti-Aging Market. Sorted by What's Actually In the Jar.

"Indep. Studied Ingredients" = count of actives independently validated by peer-reviewed journals. Proprietary/undisclosed ingredients cannot qualify. Counts reflect ingredient-level evidence, not formula-level studies.

BRAND / FLAGSHIP PRODUCT	PRICE	SIZE	ACTIVES	KEY ACTIVE INGREDIENTS	INDEP. STUDIED INGREDIENTS
Island Beauty Naturals™ — Advanced Age-Defying Peptide	**$179→$279+**	30ml	**7**	Argireline®, Matrixyl® 3000, Organic Rose Water, Hyaluronic Acid, Bakuchiol, Niacinamide, Moringa Seed Oil	**7 of 7**
La Prairie — Platinum Rare Haute-Rejuvenation Cream	$780	30ml	5	Hyaluronic Acid, Palmitoyl Pentapeptide-4, Palmitoyl Hexapeptide-12, Oligopeptide-6, Ceramide NG	2 of 5
Augustinus Bader — The Rich Cream	$265	50ml	4	Oligopeptide-177 (TFC8®), Hyaluronic Acid, Panthenol, Tocopherol	1 of 4
Chanel — Sublimage La Crème	$395	50ml	4	Palmitoyl Tripeptide-1, Palmitoyl Tetrapeptide-7, Hyaluronic Acid, Adenosine	3 of 4
La Prairie — White Caviar Crème Extraordinaire	$1,100+	50ml	3	Caviar Extract, Lumidose (proprietary molecule), Hyaluronic Acid	1 of 3
Guerlain — Orchidée Impériale Black The Cream	$1,380	50ml	3	Black Orchid Extract, Diamond Dust⚠, Peptides (undisclosed)	0 of 3
Estée Lauder — Re-Nutriv Ultimate Diamond Crème	$450	50ml	3	Black Diamond Truffle Extract, SIRTIVITY-LP™, Peptides (proprietary)	0 of 3
La Mer — Crème de la Mer	$440	60ml	3	Miracle Broth™ (Algae Bioferment), Niacin, Tocopheryl — base is Mineral Oil⚠	1 of 3
Clé de Peau Beauté — La Crème	$765	50ml	3	Platinum Golden Silk (proprietary), Ginseng Root Extract, Peptides (undisclosed)	1 of 3
Dior — Capture Totale Cell Energy Rich Crème	$195	60ml	3	Longoza Extract, Hyaluronic Acid, Niacinamide	2 of 3
Lancôme — Absolue Soft Cream	$185	60ml	3	Grand Rose Extracts, LR 2412 Peptide, Hyaluronic Acid	1 of 3
SK-II — Stempower Cream	$230	80g	2	Pitera™ (Galactomyces Ferment), Niacinamide	2 of 2
Sisley Paris — Black Rose Precious Face Oil	$295	25ml	2	Black Rose Oil, Botanical Extracts (undisclosed blend)	0 of 2

IBN: 7 of 7 actives independently studied. Best competitor: 3 of 4 (Chanel) — but none of those studies validate their proprietary formula. ⚠ = Ingredient concern.

What They Don't Put on the Marketing Brochure.

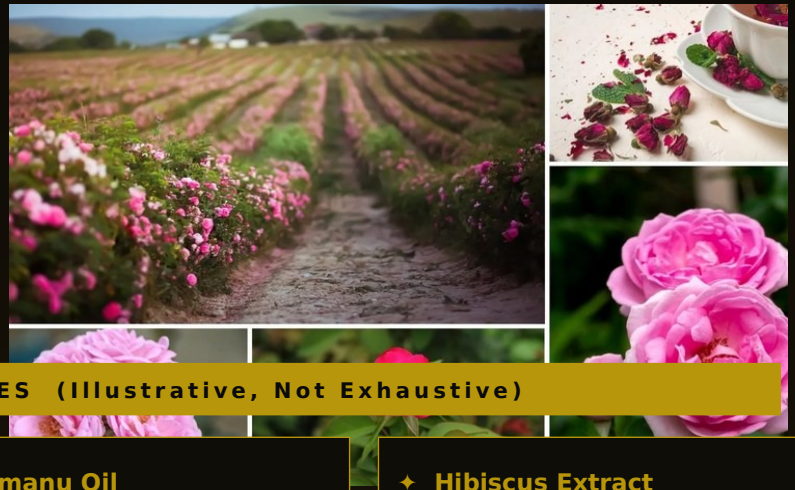
Several ingredients common to high-priced competitors have no proven anti-aging benefit — and in some cases, carry documented concerns about skin health.

ABRASIVE / NO BENEFIT	**Diamond Dust** *Found in: Guerlain Orchidée Impériale Black ($1,380)* Proven benefit: NONE — Not an active ingredient. Classified by cosmetic chemists as an abrasive agent. Provides only a light-reflecting optical effect on the surface.	Used in facial creams (not scrubs), diamond dust can cause micro-abrasion and repeated surface irritation. No independent study supports any anti-aging claim. Paula's Choice formally classifies it: "an abrasive agent more likely to cause harm than good."
PORE-CLOGGING RISK	**Mineral Oil (Paraffinum Liquidum)** *Found in: La Mer Crème de la Mer ($440) — 2nd ingredient on the list* Proven benefit: NONE — A petroleum byproduct used as an occlusive filler. Creates a surface barrier only. Has no anti-aging function whatsoever.	Traps dead skin cells, bacteria, and excess sebum beneath the skin surface. For oily, combination, or acne-prone skin, this actively worsens congestion and can trigger breakouts. Dermatologists have noted that mineral oil "suffocates the skin barrier" in prone skin types. You are paying $440 for a $6 petroleum ingredient as the foundation.
COMEDOGENIC RATING: 5/5	**Myristyl Myristate** *Found in: La Prairie Platinum Rare ($780)* Proven benefit: NONE — Used as a texture agent and emollient. No anti-aging function.	Comedogenic rating: 5 out of 5 — the highest possible pore-clogging rating in cosmetic science. Listed in the La Prairie Platinum Rare ingredient deck. In a cream targeting aging skin at $780, a maximum-comedogenicity filler ingredient has no defensible justification.
ALLERGEN / SENSITIZER	**Synthetic Fragrance (Parfum)** *Found in: La Mer, Chanel Sublimage, Guerlain ($395–$1,380)* Proven benefit: NONE — Added for sensory experience only. Provides zero skin benefit.	Fragrance is among the most common causes of skin sensitization and allergic contact dermatitis. Dermatologists universally recommend fragrance-free formulations for anti-aging use. Repeated exposure degrades the skin barrier over time. Charging $400–$1,400 for a product that contains a known sensitizer is a meaningful formulation compromise.

Island Beauty Naturals contains none of the above. Every ingredient serves a documented function. No fillers. No abrasives. No petroleum derivatives. No synthetic fragrance.

The Tropics Offer Unlimited Possibilities.

Our current formula is built on proven island-origin actives. The tropical regions of Southeast Asia and the Pacific offer a vast pipeline of clinically promising botanicals — each aligned with our brand ethos of nature meets science. The following represent future formulation possibilities as the product line expands.



CANDIDATE BOTANICALS — FUTURE PRODUCT LINES (Illustrative, Not Exhaustive)

✦ Kakadu Plum

Future brightening serum — world's richest natural Vitamin C source, superior to synthetic ascorbic acid.

✦ Gotu Kola (Centella Asiatica)

Future repair line — collagen stimulation, wound healing, widely validated in dermatology literature.

✦ Tamanu Oil

Future targeted treatment — anti-inflammatory, scar healing, Pacific island origin.

✦ Hibiscus Extract

Future exfoliating line — natural AHAs, gentle enzymatic action, 'nature's Botox.'

✦ Papaya Enzymes

Future brightening wash — papain enzyme, enzymatic exfoliation with superior tolerability.

✦ Rice Bran Extract

Future Asia-market hero — ceramide-rich, brightening, centuries of regional beauty use.

✦ Virgin Coconut Oil

Future barrier cream — moisture occlusion, antimicrobial, deeply trusted across SE Asia.

✦ Ylang-Ylang

Future fragrance-active hybrid — sebum balance and aromatherapy luxury sensory signal.

GO-TO-MARKET STRATEGY

Win on Performance. Then Build the Prestige.

01

MARKET ENTRY

Year 1

- Launch at $179 — intentionally below perceived value to accelerate adoption
- Amazon (scale + discovery) + DTC website (margin + brand control) simultaneously
- Philippines as ASEAN regulatory and manufacturing hub
- 5–10 vetted micro-influencers in target Asian markets
- Malaysia Beauty Expo (June) — brand authority and B2B channel entry
- Performance-first social ad creative: results, not aesthetics

02

BRAND ELEVATION

Year 1

- 50–100 verified reviews unlock strategic price increases: $179 → $229 → $279+
- Launch complementary line: eye cream, cleanser, day/night creams
- Layer in brand story, lifestyle identity, exclusivity narrative
- Expand into Singapore, Hong Kong, Korea, Japan
- Packaging upgrade to match elevated pricing tier
- Insulana™ developed as stand-alone premium sub-brand

03

GLOBAL SCALE

Year 1–2

- Targeted treatments: rosacea, age spots, stretch marks — clinical results line
- Natural mosquito repellent — differentiated luxury personal care category
- Premium hotel spa and duty-free wholesale in Asia-Pacific
- Explore emerging environmental wellness category (microplastics protection)
- Series A institutional funding round at elevated valuation
- Brand asset valuation target: 8–9 figures within 5 years

FINANCIAL MODEL

Unit Economics That Work From Day One.

Retail Price (Launch)	$179.00
Manufacturing + Container	($30.00)
Gross Profit Per Unit	**$149.00**
Gross Margin	**83%**

REVENUE SCENARIOS

CONSERVATIVE — 200 units/month | ~$429K/yr | ~$216K net

MODERATE — 500 units/month | ~$1.07M/yr | ~$540K net

FULL DEPLOY — 5,000 units ($150K raise) | ~$895K revenue | ~$745K gross



Distributing 40–50% of profits supports 2.5X investor priority return within 2–3 years — even on the conservative scenario.

USE OF FUNDS

$150,000 Deployed With Discipline.

BUDGET CATEGORY	AMOUNT	%
Founder Salary (Year 1)	**$42,000**	28%
Micro-Influencers (5–10 vetted)	**$15,000**	10%
Paid Social Media Advertising	**$12,000**	8%
Lab Setup + Annual Rent	**$12,000**	8%
Chemist — Travel, Training, Setup	**$12,000**	8%
Staff / Wages (SM, Lab, Misc)	**$10,000**	7%
Malaysia Beauty Expo	**$8,000**	5%
Regulatory / Product Registration	**$8,000**	5%
Packaging Design + Manufacture	**$8,000**	5%
Legal + Structuring	**$5,000**	3%
Website + Digital Funnel	**$4,000**	3%
Initial Inventory (Philippines)	**$5,000**	3%
Brand Registration (Asia)	**$3,500**	2%
Contingency Reserve	**$15,000**	10%

THE INVESTMENT OFFER

Structured to Reward Early Participants First.

OFFERING TERMS

Raise Target	**$150,000 (6% equity) | Up to $250,000 (10% equity)**
Minimum Threshold	**$50,000 (funds returned if not met)**
Minimum Investment	**$5,000**
Recommended	**$10,000+**
Equity Pool	**6% at $150K raise | 10% at $250K raise**
Priority Return	**2.5X total return**
Return Source	**Distributable profits — investors paid first**
Governance	**Founder retains full operational control**

INVESTOR TIERS & BENEFITS

$5,000 INVESTMENT *$716 retail value/year*

Priority Return: $12,500 total return

Product Benefit: 1 unit/quarter (4/year — personal use)

$10,000 INVESTMENT *$2,148 retail value/year*

Priority Return: $25,000 total return

Product Benefit: 3 units/quarter (12/year — personal + gifting)

$30,000 INVESTMENT *$6,444 retail value/year*

Priority Return: $75,000 total return

Product Benefit: 9 units/quarter (36/year — supply 3 people)

★ Product benefits provided for 12 months following investment close. Scales proportionally for larger commitments.

PRODUCT ROADMAP

From Flagship to Full Ecosystem.

PHASE 1 — CORE SYSTEM

Year 1

Advanced Peptide Cream

FLAGSHIP. Insulana™ Cellular Renewal Complex. 7 actives.

Eye Cream

Peptide + caffeine — periorbital aging and dark circles.

Gentle Cleanser

pH-balanced botanical — prepares skin for active absorption.

PHASE 2 — LIFESTYLE

Year 1

Natural Mosquito Repellent

Luxury botanical — no competitive equivalent in premium.

Day Cream + Zinc Oxide

UV-protective moisturizer for Asian climate consumers.

Night Recovery Cream

Intensive overnight repair — bakuchiol-core formula.

PHASE 3 — TREATMENTS

Year 1–2

Rosacea Treatment

Clinical botanical — the largest underserved skin concern.

Age Spot Corrector

Niacinamide + Alpha Arbutin + Kojic Acid brightening serum.

Stretch Mark Repair

Collagen + elasticity support — clinically documented.

PHASE 4 — WELLNESS

Year 2 (2028)

Environmental Wellness

Emerging microplastics consumer concern — topical defense.

Water Filtration

Household environmental defense — wellness brand extension.

Herbal Supplements

Internal complement — beauty-from-within positioning.



The Next Chapter — Planned marketing packaging for Island Beauty Naturals, reflecting a brand built to command its place among the world's finest.



ISLAND BEAUTY NATURALS

Clinical Results. Island Born. | *Luxury, Redefined by Performance.*

THE OPPORTUNITY

Enter early into a clinical tropical luxury brand positioned against $1,000+ skincare — before market expansion and price increases. The window for founding-round terms is limited.

THE STRUCTURE

2.5X priority return from distributable profits, paid before founder participation. $150K raise = 6% equity. Up to $250K raise = 10% equity. 12-month product benefit. $50,000 minimum threshold.

THE VISION

Island Beauty Naturals is not a skincare product. It is a global luxury brand in formation — built on the conviction that performance creates trust, and trust creates enterprise value.