



2021



VIDA GLOW

“When we started, we always had bold dreams and aspirations for our brand. To see it become a reality has obviously been a wonderful thing; thanks to a strong work ethic and determination; but it hasn’t always been easy.”

Vida Glow is growing at a remarkable rate. And this is our opportunity to capitalise on that momentum, fortifying our position as a leader in ingestible beauty and giving us a platform to extend our reach in terms of our markets, our audiences and the products we offer.

Led by undeniable founders, we increasingly rely on our staff and culture and industry. With an ever growing team of passionate specialists Vida Glow is only further propelled by a category in growth and an ingenious China led strategy. The truth is the only way is up.

This is our opportunity to drive the business forward with a distinctly unique position that sets Vida Glow apart from a highly competitive market drowning in a sea of sameness.

This is our opportunity to create the foundation of a truly world class global brand that inspires and creates positive impact on our customers’ lives and that inspires us all.

A handwritten signature in black ink, enclosed in a thin black rectangular border.

ANNA LAHEY
FOUNDER, VIDA GLOW

VIDA GLOW
BRAND MISSION

Our Brand

VISION

To be the world's most revolutionary ingestible beauty and wellness brand.

MISSION

To have an impact on people's lives through innovative beauty and solutions.

BRAND POSITION

Vida Glow is designed for real, active people. Busy, messy living that doesn't have time for superficial beauty or complicated regimes.



Brand Pillars

01 BRILLIANT



We are a brand founded on empathy and intelligence, with a belief that you should always shine and be your best.

02 EMPOWERED



We construct beauty regimes that are powerful, effective and simple – easy to adopt routines that support our increasingly demanding lives.

03 ACTIVE



Our focus is to deliver pure, active ingredients that work, through products expertly formulated, with a view that our active lives demand that we perform and look beautiful.

04 REAL



In a category obsessed with health and wellness, we are not driven by idyllic or unattainable, aspirational lifestyles but compelled by ‘real’ beauty.

VIDA GLOW
OUR BRAND

Why Vida Glow?

1. INGESTIBLE BEAUTY CATEGORY:
HIGH VALUE, HIGH GROWTH.
2. VIDA GLOW: #1 COLLAGEN BRAND IN
KEY MARKETS AUSTRALIA AND
CHINA (SINCE 2014).
3. CHINESE TRAVELLERS: CAPITALISE
ON KEY CHINESE SHOPPER & BRAND
AWARENESS.
4. VIDA GLOW MARINE COLLAGEN:
QUICK & VISIBLE RESULTS FOR HIGH
CUSTOMER SATISFACTION AND
REPEAT PURCHASE.
5. MILLION DOLLAR MARKETING
BUDGET TO SUPPORT EXPANSION
IN KEY MARKETS.
6. SUBSTANTIAL VIDA GLOW NEW
PRODUCT PIPELINE TO DEEPEN
INGESTIBLE & TOPICAL BEAUTY
OFFERING.



MARINE COLLAGEN

Clinical Papers

STUDY 1

The objective was to evaluate the anti-aging potential of a daily oral intake Marine collagen peptides 2.5g powder was mixed with water and ingested in the morning.

This study was conducted by CPCAD / Hospital of Nice (France) and biomechanical measurements of volunteers were controlled by certified dermatologists.

CONCLUSION:

The results of oral ingestion of 2.5g Hydrolyzed Marine Collagen on a daily basis, up to 12 weeks, clinically showed that regular intake may improve skin elasticity and reduce facial wrinkle appearance. In this study, skin complexion, homogeneity and radiance were also significantly improved after 8 weeks.

STUDY 2

The objective was to evaluate the anti-aging potential of daily oral intake of 5g of Hydrolysed marine collagen peptides. Our material was mixed with liquid and ingested in the morning. This study was conducted by CPCAD (clinical pharmacology center specialized in dermatology - Hospital of Nice, France). All measurements (including biometry measurements) were controlled by certified dermatologists.

CONCLUSION:

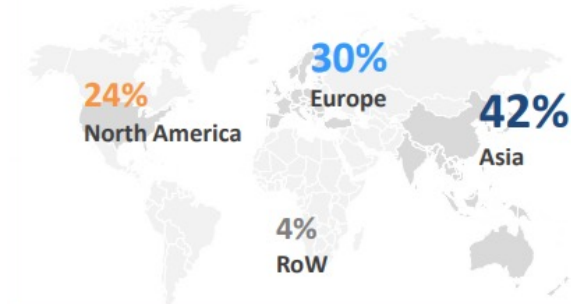
After 8 weeks, this clinical study showed benefits on skin firmness and a reduction in the wrinkle appearance. These results also indicate a beneficial effect of marine collagen peptides, on the skin dehydration due to cold outside conditions.





VIDA GLOW
TRENDS

Market Observations 2020



1. CORONA VIRUS IMPACT

- Estee Lauder: 'Lipstick Index' Is Out, Skincare Is In".

2. RISE IN WELLNESS HOLISTIC APPROACH

- Healthier lifestyles, ageing population, concern health & beauty.
- Beauty from within approach: scientific evidence of ingestible products (esp. collagen).
- Convenience, transparency & value.

3. GLOBAL COLLAGEN MARKET

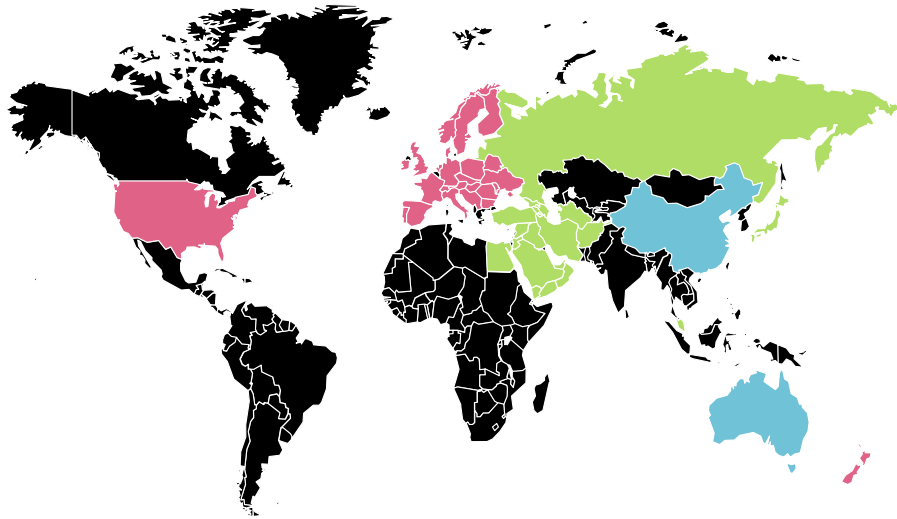
Expected to grow from \$4.3 bn (2018) to \$ 6.6 bn (2025); marine collagen being the fastest growth (+7.6%).

4. NUTRICOSMETICS MARKET

- Nutricosmetics market: est. at \$ 5.1 Bn (2020).
- Expected to reach: \$ 7.93 bn (2025).

2020 SOURCES: GRAND VIEW RESEARCH, TRANSPARENCY RESEARCH, FROST & SULLIVAN: INGREDIENT TRENDS IN THE PERSONAL CARE AND COSMETICS INDUSTRY.

Expansion By Region



	CURRENT	2021	2022 & BEYOND
REGIONS	Australia China	Europe Uk Usa New zealand	russia middle east south-east asia japan
CHANNELS	Specialist retailers VG ecommerce Luxury retailers Pure players	International retail Select salon and spas	Travel retail Salon, wellness Flagship stores Shop in shops



Vida Glow Marine Collagen benefits

- Restores skin's youthful appearance.
- Improves skin tone, texture.
- The “glow” effect: plumps the skin and smooths fine lines and wrinkles.
- Improves skin elasticity by increasing the density of fibroblasts (cells responsible for rebuilding connective tissues).
- Heals skin inflammation.
- Reduces scarring and stretch marks.
- Acts as an antioxidant that helps prevent cellular damage.

What makes Vida Glow Marine Collagen special?

MARINE COLLAGEN?

- Sourced from scales/ skin of fish (not bovine (cow), porcine (pig) and fowl (chicken) sources.)
- Fish collagen is absorbed up to 1.5 times more efficiently into the body.
- All collagen supplements contain collagen types I and III (making over 90% of body collagen).

HYDROLIZATION?

- Chemical-free process
- Mimicking the digestion process
- An absorption rate above 90% (faster results).

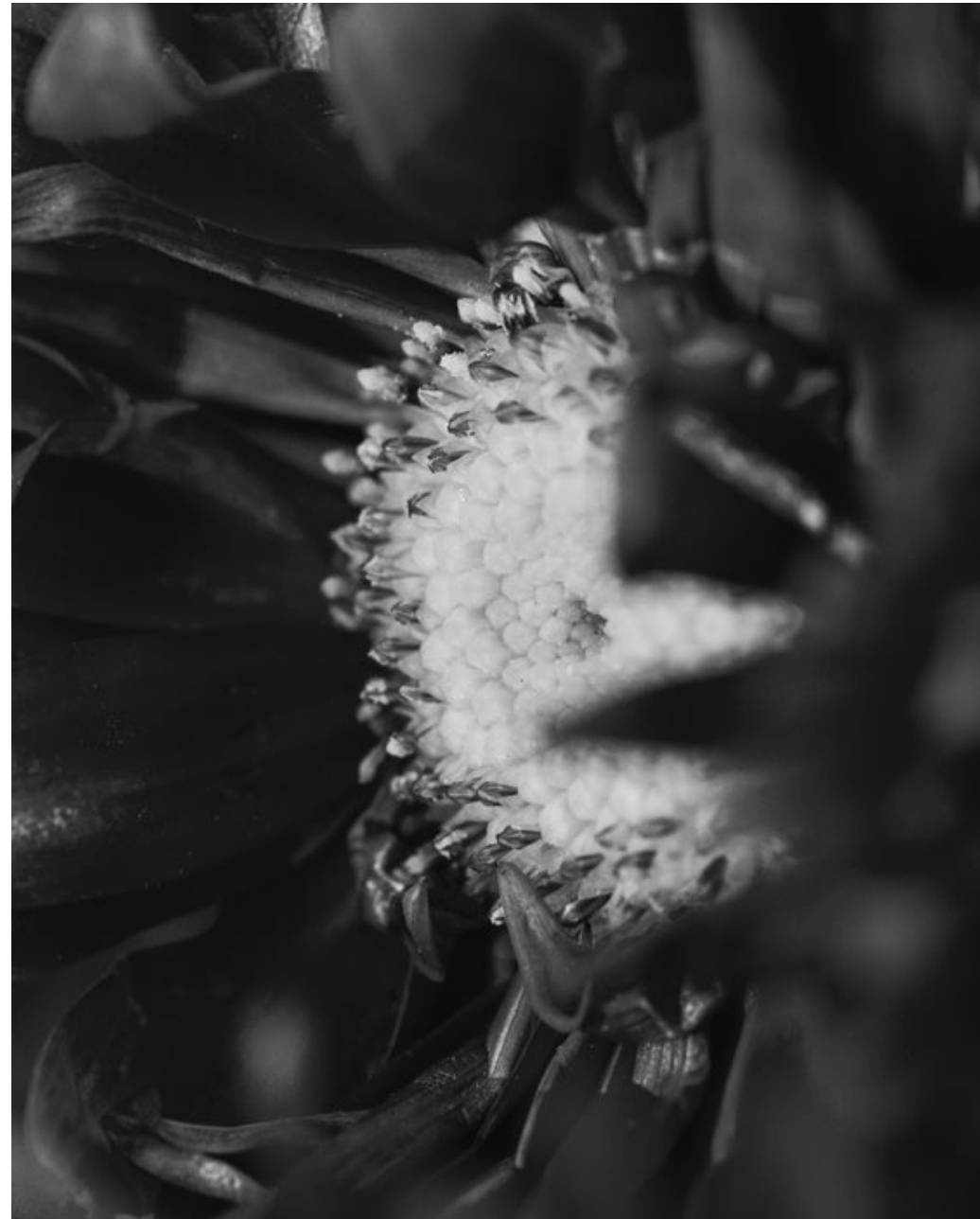
SUSTAINABILITY?

- Sustainably made from fish skin (discarded in the fillet process).
- Extracted from a variety of fish species (not to deplete one species in particular).
- Responsible fishing practices* to ensure renewable resources: both wild caught & farmed fish suppliers (all approved by European Regulation).

QUALITY CONTROL?

- For every batch.
- Guaranteed freshness of raw materials, free from pollutants, microbes, bacteria and heavy metals like mercury.

CERTIFIED SUPPLIERS* (OR IN PROCESS) FROM LEADING INTERNATIONALLY-RECOGNISED AGENCIES INCL. GLOBAL G.A.P, THE AQUACULTURE STEWARDSHIP COUNCIL (ASC) & BEST AQUACULTURE PRACTICES (BAP) ESTABLISHING RESPONSIBLE AQUACULTURE STANDARDS FOR SUSTAINABLE DEVELOPMENT & LOWER FISH INDUSTRY KEY ENVIRONMENTAL & SOCIAL IMPACTS.





OUR BRAND

What does it mean for YOU?

1. SETTING THE NUTRI-COSMETICS TRENDS, VERY FEW 100% MARINE COLLAGEN BRANDS PRESENT.
2. AUSTRALIAN LIFESTYLE BEAUTY BRAND. UNIQUE DIFFERENTIATION POINT AMONG OTHER BRANDS.
3. NO CANNIBALIZATION. COMPLEMENTARY TO COSMECEUTICALS & COSMETICS. AS A RITUAL.
4. BENEFIT FROM THE SKINCARE TREND, HEALTH & WELLNESS TREND POST-COVID. PREMIUM PRICING (VS LUXURY) FOR A WIDER AUDIENCE.
5. BENEFIT FROM OUR LEADERSHIP & HUGE BRAND AWARENESS IN CHINA, WORLDWIDE EXPANSION PLAN.
6. BENEFIT FROM OUR WORLDWIDE LAUNCH (2021), AS WELL AS HUGE MARKETING OPPORTUNITIES WITH EASY SAMPLING CAMPAIGNS (Sachets).
7. YOUR CLIENTELE SATISFACTION WHO WANT MORE: A PRODUCT THAT WORKS WONDERS (See trustpilot reviews).

VIDA GLOW
2021 PRODUCT RANGE

Daily Essential: Marine Collagen Sachets

30 SACHETS RRP USD 55.00
AVAILABLE FROM JUNE 2021



CONFIDENTIAL



VIDA GLOW
CONSUMER INSIGHTS

Product Reviews



Vida Glow has been a life saver

7 Oct 2020

Vida Glow has been a life saver. I'm on Roaccutane, so my skin has the potential to get very dry. Putting Vida Glow in my morning and evening teas has certainly helped me NOT to become a Queen of the desert, but I wouldn't say it's the only thing stopping the dryness. It has made my skin a little more supple and bouncy, which is lovely. It works well with Roaccutane. As for my hair, my hairdresser has commented my hair seems to be "holding" the blonde balayage really well and is getting more volume to it. My nails grow quite quickly since using Vida Glow. I'm on Level 2, using the Original, which, luckily, does not taste of anything.



Original 270G Loose Powder [🔗](#)

OMG I have tried a lot of bovine collagen and always feel a bit sickish on them and I put on weight. But with vidaglow marine collagen i have strength and no pain with my arthritis and scoliosis. My skin is so supple, lines have disappeared, friends keep asking me if I have had botox. have now told everyone they must try this. Well done I even give this now to my 9 year old dog who has got spondylitis who for the first time today actually ran around the park. Amazing stuff.



Mocha Marine Collagen [🔗](#)

Mocha marine collagen love this product I put it in my coffee in the morning it tastes great helps with hair skin and nail health has made a real difference to me especially now going through menopause with split hair broken nails and pigmentation skin something I never suffered with until the birth of my son 16 months ago would really recommend this product

