



The Skinny Confidential.

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HOT SHA CREAM

SHEA BUTTER • ALOE LEAF JUICE  
VITAMIN E

4.2 FL. OZ. (122 ML)

LAURYN EVARTS BOSSTICK  
THE SKINNY CONFIDENTIAL'S

GET THE SKINNY

ROUTINES, TIPS,  
PRODUCTS, SECRETS  
AND INSIDER SECRETS  
FROM 100+ OF THE  
WORLD'S BEST  
SKINCARE GURUS

The Skinny Confidential.

THE QUEEN OF OIL



# OUR FOUNDER

**Lauryn Evarts Bosstick is the creator of *The Skinny Confidential* - a blog, podcast, two books and namesake beauty brand.**

**For the past 12+ years, Lauryn has built an audience by providing a platform to experts in the beauty and wellness industries to share their knowledge, advice, and real-life tips.**

**She has collaborated with leading brands including Dr. Dennis Gross, Nordstrom, Elemis, Benefit Cosmetics, Canopy, and Bliss.**

**Her best-selling book, *Get the F\*ck Out of the Sun*, is a skincare resource that is chock-full of beauty tips from 100+ beauty experts including Kristin Cavallari, Marianna Hewitt, Sonya Dakar, and Dr. Barbara Sturm - among many other top-tier influencers, doctors and experts.**

A photograph of two women sitting on a couch, using pink facial rollers. The woman on the left has blonde hair and is holding the roller to her cheek. The woman on the right has dark hair and is holding the roller to her cheek. The rollers have two large, clear, faceted stones. The background is a plain, light-colored wall.

## OUR MISSION

**Setting up a routine full of self-care  
habits to optimize your success**

# OUR CURRENT ASSORTMENT

## DEPUFFING



### HOT MESS ICE ROLLER

- ❄️ reduce puffiness and redness
- 🔄 boosts circulation, and restores radiance
- 🧴 helps with lymphatic drainage

MSRP: \$69



### ICE QUEEN FACE OIL

- 🛡️ restore skin's natural moisture barrier
- 💧 replenishes hydration, helping prevent moisture loss
- 🔬 helps reduce the appearance of fine lines and wrinkles

MSRP: \$46

## EXFOLIATING



### HOT SHAVE RAZOR

- 😊 removes dead skin cells, gently exfoliating skin
- 💧 helps your skincare products absorb into skin
- 🌊 improves skin texture
- 🪄 create smooth canvas for makeup

MSRP: \$25



### HOT SHAVE CREAM

- 💧 nourishes and moisturizes skin
- 🧴 first ever women's shaving cream
- 🪄 provides close shave
- 💧 leaves skin feeling soft and supple

MSRP: \$23

## SCULPTING



### PINK BALLS FACE MASSAGER

- 👤 tightens and tones the face
- 🌿 Helps with lymphatic drainage
- 👤 mimics the effect of a facial massage
- 🪄 chisels, lifts, contours

MSRP: \$99

## ACCESSORIES



### SLEEPING BAG

- 🧴 easy to use drawstring
- 🌿 keeps your ice roller clean
- 🧴 prevents acne-causing bacteria
- 🧴 easy to grab on the go
- 🧴 smooth material so your ice roller won't stick to the bag
- 🧴 keeps your ice roller cold

MSRP: \$22



### HOT MINUTE PLANNER

- 📅 detailed morning routine planner.
- 📅 keeps things organized, increases clarity and optimizes positive habits

MSRP: \$35



### BOUGIE DRIVING GLOVES

- ☀️ UPF 50, meaning they block 98% of the sun's UVA and UVB rays
- ☁️ made from soft, breathable stretch fabric
- 👤 fingerless, so you can take as many selfies as you want

MSRP: \$35

# CONTENT & EDUCATION

Our consumers aren't a just a target audience...they're our community.

That's why across communication channels, we're focused on creating content that continues to educate and entertain - providing the community with value and keeping them engaged.



# OUR TARGET AUDIENCE

Ages 25-44.

Women who create their own future and are strategic with their time.

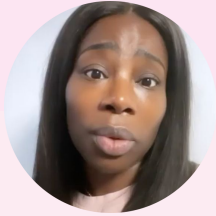
They're interested in learning about new beauty, wellness and lifestyle hacks that work. They care about the WHY behind their routines and rituals and always choose the most efficient practices that WORK.



# THE MANY FACES OF TSC



**KATHLEEN JENNINGS**  
172K followers



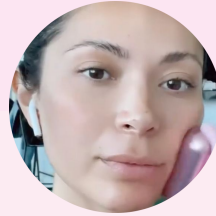
**NICOLE WALTERS**  
236K followers



**MARI LLEWELLYN**  
1.6M followers



**TINX**  
495K followers



**MARIANNA HEWITT**  
1.1M followers



**MELISSA WOOD TEPPERBERG**  
1M followers



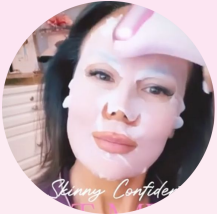
**TIFFANY MOON**  
682K followers



**SCOTTY CUNHA**  
415K followers



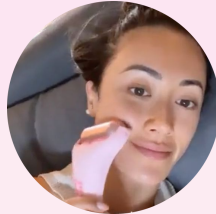
**\*CHRISTINE GLOW**  
57K followers



**TIFFANY HENDRA**  
76K followers



**KAT JAMIESON**  
506K followers



**SYDNEY LOTUACO**  
135K followers



**NICOLE MOORE LOVE**  
215K followers



**DIRTY BOYS GET CLEAN**  
72K followers

# PRESS

**InStyle**

Best Face Tool: The Skinny Confidential Hot Mess Ice Roller



**People**

7 Face Oils for Every Skin Type



**POPSUGAR.**

Best Skin-Care Tool



**marie claire**

The 19 Best Face Massage Tools for At-Home Spa Feels



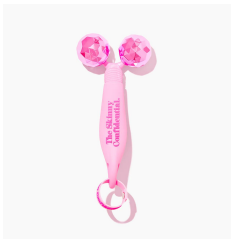
**WWD**

The 15 Best Shaving Creams for Women That Leave Skin Silky Soft and Smooth



**marie claire**

The 12 Best Ice Globes for Your Face in 2022



**hypebae**

LAURYN EVARTS BOSSTICK ISN'T YOUR AVERAGE BOSS BABE



**NEWBEAUTY**

12 Firming and De-Puffing Tools That Actually Make a Difference in How Skin Looks



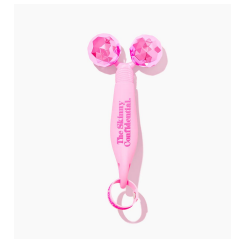
**BuzzFeed**

23 New Beauty Products You'll Want To Try ASAP



**ESSENCE**

June Was A Memorable Month For Summer Beauty Launches





# CUSTOMER PRAISE



## The item I never knew I needed

This razor is literal pink perfection...don't sleep on her!

- Lindsay R.



## IF YOU'RE PREGNANT, YOU NEED THIS

I got the hot mess ice roller when I was about 6 months pregnant and have been OBSESSED ever since. I run puffy and will roll it over everything - ankles, chest, face etc.

- Georgia M.

## Worth the hype!

This little guy is 100% worth the hype and the price tag.

- Sara C



## Game Changer

This is by far the BEST purchase!! I can immediately see the difference in my skin. Especially since I typically wake up looking puffy, the hot mess ice roller takes care of that. I feel more confident after using this! I even got my boyfriend hooked on it!

- Jaylene R.



## Stache free 2022

I'm not in on the face shaving, but [I] have just been walking around like a nice young gentleman... I don't have to shave my whole face to bask in Lauryn's newest venture, so that was that and I'll never look back!

- Katie P.



## Exfoliating Accelerated

After my first use, I'm hooked. I am in my late 40's so exfoliation is key to keep my skin hydrated and dewy.

- Krista S.





*The Skinny Confidential*

Proprietary & Confidential.