

Ms Morning

That Keeps Up With Your Fast-Paced Life.



Our Story

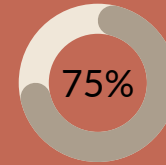


Ms Morning was founded with a deeply personal mission: to support and empower modern women in their fast-paced lives. Inspired by my mother, who endured domestic violence and struggled without respect and dignity, I created Ms Morning to stand as a steadfast support for women. Our brand reminds women that they can illuminate their paths with optimism and resilience. We are dedicated to providing high-quality skincare and personal care products that cater to the needs of busy women, helping them feel confident and cared for every day.

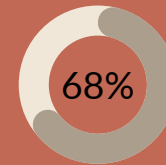
Market Need

Modern women face numerous challenges in their fast-paced lives, especially when it comes to skincare and personal care. Balancing work, family, and personal time often leaves little room for self-care, leading to common issues such as:

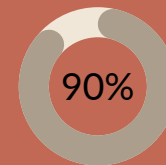
- **Time Constraints:** Busy schedules make it difficult to maintain a consistent skincare routine.
- **Stress and Fatigue:** High levels of stress and lack of sleep can result in skin problems like dullness, breakouts, and premature aging.
- **Environmental Exposure:** Daily exposure to pollution and UV rays can damage the skin, causing long-term health concerns.



75% of women report experiencing moderate to high levels of stress, which impacts their daily routines, including skincare. (Survey by *American Psychological Association*)



68% of women feel their skin shows signs of fatigue and stress, such as dryness and lack of radiance. (Published in *International Journal of Cosmetic Science*)



90% of the world's population, contributing to various skin issues among urban women. (*World Health Organization*)

Our Solution



Unique Selling Points Across the Product Line

- **Safe and Gentle Ingredients**: Each product in our line is formulated with safe and gentle ingredients, providing peace of mind for our customers.
- **Simplified Skincare Routine**: Our innovative formulations allow for an easy and quick skincare routine, enabling women to care for their skin and get ready swiftly without needing multiple products.
- **Organic Waterless Formulas**: Our products are crafted with organic, waterless formulas to ensure potency and sustainability, reducing the need for preservatives and enhancing ingredient effectiveness.
- **Botanical Extracts**: Infused with natural plant extracts, our products harness the power of nature to provide effective skincare solutions.
- **Natural Plant Fragrances**: We use natural plant-based fragrances, ensuring a pleasant and calming experience without synthetic chemicals.
- **Innovative Technology**: Utilizing advanced technologies such as oil-in-water encapsulation, our products deliver enhanced hydration and ingredient stability for superior results.

Dawn Break Moi-starter™

*Anti-aging Serum,
Hydration Moisturizer,
Make Primer in One*

*In only ONE step, create 4 times
longer hydration and a healthy
glow complexion.*



Dawn Break Moi-starter™

All-In-One Product

This revolutionary 3-in-1 formula that delivers instant plumpness and four times longer hydration with advanced oil-in-water technology. Its unique collagen capsules ensure direct, effective, and fresh collagen delivery to your skin. Experience ultimate hydration and youthful radiance with every application.

- ✓ Instant plump and glow your skin.
- ✓ Four-times longer hydration
- ✓ Makeup sits longer on top
- ✓ Good For Sensitive Skin
- ✓ Get ready in less than 1 minutes



Instant Plump

Makeup Free
Glow



| | Ms Morning Dawn Break Moi-starter  | Bobbi Brown VITAMIN ENRICHED FACE BASE  | Chalotte Tilbury CHARLOTTE'S MAGIC CREAM  |
|--|---|--|--|
| Size | 45g | 50ml | 50ml |
| Consumption | 4 months daily use | 1 months daily use | 2 months daily use |
| Sensitive Skin Friendly | ✓ | ✗ | ✗ |
| Long-lasting Hydration | > 4 hours | 1 hour | 1 hour |
| Innovative Collagen Delivery System | ✓ | ✗ | ✗ |
| Caused skin to break out | ✗ | ✓ | ✓ |
| Multi-purpose Product | ✓ | ✗ | ✗ |
| Texture | Lightweighted | Rich Cream | Rich Cream |
| Instant Smoothing Results | ✓ | ✗ | ✗ |
| Charity Angle – Against Domestic Violence | ✓ | ✗ | ✓ |
| Demo = 30% Conversion Rate | ✓ | ✗ | ✗ |
| RRP | \$67 | \$100 | \$149 |

Morning Dew Hydration & Plumping Hyaluronic Serum

Formulated with FOUR different molecular weights of hyaluronic acid, this serum ensures deep penetration for intense hydration and plumping effects. Achieve radiant, youthful skin with every application.



Morning Dew

Hydration & Plumping

Hyaluronic Serum

Best Hydration Serum

By combining these powerful ingredients in a waterless base, Morning Dew Hydration & Plumping Hyaluronic Serum offers superior hydration, 2 times deeper penetration, and enhanced skin health. It's designed to provide lasting results, making your skin look radiant, youthful, and refreshed.




- High Concentration of Active Ingredients
- Four Types of Hyaluronic Acid
- Even skin tone and reduce pigmentation
- Preservative-Free and Safe



SUPERIOR
HYDRATION

2 TIMES
DEEPER
PENETRATION



| | Ms Morning | Dr Barbara Strum | Go-To |
|--|---|--|---|
| | Morning Dew Hydration Serum  | Hyaluronic Serum  | Much Plumper Skin  |
| Long and short chain hyaluronic acid | ✓ | ✓ | ✗ |
| Natural Hyaluronic Acid | ✓ | ✗ | ✗ |
| 2 Time Deep Penetration | ✓ | ✓ | ✗ |
| Waterless Fomula | ✓ | ✗ | ✗ |
| Antioxident Ingredients | ✓ | ✗ | ✓ |
| Organic | ✓ | ✗ | ✗ |
| Long Lasting Hydration Results | ✓ | ✓ | ✗ |
| Charity Angle – Against Domestic Violence | ✓ | ✗ | ✗ |
| Demo = 50% Conversion Rate | ✓ | ✗ | ✗ |
| RRP | \$68 | \$516 | \$48 |

Get Ready
Antioxidant & Brightening
Bi-Phase Face Oil

Feel like a serum, but is a oil.
Extremely Light and Thin



Get Ready

Antioxidant & Brightening Bi-Phase Face Oil

Innovative Bi-Phase Texture

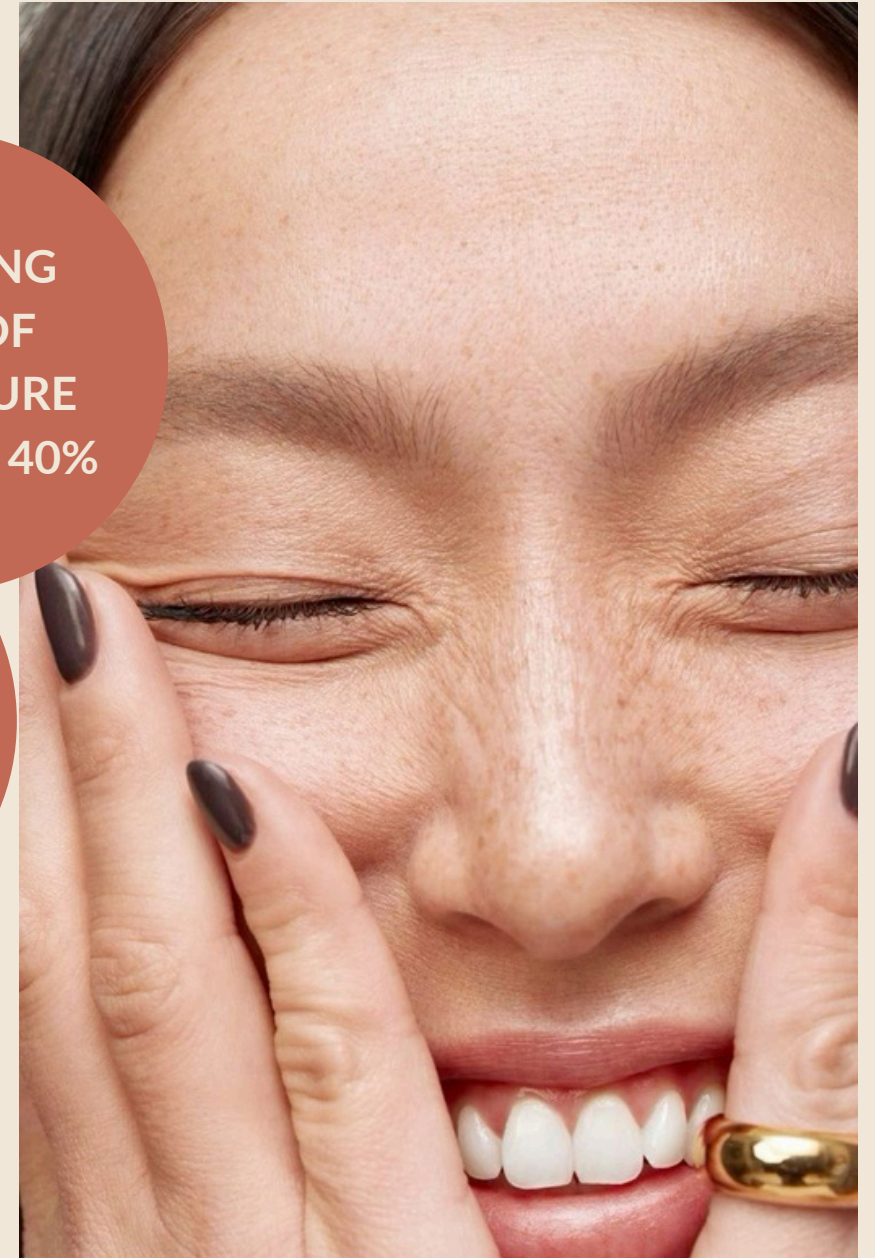
It's designed to protect and prep your skin, offering a luminous base for makeup or a natural glow for no-makeup days. The unique bi-phase technology ensures that the active ingredients penetrate the skin more effectively, providing immediate and lasting benefits.

- Brightening and Even Skin Tone
- Reducing signs of premature aging
- Improving its overall health and elasticity by 35%
- Give Skin A Natural GLOW



REDUCING
SIGNS OF
PREMATURE
AGING BY 40%

NEW AM
PREP ROUTINE



| | Ms Morning Get Ready Antioxidant Brighten Bi-Phase Face Oil  | Biossance Squalane + Vitamin C Rose Oi  | Drunk Elephant Pure Marula Oil  |
|--|--|---|---|
| Size | 30ml | 30ml | 30ml |
| Bi-Phase Texture | ✓ | ✗ | ✗ |
| Antioxidant | ✓ | ✓ | ✗ |
| Organic Fomula | ✓ | ✗ | ✗ |
| Multi-purpose Product | ✓ | ✗ | ✗ |
| Caused skin to break out | ✗ | ✓ | ✓ |
| Texture | Lightweighted | Rich Cream | Rich Cream |
| Instant Brightening Results | ✓ | ✓ | ✗ |
| Charity Angle – Against Domestic Violence | ✓ | ✗ | ✗ |
| Demo = 30% Conversion Rate | ✓ | ✗ | ✗ |
| RRP | \$70 | \$133 | \$120 |

Me Moment

Hygienic & Fragrant Intimate Mist

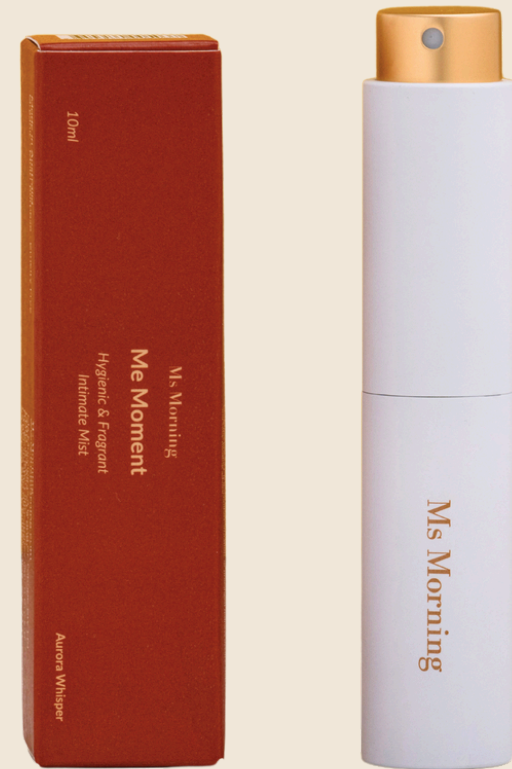
Ultimate Freshness On-the-Go

Designed for modern women, this mist offers instant freshness and hygiene wherever you are. Simply spray for a quick refresh after using public restrooms, post-workout, or anytime you need it.

- Refreshing Natural Fragrance
- Antibacterial Properties
- Quick and Convenient
- Sleek and Luxury Package

ANTI-BACTERIAL

NEW SELF-CARE
ROUTINE



| | Ms Morning Me Moment Intimate Mist | DeoDoc Intimate Deospray - Fresh Coconut | Barely Do Not Disturb After Intimate Hygiene Spray |
|--|---|---|---|
| |  |  |  |
| Size | 10ml | 50ml | 125ml |
| Innovative Packaging | ✓ | ✗ | ✗ |
| Anti-bacterial Properties | ✓ | ✗ | ✗ |
| Organic Formula | ✓ | ✗ | ✗ |
| Multi-purpose Product | ✓ | ✗ | ✗ |
| Plant-based Scent | ✓ | ✗ | ✗ |
| Waterless formula | ✓ | ✗ | ✗ |
| Charity Angle – Against Domestic Violence | ✓ | ✗ | ✗ |
| Demo = 50% Conversion Rate | ✓ | ✗ | ✗ |
| RRP | \$43 | \$42 | \$13 |

Me Moment

Intimate Care Oil




A Blended Organic Natural Oils

It provides comprehensive care for the intimate area. It hydrates, soothes, and protects, ensuring you feel comfortable and confident every day.

- Maximum moisture retention
- Antibacterial and antifungal protection
- Anti-inflammatory benefits
- A soothing aroma

Reduction
in discomfort



| | Ms Morning Me Moment Intimate Care Oil | Waphyto Intimate Oil | DeoDoc Intimate Oil |
|--|---|---|---|
| |  |  |  |
| Size | 30ml | 30ml | 30ml |
| Pure Natural Oil | ✓ | ✗ | ✗ |
| Anti-bacterial Properties | ✓ | ✗ | ✗ |
| Organic Fomula | ✓ | ✗ | ✗ |
| Multi-purpose Product | ✓ | ✗ | ✗ |
| Plant-basd Scent | ✓ | ✗ | ✗ |
| Waterless fomula | ✓ | ✗ | ✗ |
| Charity Angle – Against Domestic Violence | ✓ | ✗ | ✗ |
| Demo = 50% Conversion Rate | ✓ | ✗ | ✗ |
| RRP | \$80 | \$120 | \$45 |

Current Range

Face Line



Dawn Break Moi-starter™

Usage: Apply every morning for all-day hydration and anti-aging benefits.



Morning Dew Hydration & Plumping Hyaluronic Serum

Usage: Apply after cleansing and before moisturizing for an extra hydration boost.



Get Ready Antioxidant & Brightening Bi-Phase Face Oil

Usage: Shake well and apply before makeup for a radiant base.

Intimate Care Line



Me Moment Hygienic & Fragrant Intimate Mist

Usage: Carry for quick, refreshing hygiene after using public restrooms or during travel.



Me Moment Intimate Care Oil:

Usage: Apply as needed for hydration and comfort.

New Product To Launch



First Date Glazing Milky Toner

Usage: Apply after cleansing for a radiant, hydrated complexion.



Out-Of-Office Deep Purify Makeup Remover

Usage: Use at the end of the day to remove makeup and impurities.



Spa-Like Soothing Cleanser

Usage: Use morning and night for a soothing cleanse.

BUSINESS BENEFITS

DRIVE REVENUE, INCREASE PROFITABILITY

1-IN-3 WHO TRY, WHO BUY,

CREATE HIGHER SALES WITH STORE DEMONSTRATIONS

- Significantly increase impulse sales
- Superior service and experience drives customer loyalty
- Increase staff productivity with minimal training required

*100 in store demonstration per week 1-in-3 will purchase
50 customer sales x \$67 per sale \$3,350 x 52 weeks per year

*This example is based on Dawn Break Moi-starter™ only.

= 100

= 50 customers sales weekly

= \$3,350 per week

= \$174,200 per year from one SKU



GWP OPTIONS



High-Fashion
Cosmetic Bag
(Do not come with product)



Gua Sha Tool
(Do not come with
product)



Headband Towel
(Do not come with
product)

Marketing Strategy

Social Media Marketing:

- **Platforms:** Focus on Instagram, Facebook, and TikTok to reach our target audience of modern, busy women.
- **Content:** Create engaging content such as tutorials, behind-the-scenes videos, customer testimonials, and user-generated content. Utilize influencers and brand ambassadors to promote our products and share their personal experiences with Ms Morning.
- **Advertising:** Invest in targeted social media ads to increase brand awareness and drive traffic to our website and online store.



@Soufiasarpeleh
INS:11.1k



@feshkins
INS:17.5k



@sophiejean.social
INS:6k



@G Cribb
ITiktok:6k

Public Relations (PR):

Press Releases: Distribute press releases to beauty and lifestyle media outlets to announce new product launches, brand milestones, and partnerships.

**BUSINESS
INSIDER**

LLM
LUXURY LIFESTYLE MAGAZINE

SHE FINDS

Email Marketing:

- **Newsletter:** Send regular newsletters to subscribers featuring product launches, special offers, skincare tips, and company news.
- **Personalization:** Use customer data to personalize emails and offer product recommendations based on purchase history and preferences.
- **Automation:** Implement automated email campaigns for abandoned carts, welcome sequences for new subscribers, and re-engagement campaigns for inactive customers.

Paid Advertising:

- **Social Media Ads:** Use targeted ads on platforms like Instagram, Facebook, and TikTok to reach potential customers based on demographics, interests, and behaviors.
- **Google Ads:** Invest in Google Ads to capture search traffic for relevant keywords and drive potential customers to our website.

Brand Collaborations:

- **Partnerships:** Collaborate with complementary brands and influencers to create co-branded products, giveaways, and exclusive promotions.
- **Affiliate Marketing:** Develop an affiliate program to incentivize influencers and partners to promote Ms Morning and earn commissions on sales.

Donation Collaborations:

- **Partnerships:** Collaborate with Catherine House to help women suffering from Domestic Violence.



Proudly supporting
**CATHERINE
HOUSE**

Our Promise

- Products training and support: We provide comprehensive training and ongoing support to ensure you're equipped with the knowledge and tools to sale.
- Streamlined Logistics: We are offering efficient, cost-effective solutions for both local and international shipping.
- 90-day Money-Back Guarantee: If you're unable to sell all our products within 90 days, we'll buy them back from you.



Thank you

Contact

Email: hello@msmorning.com

Phone:

0450889877/ 0424301077

Socials:

[@msmorning.official](#)

