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*Honey Envy*

+

*you*

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# What to Expect

## PRESENTATION FLOW

Introduction to Company  
Product Briefing  
Testimonials  
Market Research




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# About Honey Envy

At Honey Envy we build every product on the firm belief that beautiful and healthy hair should be the standard, not the exception. This is the “why” behind our launch of the Honey Envy hair care line. We are laying the foundation for people to have incredible hair days, every day.

All our formulas are scientifically backed and doctor-created with natural, botanical ingredients to keep your hair hydrated and healthy. At the center of our brand is one key ingredient: honey. Honey is an emollient, locking in moisture and acting as a natural conditioner to minimize breakage and frizz. With consistent use, honey has also been found to improve scalp health which leads to boosted hair growth and holistically healthy hair from root to tip.





# Our Founder



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## DR. JARRETT L. MANNING

*Dr. Jarrett is an accomplished dentist, business coach, bestselling author, wife, and mother.*

*She started Honey Envy simply because she truly cares about the impact of stylish healthy hair.*





# Our Purpose

Our purpose is to offer luxurious, high-quality hair care products for every hair texture so everyone can have thicker, smoother, and healthier hair than ever before.

**MAKING EVERYDAY A  
GOOD HAIR DAY**



**HE**  
*Honey Envy*

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# Our Mission

Honey Envy's mission is to provide scientifically backed and doctor-created products that use natural, botanical ingredients to keep your hair hydrated and healthy.

Parabens or formaldehyde are not found in our products, and we're proud to be made in the USA with cruelty-free practices.

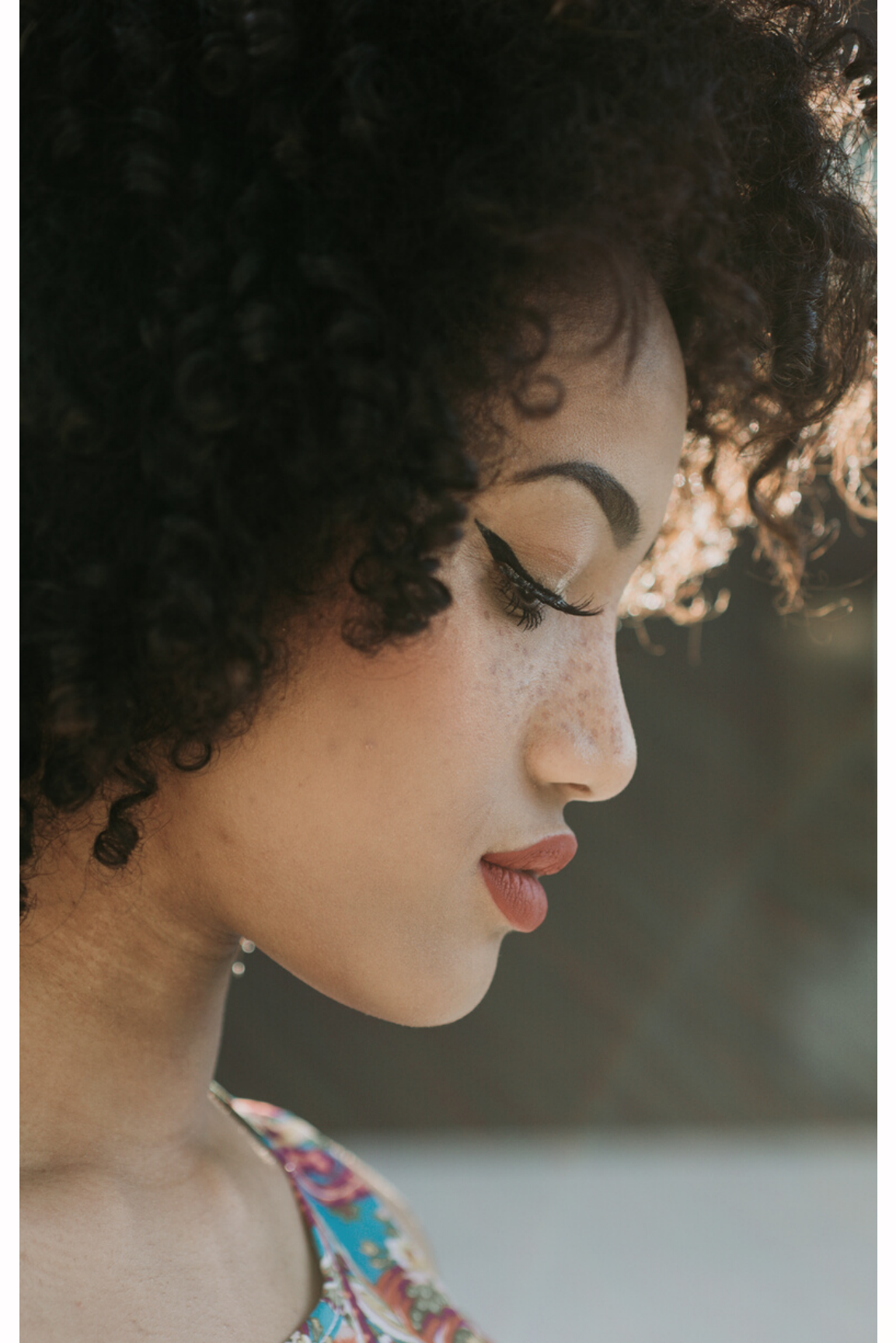




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# Core Values

THE HEALTH AND WELLBEING OF OUR CUSTOMERS  
QUALITY INGREDIENTS  
SCIENCE  
SELF-LOVE  
UNIQUE STYLE  
THE LOVE OF HAIR!






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# Our Promise

**USA MADE. PARABENS & FORMALDEHYDE FREE. CRUELTY FREE.**



  
*Honey Envy*

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# Products



**GLOW SERUM**



**STYLING MOUSSE**



**LEAVE IN  
CONDITIONER**



**HAIR OIL**

The logo features the letters "HE" inside a small circle, positioned above the brand name "Honey Envy" which is written in a cursive script.  
*Honey Envy*

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## WHAT IT DOES

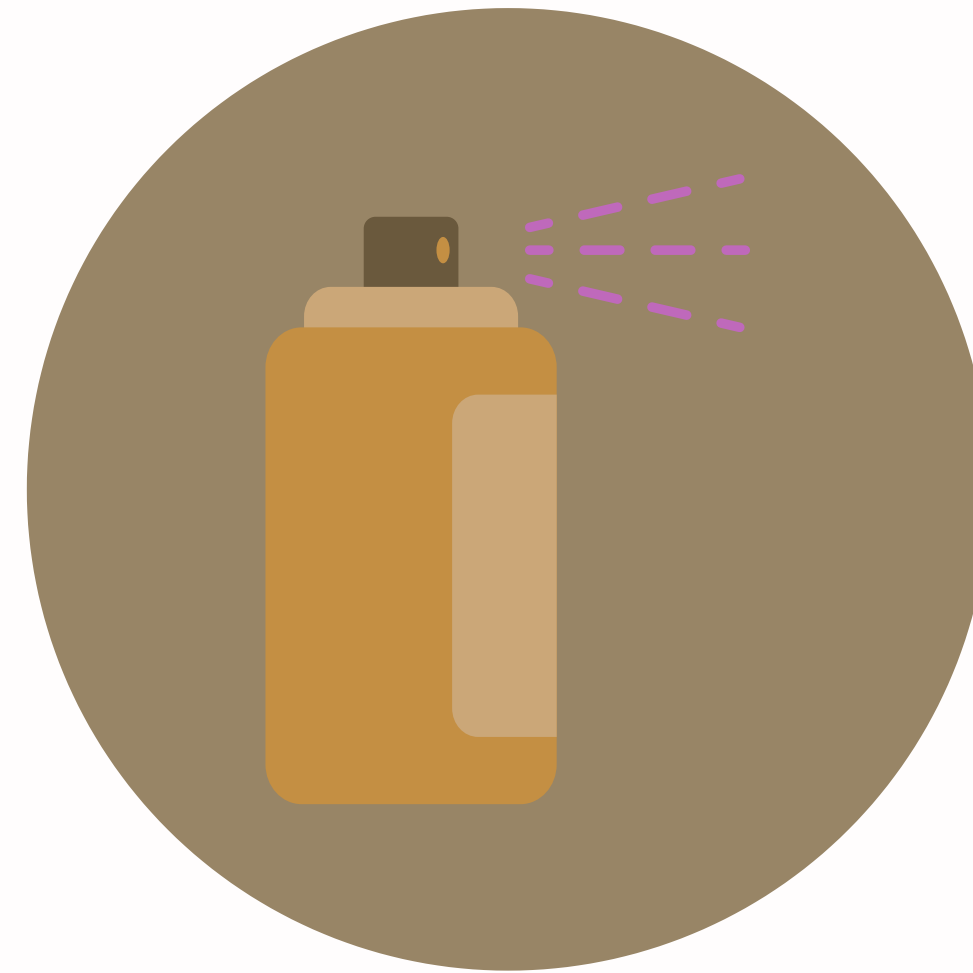
Provides healthier & smoother hair that shines

## WHY YOU WANT IT

- Scientifically backed and doctor-crafted
- Blend of natural, botanical ingredients
- Keeps hair soft, hydrated, healthy, and full of shine.
- Honey and other plant based-extracts lock in moisture
- Minimizes breakage and decreases frizz.

## KEY INGREDIENTS

Castor Oil, Biotin, Keratin, Honey



# Honey Envy Glow Serum





## WHAT IT DOES

Honey Envy Styling Mousse is formulated to give your coils and curls exceptional body, sheen, volume and movement.

## WHY YOU WANT IT

- Targets limp strands with a volumizing boost of moisture
- Prevents dehydrated curls
- Plant-based, made of all-natural ingredients
- Lightly scented with notes of citrus and fruit.

## KEY INGREDIENTS

Honey, Aloe Vera, Organic Macadamia and Sunflower Essential Oil



# Honey Envy Styling Mousse



## WHAT IT DOES

Honey Envy Leave In Conditioner is formulated to hydrate and define curls.

## WHY YOU WANT IT

- Defines and separates curls or waves while adding volume,
- Retains curls and reduces frizz for a radiant, touchable finish.
- Humidity resistant.
- Alcohol and Paraben free.

## KEY INGREDIENTS

Joboba Seed Oil & Sunflower Seed Extract



# Honey Envy Leave In Conditioner

 Honey Envy

## WHAT IT DOES

Honey Envy Hydrating Hair Oil is crafted to hydrate and boost shine by sealing in moisture.

## WHY YOU WANT IT

- Packed with highly moisturizing organic ingredients for your hair and scalp.
- Regular application supports growth retention, boosts shine, enhances manageability
- Gives you soft, smooth and healthy curls

## KEY INGREDIENTS

Honey, Castor Oil, Tea Tree Oil, Peppermint Oil, Vitamin E



# Honey Envy Hair Oil





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# Top Selling Products



HE  
Honey Envy



We've designed the **Honey Envy Method aka H.E.M.** to give you a great hair day every day!

## STEP 1: LEAVE IN CONDITIONER



Our leave in conditioner retains curls and reduces frizz for a radiant, touchable finish.

## STEP 2: HYDRATING HAIR OIL



Our Honey Envy Hydrating Hair Oil is packed with highly moisturizing organic ingredients for your hair and scalp.

## STEP 3: STYLING MOUSSE



Our styling mousse targets limp strands with a volumizing boost of moisture to prevent dehydrated curls.



USA MADE. PARABENS & FORMALDEHYDE FREE. CRUELTY FREE.



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Honey Envy





# Testimonials

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Perfect! ★★★★★

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Amazing! ★★★★★

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HE  
Honey Envy





# Testimonials

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Perfect! ★★★★★

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HE  
Honey Envy



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# Current Sales Channels

Direct Sales via [www.honeyenvy.com](http://www.honeyenvy.com)



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**HE**  
*Honey Envy*



# Customer Profile

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## MEET TONYA

- African American Female
- Age: 35-65
- Education: College graduate
- Income: \$40K - \$65K
- Marital Status: Married
- Family Size: Two children
- Ingredient Conscious
- Avg Customer Lifetime Value: \$108

The logo for Honey Envy features the letters "HE" inside a gold circle, with the words "Honey Envy" written in a gold script font below it.





# Customer Profile

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## MEET JORDAN

- African American Female
- Age: 24-45
- Education: College graduate
- Income: \$40K - \$85K
- Marital Status: Single
- Family Size: Zero children
- Ingredient Conscious
- Avg Customer Lifetime Value: \$108

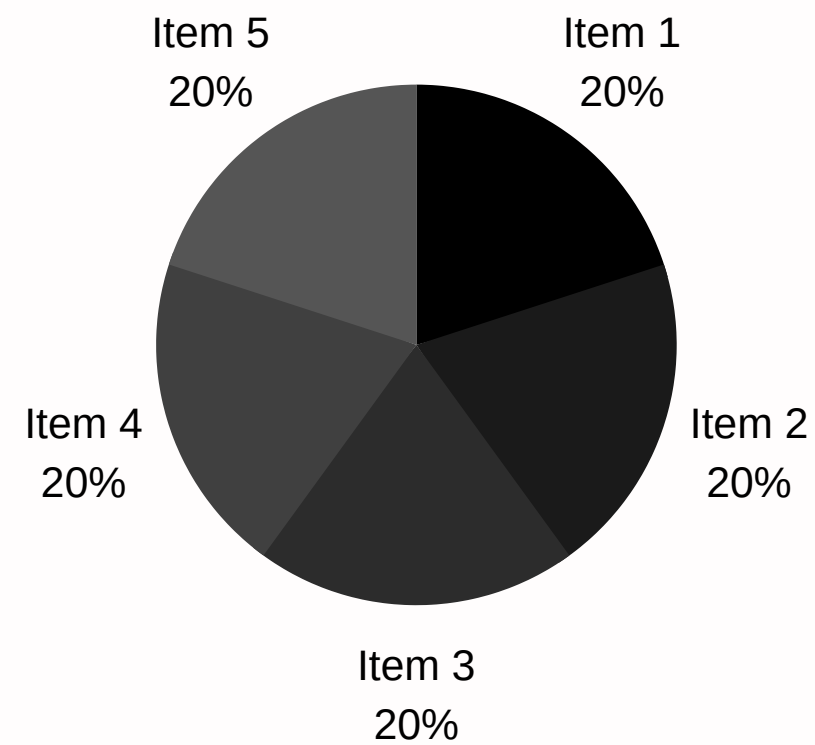
  



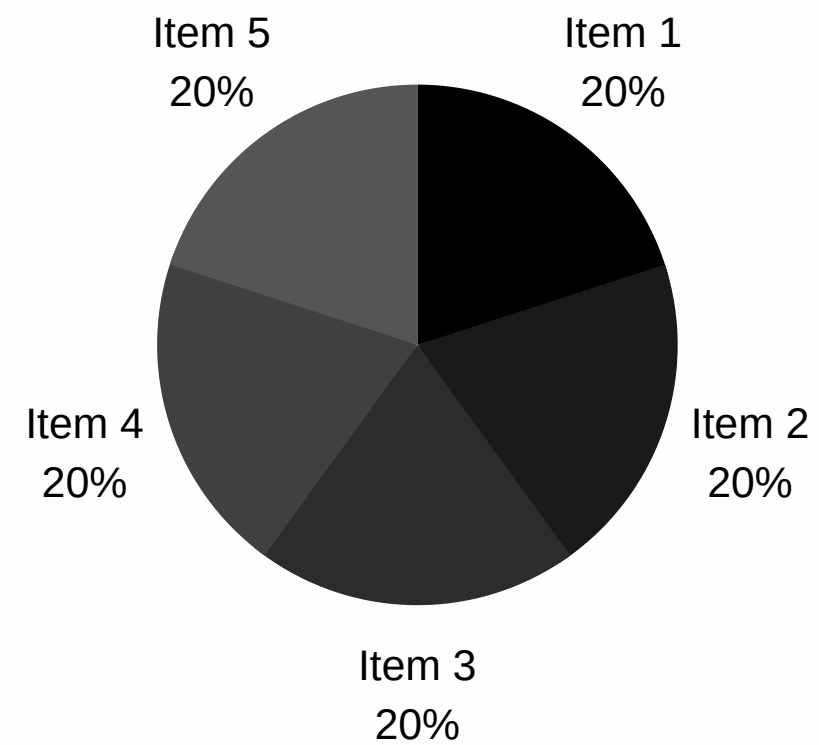

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# Demographics

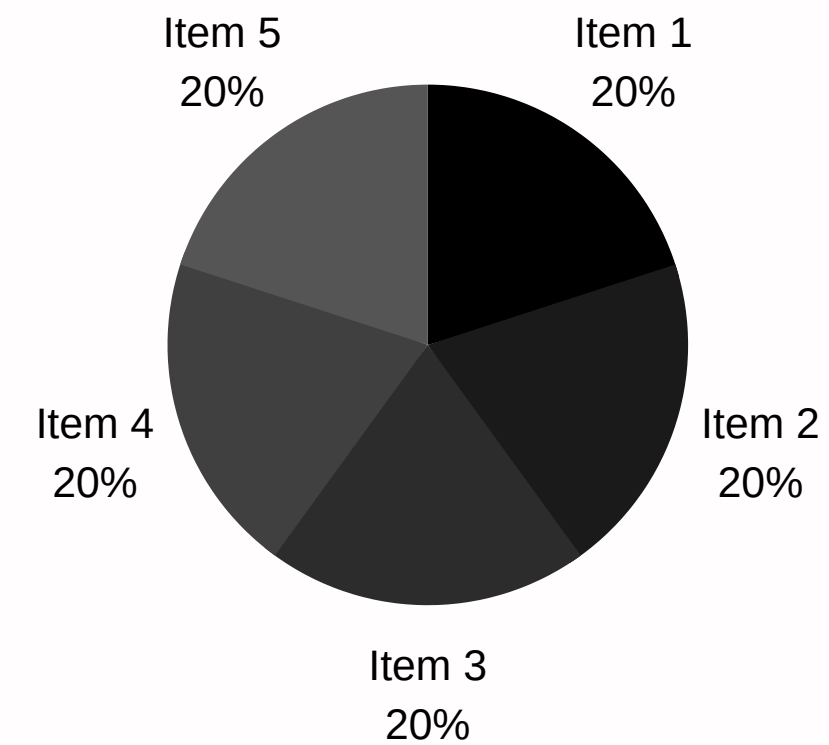
BUYER PROFILES



By Age



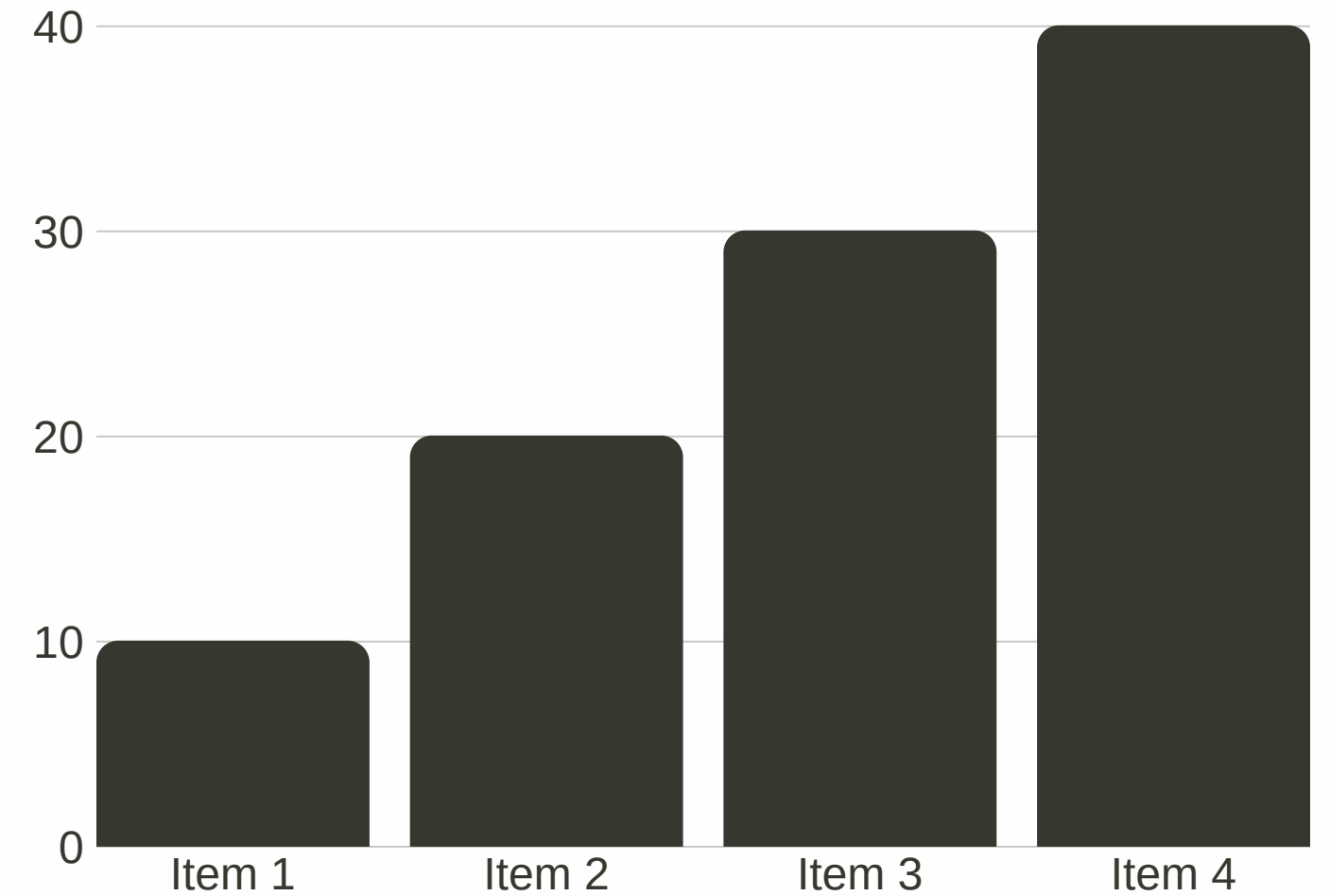
By Race



By Location

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# Marketing & Advertising



- Facebook Ads (\$\$\$\$ per month)
- Honey Envy Ambassador Program
- Social Media
- Vendor Shows
- Community Branded Eve



# Marketing & Advertising



Sample Ad 1



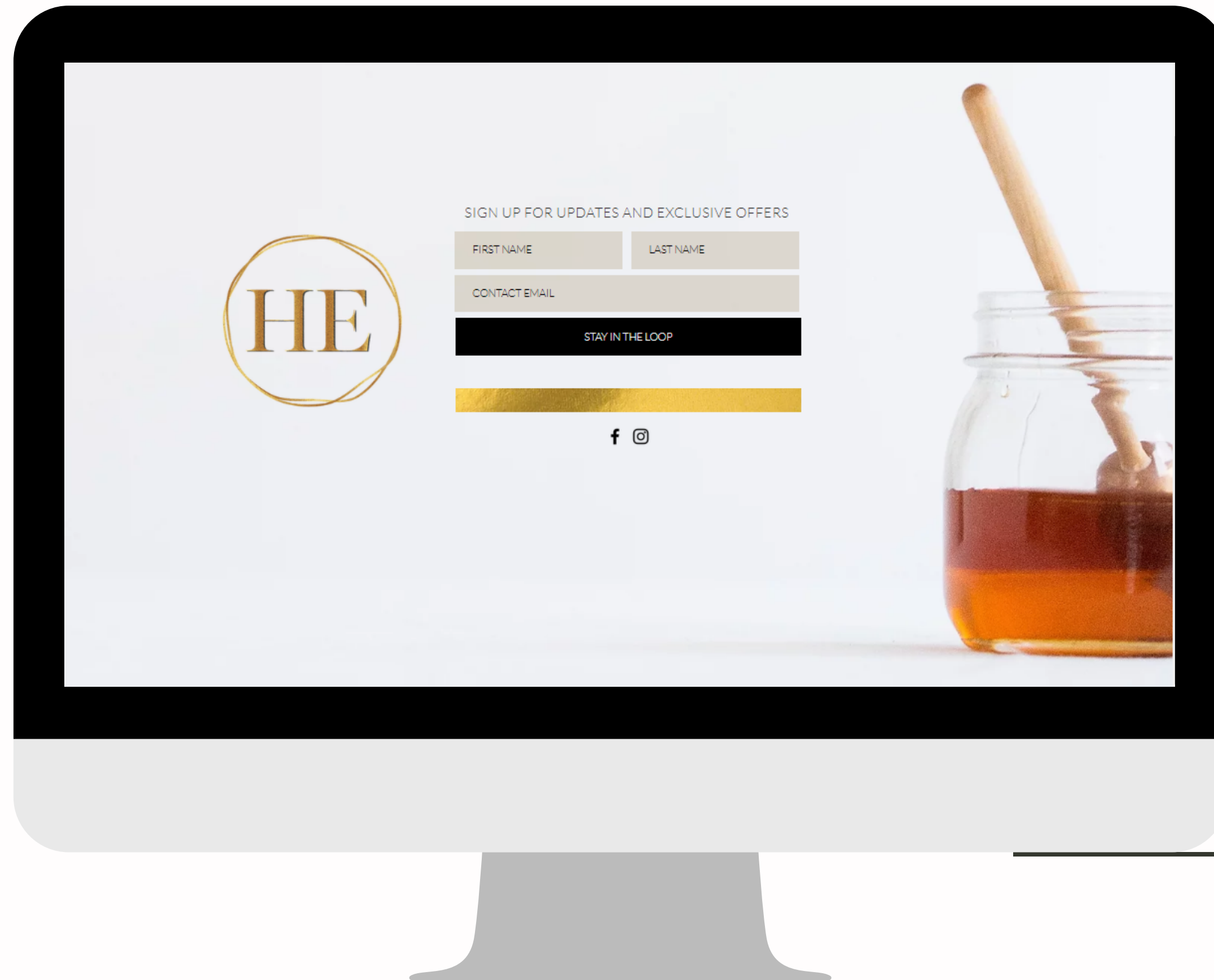
Sample Ad 2



Sample Ad 2



# Launching the Online Store



**LAUNCH DATE TBD**

  
*Honey Envy*

# Let's Talk

Phone Number

123-456-7890

Email Address

info@honeyenvy.com



@honey\_envy



@HoneyEnvyHair

OUR CONTACT DETAILS







THANK YOU

