

ST FUTURE
I N T E R N A T I O N A L

BEAUTY SET

Market Research

Presentation by Marketing



Makeup Application

NEW

IT COSMETICS

UNWRAP YOUR CREATIVITY MAKEUP BRUSH SET + MAKEUP CASE



Easy-to-store and carry set



NEW
LIMITED EDITION



SEPHORA COLLECTION
Pillow Dream Face and Eye Brush Set
★★★★★ 1
\$35.00

NEW
LIMITED EDITION



SEPHORA COLLECTION
Mixed Tool Set
★★★★★ 3
\$35.00

NEW
LIMITED EDITION



SEPHORA COLLECTION
8-Piece Pro Face and Eye Brush Set
★★★★☆ 15
\$99.00

NEW
LIMITED EDITION



SEPHORA COLLECTION
5-Piece Face and Eye Brush Set
★★★★☆ 2
\$39.00



What's New

SEPHORA



1 POWDER PUFF
& 2 SPONGES:
COMPLEXION, MINI

LIMITED EDITION
SPONGE SET

REUSABLE
QUILTED POUCH



SEPHORA COLLECTION
Pillow Dream Makeup Sponge Set
★★★★★ 1
\$20.00



NEW
LIMITED EDITION



SEPHORA COLLECTION
Perfect Sponges Set
★★★★☆ 2
\$15.00

TRAVEL-READY

Travel case

On-The-Go



★★★★★ 5.0 (253)

Buttery Blends 6-Piece Travel Brush Set

\$30.00

<https://www.morphe.com/collections/shop-new-arrivals/products/buttery-blends-6-piece-travel-brush-set>



★★★★★ 5.0 (13)

Buttery Blends Tool Duo

\$15.00

What's New



Cloudtopia Touchup Makeup Brush Set



- ✓ 6-piece mini brush kit with multitasking essentials for full-face application and touch-ups, plus a full-size compact mirror for on-the-go convenience.

What's New

REAL TECHNIQUES®



Full Beat Makeup Brush Set



- ✓ Includes 4 multi-use makeup brushes to conceal, blend, set and highlight for a complete face and eye look.

What's New

REAL TECHNIQUES®



Eye-Conic Essentials Makeup Brush Set



- ✓ Includes 4 versatile eye makeup brushes and a sharpener to blend and diffuse any eye makeup look.

What's New

Beautyblender®



A PERFECT STOCKING STUFFER!

FOAM POP

A 2-piece blending duo for precise application featuring a full size Beautyblender® and a micro mini Beautyblender®



EVERYTHING YOU NEED FOR A FLAWLESS FINISH.

CLEANTEMPORARY TRIO

A three-piece limited edition set for blending, blotting, and cleansing.



PERFECTLY CURATED FOR THE HOLIDAY SEASON!

BOUNCEHAUS

Give one stunning gift or three thoughtful surprises with this limited-edition, three-piece set.

On-The-Go /Travel / Mini Makeup Set

Sustainably made from recycled plastic, recycled aluminum and wood

Keychain

Mini size



Charmed, I'm Sure Mini Makeup Brush Set

★★★★★ 6 reviews

All in One Makeup Set

5 Essential Brushes for Every Look



8-Piece Mini Travel Makeup Brush Set in Burgundy



\$29.00 CURRENTLY OUT OF STOCK



TRAVEL BRUSH SET FACE

- BRONZER OR POWDER BRUSH
- FOUNDATION BRUSH
- BLUSHER BRUSH

TRAVEL BRUSH SET EYES

- SOCKET BLENDER BRUSH
- EYELID BRUSH
- EYE DETAIL BRUSH
- EYEBROW/EYELINER BRUSH
- BROW SPOOLIE BRUSH

Kbeauty

OLIVE YOUNG

BEST

THE TOOL LAB >



[Blossom Fix Edition] THE TOOL LAB All Day Fitting Duo #Glow Set (+Keyring Pouch, Mini Tool Soap)



Eye Lash

SOFTWARE™

PRO LASH

Starter Kit

starting at \$65.00



10-DAY
WEAR



EASY TO
APPLY



1 MONTH
SUPPLY



LASTS 10X
LONGER



- 3 sets of ProWear™ Lashes (or a 30+ day supply)
- 4.5 mL Pro Lock™ Adhesive:
- Pro Tweezers: Patent-pending teflon coated tweezers for no-mess application and removal
- Lash Remover



<https://prolash.com/products/starter-kit-1?variant=46781347856628>

Mini Kit

SOFTWEAR™

PRO LASH

 **Single Set of Lashes**
Try out one set of lashes before buying our bigger starter kit.

 **Perfect for Travel**
Just the right size to keep in your bag and have easily accessible.

 **Reusable**
After you finish the lashes in this box, you can replace them with any style you have on hand!



\$40.00

Everything You Need

To Apply and Remove Your Lashes in Minutes

 **ONE SET OF SOFTWEAR™ CLEAN GIRL LASHES**
Our lightest lashes for your cleanest look.

 **MINI ADHESIVE**
Gentle adhesive creates a secure, flexible hold.

 **MINI TWEEZERS**
Patent-pending, teflon coated Pro Tweezers for no-mess application and removal.



\$30.00

NEW Glue On- Cluster Lash Kit



Velour-Xtensions™

Velour-Xtensions™ Lash Kit

Velour-Xtensions™ Lash Clusters + Bond + Remover

\$38

<https://velourbeauty.com/products/velour-xtensions-kit>

All-in-One At-Home Lash System

NEW & IMPROVED KIT

NEW ADHESIVE UP TO 10 DAY WEAR

NEW REMOVER

4 x SHORT

4 x MEDIUM

4 x LONG

1 HYBRID LASH CLUSTERS

2 MULTI-DAY LASH BOND

3 TOO REAL EXTENSION TOOL

4 VELOUR-XTENSIONS™ REMOVER

New and Improved Bond for 10-day Wear*

Dermatologist & Ophthalmologist Tested Lash Bond

10 Minute Application vs. 2 Hours at Salon

Includes Remover Spray

Vegan & Cruelty-Free

*With proper care, based on consumer perception study of 40 respondents.

HOW TO REMOVE

Spray 1-2 pumps of **Velour-Xtensions™ Remover** onto a cotton pad. Then hold the pad over your eyelid and lashes for a few seconds to loosen the bond before sliding off Velour-Xtensions™ Lash Clusters.

NEW Glue On-Clusters



Pre-Mapped Extensions

Pre-mapped

-Top salon-inspired styles,
designed & mapped out by
a professional lash artist



Pre-Mapped Extensions Cat Eye 4 Pack

SKU: 37990

\$16.00

<https://ardellshop.com/collections/pre-mapped-extensions>

Kbeauty

OLIVE YOUNG

BEST

Fillimilli >

[Charmmy Kitty Edition] Fillimilli Easy Curling Heating Eyelash Curler USB Type (22R) (+Cubic Sticker)



Mani & Pedi

NAIL CARE KIT/SET

manucurist
PARIS

The glass accessories trio



24 €

Glass nail accessory trio

★★★★★ 60 reviews

- 1 glass nail file
- 1 glass nail buffer
- 1 glass cuticle pusher

Glass accessory trio +
Cuticle Softener



41 € 35 €
Save 6 €



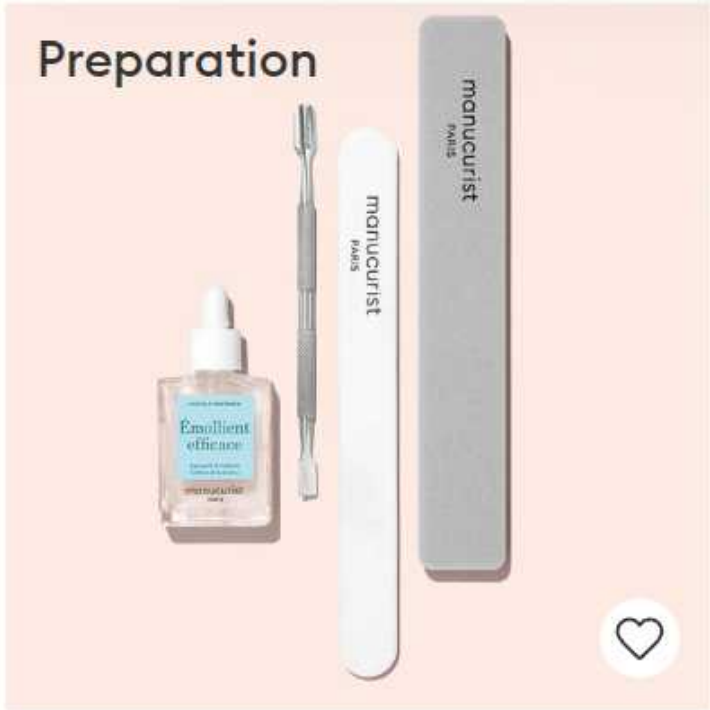
86 € 65 €
Save 21 €

Glass accessory trio + Cuticle
Softener + Cuticle nippers

NAIL CARE KIT/SET



MANUCURIST
MANUCURIST GLOSSY BOOSTER DUO



NAIL CARE



NAIL CARE

NAIL CARE KIT/SET

LONDONTOWN®

Bear Necessities Set

Just the Bear Necessities 🐻🌈🌟 A curated mix of color, care, and cute extras — all packed in a keepsake pouch you'll actually want to use. ❤️

THIS SET INCLUDES 🌟

Care Bears Lavender Illuminating Nail Concealer 7 ml / 0.24 fl oz

Roll & Glow Cuticle Oil – Cotton Candy Cloud 6 ml / 0.2 fl oz

Care Bears Nail Decals

Wish Bear Glass Nail File

Charm-Topped Keepsake Bag



NAIL CARE KIT/SET

LONDONTOWN®



NEW ♥ \$76 Value

Sets
★★★★★ (23)
Modern Chromance Valentine's Day Set



NEW \$42 Value

Sets
★★★★★ (13)
Jet Set Travel Nail Kit



NEW \$101 Value

Sets
★★★★★ (2,187)
Just Add Color

BANDI >

BANDI NAIL SPA Steam Cuticle Oil & Cuticle Care Kit (2 Options)



STEP. 1

Softens hardened cuticles

Cuticle Softener

STEP. 2

Gently pushes softened cuticles

Crystal Pen Pusher

STEP. 3



Nourishes dry cuticles

Vegan Cuticle Oil

What's New



Eyebrow Stamp and Stencil Kit

3 ★★★★★ 142 Reviews Q & A

Only at Ulta

\$14.00



NAIL CARE KIT/SET



CUDDLE UP KIT

\$60.00

- Cozy Socks
- Mani + Pedi Scrub
- Heel Balm
- Foot Serum



THE FOOT SPA SET

1

ADD TO BAG - \$55

- Foot File
- Mani + Pedi Scrub
- Heel Balm



CUTICLE CARE SET

1

ADD TO BAG - \$48

- Cuticle Remover
- Cuticle Pusher
- Mani Buffer
- Cuticle Serum
- Cuticle Balm
- Nail File



Meet the Pedi System



- What's Inside:**
- 1 THE POSEY
 - 2 Smoothing FOOT FILE
 - 3 Straight-edge NAIL CLIPPER
 - 4 Dual-grit NAIL FILE
 - 5 Softening CUTICLE REMOVER
 - 6 Game changing CUTICLE PUSHER
 - 7 Salon-quality NAIL BUFFER
 - 8 Acetone-free POLISH REMOVER POT
 - 9 Pedi-perfecting CLEAN UP BRUSH
 - 10 TOP COAT (based on chosen formula)
 - 11 PINK TOE SEPARATORS
 - 12 Hydrating FOOT SERUM
 - 13 MANI + PEDI SCRUB

4.7 ★★★★★
Based on 868 reviews

Bath & Body

NEW

MORNING SHED SCULPT KIT - LIMITED EDITION \$80 VALUE

Featuring the Morning Shed Chin Strap, Face Tape, and Mouth Tape, this three-piece set works together while you sleep to promote jawline definition, reduce the appearance of puffiness, encourage nose breathing, and target fine lines and wrinkles. Just tape, strap, sleep, and shed.



SKIN GYM

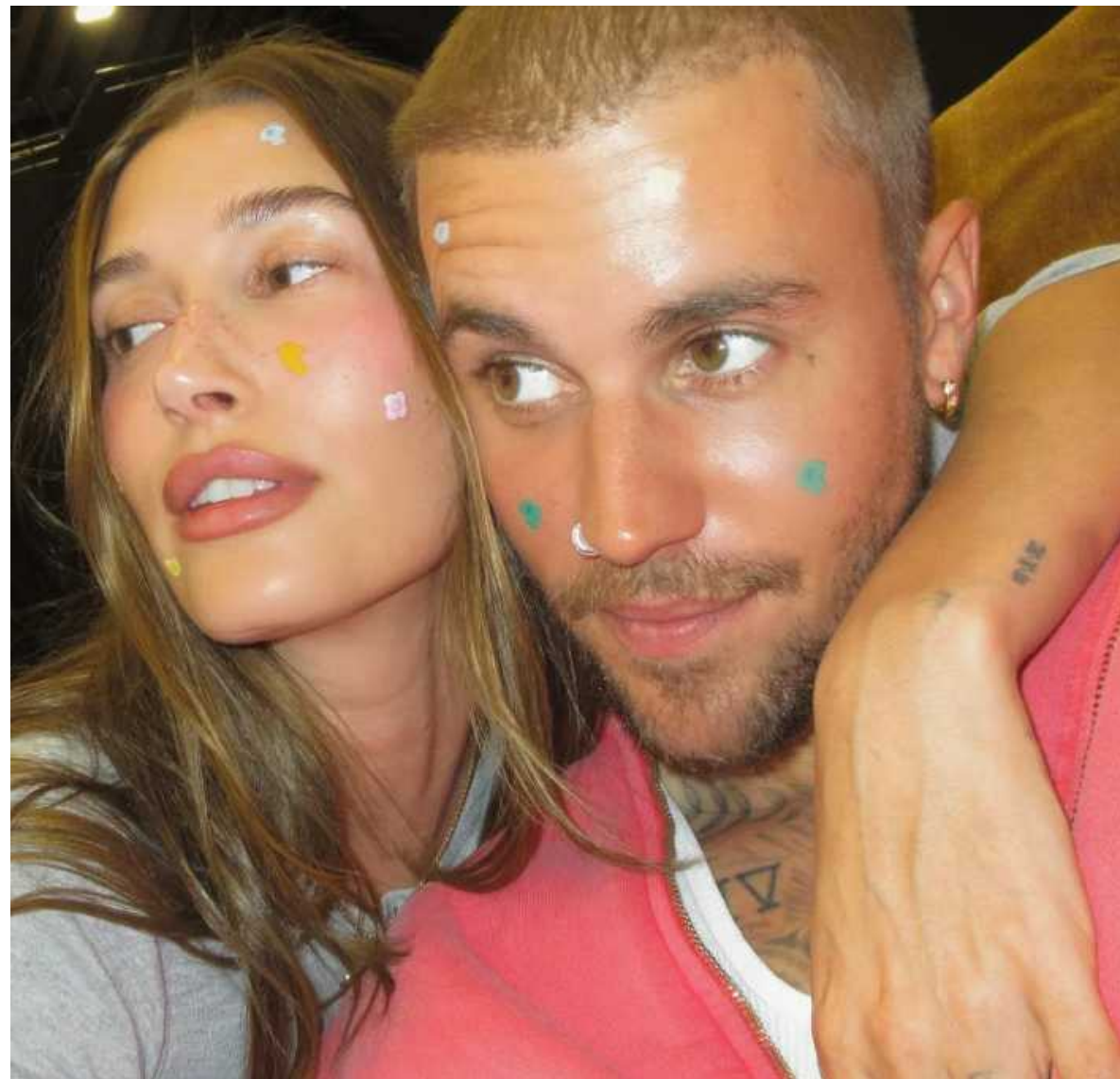
Morning Shed Kit



NEW

rhode x the biebers set

Includes 3 products: Spotwear in a shape of your choice, Peptide Eye Prep in Banana Peel and Peptide Lip Treatment in Caramelized Banana.



Your SPF's new BFF



The Original MakeUp Eraser

Pickleball 7-Day Set

Includes 7 MakeUp Erasers. Makeup bag + laundry bag included.

2 IN 1 BENEFITS

ERASE
MAKEUP

EXFOLIATE
SKIN



SHORT FIBER



LONG FIBER



· MINI WELLNESS

**self-love
club**

PINCH[™]
PROVISIONS



<https://www.anthropologie.com/shop/hybrid/pinch-provisions-self-love-club-mini-kit?color=060&searchparams=order%3DDescending%26q%3Dspa%2520tools%26sort%3Dtile.product.newestColorDate>

SEPHORA COLLECTION

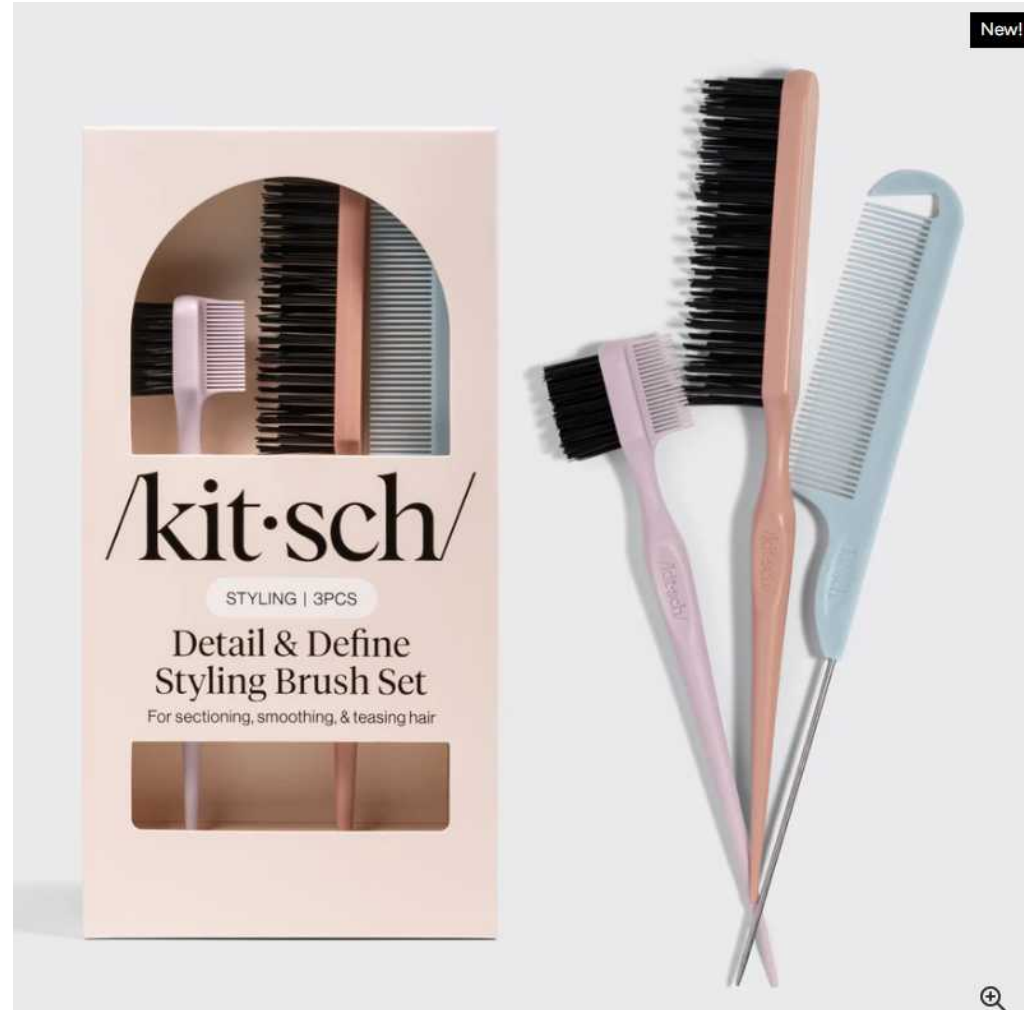
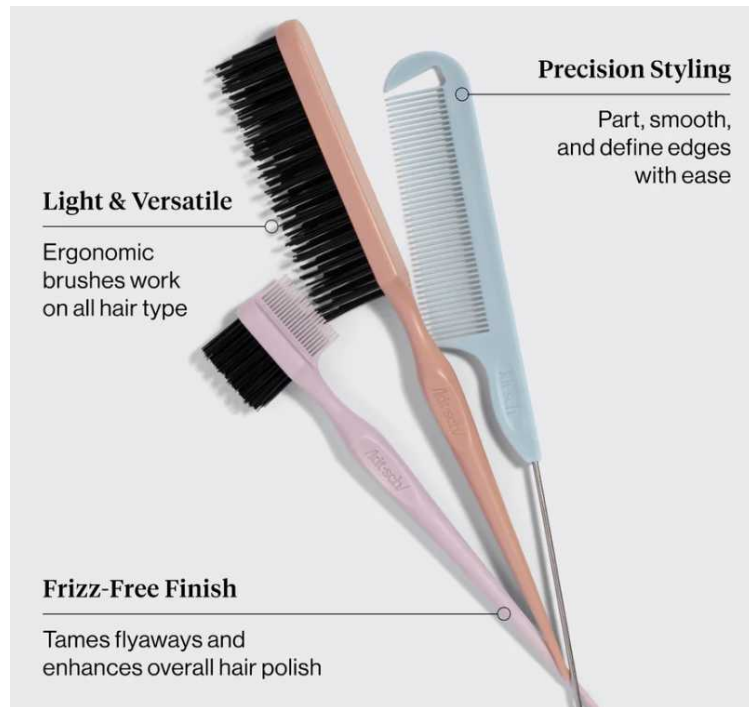
Reusable Travel Container Set



Detail & Define Styling Brush Set

\$10.00

Multi-purpose set for parting, smoothing, and styling with precision



WGSN Trend

Forecast A/W 27/28 Beauty Packaging

Joyful whimsy

In an age of overwhelm and burnout, consumers will seek whimsical products as a joyfully rebellious act of resilience and self-expression.

- Keyring beauty wearables
- Inject a sense of whimsical world-building through cutesy



Furriky's Furries can be 'worn' by the brand's haircare bottles, adding playfulness to the everyday



Build hype through limited-edition beauty wearables. K-beauty brand Rom&nd offered Japanese shoppers who bought a lip bundle the Angel Cat Keyring lipgloss holder



DaiChunLin's Anti-acne Oil-control Soothe Moisture Facial Cream blends the brand's 400 year heritage with contemporary Chinese graphic styles



Cheeryep's Pillow Gem Dreams Awaken the Light collection featured pillow-inspired designs with fantastical pegasus product embossing



Making the familiar fun and functional, d-ORIGIN's ORGN Watery Veil Lip & Cheek Glass emulates a champagne glass with a removable silicon applicator

Forecast A/W 27/28 Beauty Packaging

Built-in manual tools

Efficiency-focused **Keepers** will favour built-in tool functionality that reduces clutter while enhancing daily beauty and wellness rituals.

- Update cult-classic products by incorporating complementary tools into packaging design.
- Extend the lifespans of built-in tools by creating refill systems for the product, not the tool



Acting as a cooling and lifting face roller, Glphy.O's (South Korea) Skin Fit Rolling Base dispenses cooling make-up primer while acting as a facial tool



Take advantage of unique forms that double as product applicators. Curvaceous forms that fit the body's contours will work for wellness and bath and bodycare needs



Dominique Cosmetics' Lash Lift XL Tubing Mascara features a built-in lash comb for clump-free lashes, fixing a common issue with mascaras



Rehab's (UK) Matcha Scalp Serum comes with a built-in direct-to-scalp applicator that massages the scalp while dispensing product for improved circulation and pleasure



Merythod's (South Korea) Skin-Fit Cover Spatula Cushion features a metal spatula that is magnetised to the cushion compact, acting as an integrated applicator

Forecast A/W 27/28 Beauty Packaging

Conscious cans

The convergence of foodie aesthetics and circular design will boost aluminium cans as symbols of conscious consumption.

- Emphasise the infinite recycling potential of aluminium through visual cues of rawness.
- Utilise aluminium cans in the modular refillable beauty space.



Amplifying the brand's scientific aesthetic, Leaked Labs' (US) Amplify Flexi Powder comes in refined aluminium compacts that consumers can reuse after it is finished



World of Oils' packaging features flip-up spouts reminiscent of culinary oil packaging, making product dispensing seamless



South Korea-based Knock upgrades standard metal can packaging, shifting towards a luxe aesthetic



Separate hardware from refill to encourage repeat purchase and reduce long-term material use



Hairstylist-owned That Girl Who Did Your Hair's (US) range comes in traditional aluminium cans. The brand markets them as chilled, casual beverages for your hair

Forecast A/W 27/28 Beauty Packaging

Spooky surrealism

Inspired by curated individuality, embody personality-filled packaging with a dark twist to add unexpected joyful audacity to the everyday.

- Lean into surrealism through playful forms like minimalist ghosts, cauldrons or caskets that nod to darker aesthetics while retaining a sense of play.
- Focus on bold typography and spooky-inspired graphics in high-contrast black-and-white colourways for a strong shelf presence.



Evil Ray positions its packaging as something people are happy to use every day, with a humorous graphic of a villainous sun.



Design unusual forms in hyper hues with minimalist type for product recognisability and improved joy of use



Make 'boring' products more fun through unexpected forms and gothic references, as seen in Vampire Frights' Vampons



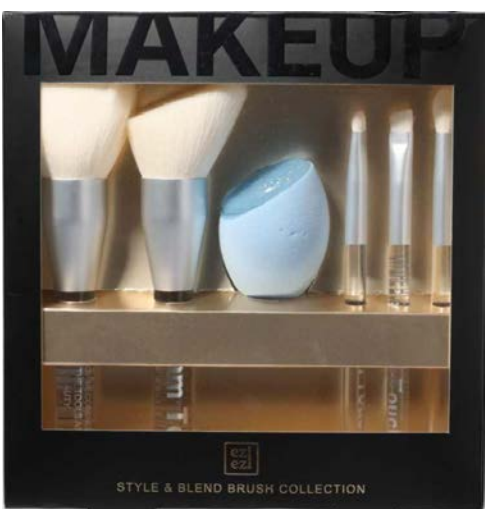
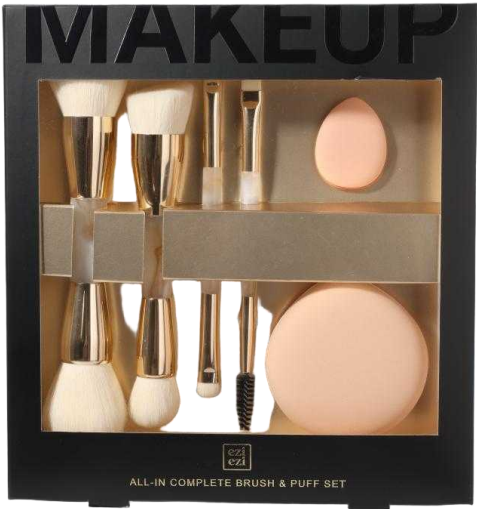
Let graphics do the heavy lifting on simplified forms, as seen with Maison Martine's Disco Inferno fragrance



Reference occult iconography and spooky illustrations on packaging for Halloween limited editions, like Lush (UK)

Stfuture Collection

Stfuture Collection



Stfuture Collection



Stfuture Collection



Stfuture Collection



Stfuture Collection



Stfuture Collection



Stfuture Collection





ST FUTURE
I N T E R N A T I O N A L

THANK YOU!

Together, we make the future brighter !

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