



STYLIDEAS™

Making Beauty Effortless

OURSTORY



It all began with an English Lord and his Apprentice...

Lord Alan Sugar is a self-made electronics billionaire and celebrity host of the UK BBC TV Hit Series "The Apprentice". In 2011, Tom Pellereau, a young inventor and engineer won "The Apprentice" (10million UK viewers), to become Lord Sugar's first business partner.

Mission Statement

To "Make Beauty Effortless" - We love solving problems and making life easy. We love our customers and working together to give you the ultimate and effortless experience.

Our Values

We put the effort in, so you don't have to. At **STYLIDEAS™** we work with passion and do whatever it takes without compromising product form or function, while always maintaining product quality and perceived value for our customers who have put their trust in us. We work with some of the world's top health and beauty professionals to understand their/consumers real beauty needs and wants enabling us to develop innovative products that mirror consumer need, offering a real and valued differential by bringing disruptive innovation of relevance to the beauty and personal care market.

Our products are developed to the highest standards, and with respect to the environment, we try to play our part. Using natural materials like cotton, bamboo, and if we must use plastic, we do our best to ensure its recyclable. And when it comes to our formulas, we take the "bad guys" out, without trading efficacy in the process.



Making Beauty Effortless

OUR BRANDS

~
STYLFILE™



STYLFILE: Nailing it...

Tom used his £250,000 prize, with assistance from Lord Sugar, to launch his patented curved “S” shaped nail file together with a range of industry disruptive manicure products under the **STYLFILE™** brand, Appealing to nail care professionals, beauty influencers and consumers alike, the **STYLFILE™** range gained multiple beauty awards and worldwide distribution in pharmacies, supermarkets and beauty outlets.

Making Beauty Effortless

OUR BRANDS



STYLPRO ✕ *Strokes of Genius* ✕ *It's all in the brush*

Cleaning makeup brushes is a horrible task. But make up kits have to be kept not only clean, but hygienic, retaining good condition and shape when dry to work their magic. The result?... **STYLPRO**[™], another revolutionary, multiple beauty award-winning device that uses centrifugal spin technology, with a proprietary liquid cleaner, to hygienically clean and dry makeup brushes in less than 30 seconds. Effective, effortless and practical **STYLPRO**[™] became a staple with professional make up artists and beauty influencers. Expertly designed **STYLPRO**[™] make up brushes and seasonal gift sets soon followed, **STYLPRO**[™] worldwide media coverage spearheading consumer awareness & demand for effective and hygienic beauty accessories.

Making Beauty Effortless

OUR BRANDS

STYLSMILE™



STYLSMILE ☒ Tom lightens up ☒ your Smile

With his latest beauty invention, **STYLSMILE™** a revolutionary, patent pending, light accelerated teeth whitening electronic toothbrush that uses inbuilt Blue Light technology together with a PAPtech peroxide free anti-bacterial toothpaste to clean & whiten teeth in just 4 weeks. Following **STYLSMILE™** endorsement by and distribution in dental practitioners, the range is being rolled out in distribution outlets worldwide.

Making Beauty Effortless

COMING SOON

**STYLPRO™**



Tom goes Clean & Wipes out Wipes - Naturally

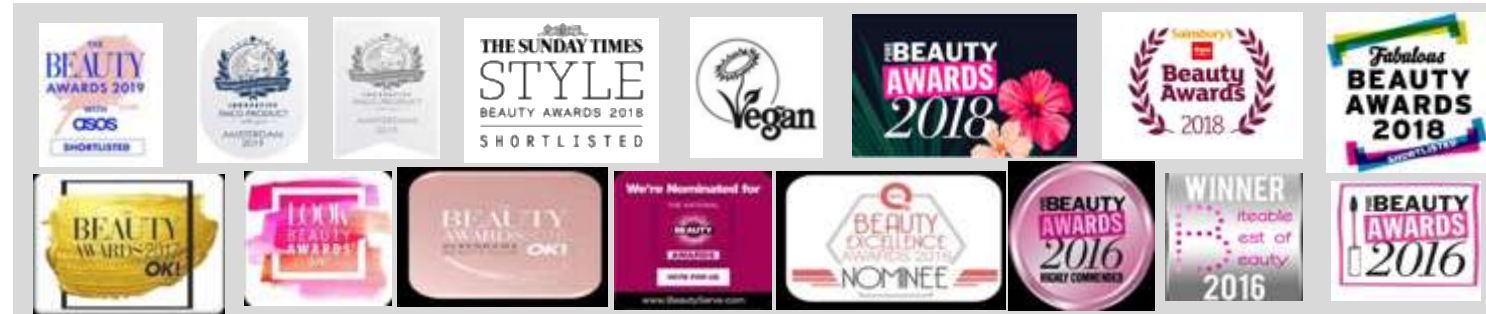
With a new, naturally clever range of eco-friendly facial cleansing products. **STYLPRO™** Easy on the Eye Hydrating Gel Facial Cleanser with 100% naturally active ingredients & a super-soft, eco friendly reusable microfibre Makeup Remover Cloth. Clinically, dermatologically & ophthalmologically tested to easily remove all traces of makeup including waterproof mascara while being gentle on delicate skin and easy on the eye. Vegan Society approved. Complementing the range, **STYLPRO™** Bamboo and Natural Cotton re-usable makeup remover pads wipe out the need for wipes and single use disposable cotton wool pads, forever. Our new **STYLPRO™** Beauty Fridge, cools contents up to 20°C below room temperature, ensuring beauty products, particularly organic items, last longer and perform better by preserving ingredients and maintaining optimal freshness. Designed to hold all important skincare products and still sit comfortably in your vanity area, our beauty fridge is conveniently light enough for beauty professionals to travel with.

Making Beauty Effortless

DON'T JUST TAKE OUR WORD FOR IT

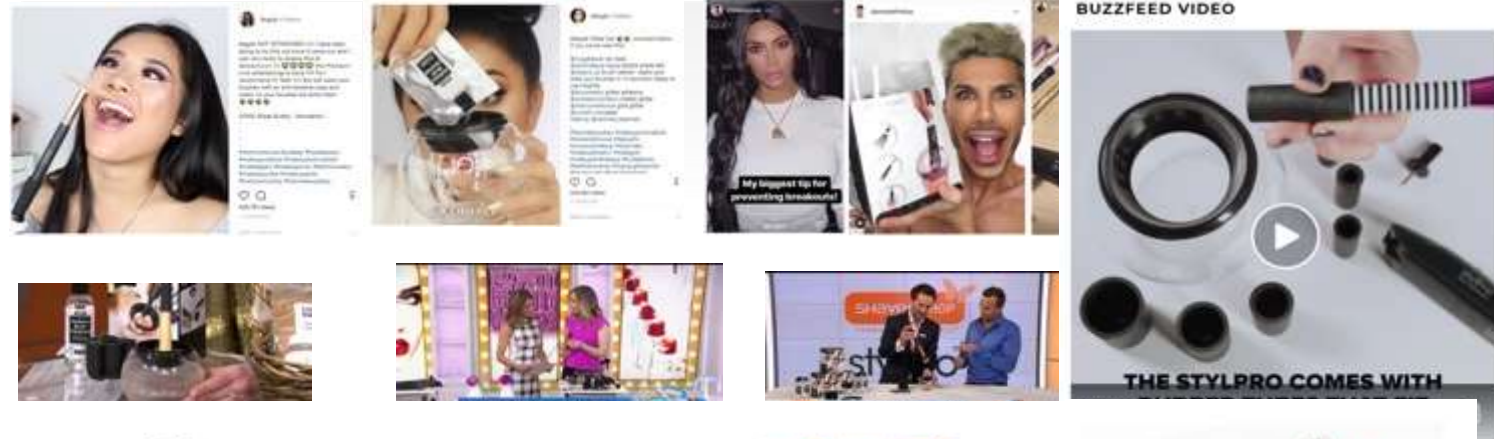
Our Awards

At **STYLIDEAS™** we love solving problems and making life better. While we were not in business to win awards, we feel honored to be consistently recognised for our innovations. As voted for by beauty professionals, consumers & the press.



Our Media

INFLUENCERS: We are proud to have organic, global, beauty influencers who, with their 15+m IG followers & content, have inspired the company we are today.



The **STYLIDEAS™** brand, is known for and synonymous with relevant, innovative, aspirational but affordable beauty products. As such, our company brand and each new product launch enjoys major UK and global media exposure,

TV: BUZZFEED 22 MILLION VIEWS

REVIEWS: 5 Star Reviews as standard ★★★★★



StylPro Make-up Brush Cleanser Solution - 500ml
★★★★★ (53)



StylPro Iridescent Rainbow Make-up Brush Cleaner
★★★★★ (56)



StylPro Make-up Brush Cleaner Set
★★★★★ (72)



StylPro 8 Piece Glitter Brush Set
★★★★★ (23)

Making Beauty Effortless

OUR GLOBAL DISTRIBUTION PARTNERS

STYLIDEAS™ is available worldwide thanks to our ever-increasing distribution partnerships with flagship beauty retailers & distributors. We have recently extended our global reach, successfully launching **STYLIDEAS™** in Japan, Dubai, UAE & Thailand .



SEPHORA MISSGUIDED

Douglas

El Corte Inglés

lookfantastic



ASOS
discover fashion online

COSTCO
WHOLESALE



Making Beauty Effortless



WE WOULD LOVE TO PARTNER

And change the face of beauty for better, together...

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