

Complice
Your partner in crime

innovating luxury skincare

extracted from nature
45 years of research & expertise
formulated by elite swiss scientists
made for perfection

fall in love with your skin

- ✓ High-Quality & Effective – We create premium skincare products that maintain youthful radiance and skin vitality.
- ✓ Swiss Innovation & Expertise – Our elite team of Swiss scientists develops cutting-edge formulas, blending Swiss precision with nature's potency.
- ✓ 45 Years of Research – Backed by decades of groundbreaking Swiss science, we use the rarest and most powerful natural ingredients.
- ✓ Sustainable & Transparent – We redefine luxury skincare with a commitment to sustainability, transparency, and uncompromising quality.
- ✓ Where Beauty Meets Nature – Every Complice product is designed to nourish, rejuvenate, and protect, ensuring harmony between skincare and nature.



our sustainability commitment

Be a Partner with the Environment

At Complice, we believe in fortifying, preserving, and restoring nature with pure intention. Our commitment to **Responsible Beauty** informs every aspect of our brand.

Through **green production processes, sustainable packaging, and clean formulations**, we prioritize both human health and environmental well-being.

We Always Keep It:

- ✓ CLEAN
- ✓ VEGAN
- ✓ CRUELTY-FREE
- ✓ PARABEN-FREE

Complice products are formulated without silicones, parabens, petroleum, PEG, kerosene, chemical preservatives, allergenic fragrances, dyes, and SLS.



the brand

we promise to love you for all your flaws

complice embraces individuality. your values define who you are, but your standards shape what you accept in life.

we uphold the highest skincare standards, ensuring your skin shines from the inside out.

the perfect formula

our breakthrough formula is the perfect synergy of 100% natural, high-potency ingredients.

- ❖ backed by 45 years of swiss research.
- ❖ eco-friendly & clinically proven for extraordinary anti-aging results.
- ❖ activates skin repair, rejuvenates, and fortifies against environmental stressors.
- ❖ adheres to the swissness statute—committed to quality, sustainability & ethical practices.

our manifesto

we promise to love you for all your flaws.

have your back no matter what.

never try to change who you are.

because every great skincare routine needs an accomplice.



swiss perfection in every drop for
timeless, ageless beauty



Made in Switzerland



brand positioning

- ❖ Scientific Luxury with Swiss Heritage – Unlike many mainstream skincare brands, Complice Skincare combines Swiss scientific precision with high-performance natural ingredients, ensuring both efficacy and sustainability.
- ❖ Sustainable & Clean Beauty – While traditional luxury brands often rely on synthetic formulations, Complice prioritizes vegan, cruelty-free, and sustainable skincare, free from silicones, parabens, and other harsh chemicals.
- ❖ Exclusive Yet Accessible – Positioned between ultra-premium brands like La Prairie and mass-market clean beauty brands, Complice offers luxury skincare with transparency and integrity, making high-quality formulations accessible to discerning consumers.
- ❖ Strategic Brand Visibility – Unlike conventional brands that rely solely on retail presence, Complice leverages strategic influencer collaborations, exclusive events, and editorial features
- ❖ Performance-Driven & Unisex – In contrast to brands that cater primarily to specific demographics, Complice offers clinically proven, high-performance skincare designed for all genders and all skin types.

functional beauty

We all want healthy, radiant, and youthful skin, and investing in skin health is an investment in confidence and well-being. Complice was created to deliver powerful yet sustainable anti-aging skincare, suitable for all skin types. Through extensive research, we developed a collection that effectively combats wrinkles, acne, dullness, and scarring while ensuring transparency and uncompromised quality.

With 45 years of Swiss scientific expertise, our formulas combine high-potency natural ingredients with an advanced line-smoothing molecule for unmatched anti-aging benefits. Designed to work with the skin's natural rhythm, Complice helps restore radiance, smooth fine lines, and enhance texture. Clinically proven, users report visible improvements in just two weeks.

The Complice Base Collection is more than skincare—it's a revolution in self-care. By prioritizing skin health, you protect against aging concerns while boosting confidence and resilience. Free from harsh chemicals, parabens, and silicones, our vegan and eco-conscious formulas redefine luxury skincare—offering high-performance results without compromise.

before



after





marketing strategy

- ❖ pr strategy: focus on exclusive events and influencer partnerships to enhance brand visibility and customer experience.
- ❖ influencer marketing: build trust through collaborations and expert engagement.
- ❖ event sponsorships: create memorable interactions at high-profile events to foster brand loyalty.
- ❖ brand positioning: emphasize sustainable luxury and swiss heritage to attract affluent consumers.
- ❖ customer engagement: utilize interactive pop-ups, personalized consultations, and high-value gifts to enhance customer experience and loyalty.
- ❖ awards recognition: leverage industry accolades to boost brand credibility.



the collection



AM SERUM

Complice Glow

Awaken timeless radiance

The COMPLICE GLOW AM SERUM offers a transformation in luminosity, flawless skin, unlocking a healthy glow with its powerful blend of antioxidants and calming anti-inflammatory ingredients. This serum has an invigorating cooling effect that renews skin elasticity to reveal youthful radiance for an undeniably fresh appearance.

PM SERUM

Complice Reset

The key to ageless skin

COMPLICE RESET PM SERUM is the key to ageless skin. High potency anti-aging complex, with a unique blend of rare, natural active ingredients, that accelerates the rejuvenation effect for immaculate skin.

Extraordinary nocturnal regeneration formulated by elite Swiss scientists, inspired by the essence of perfection.





24H MOISTURISER Complience Protection

Protect your skin & defy time

Our 24H MOISTURISER COMPLICE PROTECTION kick-starts skin rejuvenation across all layers with potent peptides, Hyaluronic Acid, Hydranov PA, PeptAide, and Early Boost PA. This advanced formula, the result of years of research, fosters a continuous cycle of renewal while protecting your skin.

CLEANSER

Complice Refresh & Clean

Rebalance, refresh, revitalize

Experience luxury with our anti-aging
CLEANSING GEL COMPLICE REFRESH
& CLEAN. Sophisticated actives
rebalance and purify while a cooling
burst refreshes. Revel in smooth,
revitalized skin, perfectly prepped for
the next step.





the team

shane james globe – ceo/co-founder

with over a decade of expertise in sales, logistics, and marketing, Shane leads Complice's strategic direction, ensuring excellence in B2B and B2C markets across Europe.

nives gadoni – coo/co-founder

a business development expert with 12+ years of experience, Nives drives global expansion, partnerships, and brand success with innovation and strategic acumen.



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