

Complice

Your partner in crime

your partner for perfection

*extracted from nature
45 years of research and expertise
formulated by elite swiss scientists
inspired by the essence*

made for perfection

OUR SUSTAINABILITY

Be the Partner in Crime with the Environment.

The Environment should be fortified, preserved, and restored with pure intention. Our Responsible Beauty value informs every element of our brand. From our green production processes, sustainable packaging, and clean formulations, we always ensure to respect both human health and the environment's health to deliver cleanskincare.

ALWAYS KEEPING IT CLEAN VEGAN CRUELTY-FREE PARABEN-FREE

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



ABOUT US

Welcome to Complice, your trusted partner for natural and sustainable skincare products

We are a company dedicated to developing high-quality and effective products that keep your skin looking healthy, radiant and young. Our team is made up of seasoned professionals with years of experience who aim to develop high-quality skincare products that are both effective and environmentally friendly. We had a vision to create a line of skincare products that not only meet customers' needs but are also in harmony with nature. So, we assembled a team of experts to make our idea a reality.

One of our biggest successes was recruiting an elite scientist from La Prairie with 45 years of experience in the anti-ageing sector to join our team. This scientist has helped us develop formulations that are based on natural ingredients and are powerful at the same time. We have also brought in additional consultants with many years of experience in the skincare business. These experts helped us develop our products and gave us valuable advice. Together, we have worked hard to make Complice one of the best natural skincare lines on the market. At Complice, we're not just about making high-quality skincare products, we're also about sustainability and protecting the environment. We pride ourselves on ensuring that our products are beneficial to both the skin and the environment.

Our team is passionate and dedicated and works tirelessly to keep improving our products. We believe in transparency and openness and love to share our knowledge of natural skincare with our customers. We are proud of what we have achieved so far and look forward to continuing to develop innovative products that will help our customers care for their skin naturally.

THE BRAND

DEFINITION

Complice \kɔ̃.plis\
'Your Partner in Crime'

Someone who knows you better than yourself. Someone who you usually get into trouble with. Someone who has your back no matter what. Someone who loves you even with all your flaws. Someone who won't change who you are.

MANIFESTO

We promise to love you for all your flaws.
Have your back no matter what.
And never try to change who you are.
Because we believe every great skincare regime needs an accomplice.

THE PERFECT FORMULA

The Science behind our formula is the perfect, unique combination with 100% natural high potency ingredients, that collaborate flawlessly together. With 45 years of research and experience, our Swiss elite scientist completed an unprecedented formula, that's ecological with efficacy studies, and an anti-aging miracle.

Our products encourage skin repair to kick-start the natural rejuvenating process to prevent external aggressors from causing more damage to your skin. 100% PURE SWISSNESS, made in Switzerland, where Innovation meets excellence. We honor the Swissness statute fully, and commit to quality, sustainability, and ethical practices.

WE PROMISE TO LOVE YOU FOR ALL YOUR FLAWS

Flaws and all, we all got them. Complice wants you to be the best version of yourself. Ultimately, what drives your decisions – and the key to becoming the best version of yourself – are your values and your standards. Your values make you who you are, but your standards define what you are willing to accept in life. We created the best and highest standards for your skin, to shine from the inside out.

WE BELIEVE, EVERY GREAT SKINCARE REGIME NEEDS AN ACCOMPLICE

With Complice on your side, you have a partner that enriches your skin cell regeneration, act as an antioxidant and anti-inflammatory essence, regulates sebum production to greatly enhance moisture in the skin, and protects your skin from pollution and stress. We have your back no matter what, if you have sensitive skin, Complice Skin products won't add to irritation, it will moisturize and hydrate your skin without clogging pores.

HAVE YOUR BACK NO MATTER WHAT

Your Complice got your back no matter what. If you have breakouts, dry skin, flammation, wrinkles, irritated skin, damaged skin, if you are surrounded by free radicals, break outs, stress, or eczema, we got you covered.

And never try to change who you are
.....just your skin regimen to achieve the perfect skin.

MADE IN SWITZERLAND...

where Innovation meets excellence, we honor the «Swissness» statute fully, and commit to quality, sustainability, and ethical practices.

explore our content on
<https://www.instagram.com/compliceskin>

THE COLLECTION

AM SERUM COMPLICE GLOW

EURO 149.90
30 ml



BENEFITS

- Anti-aging
- Anti-inflammatory
- Regenerating
- Morning serum
- Lifting
- Glow
- Smoothing

Complice presents the ultimate **AM SERUM**, combined the ultimate anti-aging corrective technology with a powerful antioxidant, anti-inflammatory with a cooling effect for a fresh feeling in the morning. Highly effective action on the visible signs of ageing: loss of skin elasticity and firmness, wrinkles, dull skin, imperfections, large pores. Its „lifting- effect“ formula offers the skin exceptional benefits from our exclusive active ingredients.

This powerful anti-aging concentrate provides intense, long-lasting moisture, restructuring the skin leaving it smooth, fresh, and youthful. The Skin can thus devote all its resources to its regeneration, for skin that is more beautiful and younger-looking, for longer – as if shielded from the visible signs of ageing.

- Skin is hydrated and appears plumper
- Fine lines and wrinkles appear reduced
- The skin is visibly smoothed and lifted.
- Promotes an appearance of improved resilience and elasticity.
- Locks in moisture and active ingredients from previous care steps.
- Strengthens the skin's natural moisture barrier, thereby preventing water loss.

SCIENCE

The latest science from Complice enhances a intense serum with vitamin C, 3 sorts of hyaluronic acid and a “glowing” agent.

The powerful result of this exceptional innovation is our AM Serum – which uses cutting-edge biotechnological research, to give new life and energy back to the very cells where beauty is born, it offers a potent formula for legendary lifting and firming.



am serum
Complice Glow



THE COLLECTION

PM SERUM

COMPLICE RESET

BENEFITS

- Anti-Aging
- Smoothing
- Regenerating
- Anti-inflammatory
- Lifting
- Night serum

Wrinkle smoothing night serum

Complice Skin PM Serum offers exceptional nocturnal regeneration. It targets sleep wrinkles and decongests the face. It offers the benefits of additional hours of sleep for the skin.

On waking, the skin is fresh, unwrinkled, and radiant.

Thanks to powerful ingredients, our formulation delivers all its age-defying power on the skin to combat the nocturnal hypoxia peak, when the oxygen deficiency in the cells is at its height and the lying position compresses certain areas of the skin which hinders flow of fluids. The skin appears regenerated and smooth.

Combined with a plant extract with firming, inflammatory and soothing properties, it helps combat wrinkles and face puffiness caused by lying down, so the skin looks rested on waking.

EURO 169.90
30 ml

- Fine lines and wrinkles appear reduced
- Rapidly diminish the look of lines and wrinkles for a regenerated look of youth
- The skin is visibly smoothed and lifted
- Promotes an appearance of improved resilience and elasticity
- Locks in moisture and active ingredients from previous care steps
- Strengthens the skin's natural moisture barrier, thereby preventing water loss
- Night Regeneration
- Boost natural collagen
- Healing & hydration, to reduce the look of dark circles and lines

SCIENCE

Through experience and research, our Swiss elite scientists combined Liposomale Retinol, Pentavitin and boost all components with NovoRetin. A molecule coveted for its unmatched line-smoothing efficacy. Our scientists were determined to bring this Serum to life, this elusive strength beyond lifting and firming. Designed to work in conjunction with the skin's natural rhythm, PM Serum helps counteract age-induced decreases in skin functionality.



pm serum
Complice Reset



THE COLLECTION

BENEFITS

- Anti-aging
- Regenerating
- Smoothing
- Protection

24H MOISTURIZER COMPLICE PROTECTION

EURO 79.90
50ml



SCIENCE

The 24H moisturizer offers the best 24 hour protection and modern science to preserve the youthfulness of their skin. The Cream impresses with its exquisite anti-aging effect and sensual texture, which gives the skin pure well-being. The innovative technology of the comprehensive care is based on the extraordinary power of the combination of the ingredients, and thus enables an effective fight against visible signs of skin aging. The skin is intensively supported in its natural regeneration processes and can not only gain in youthfulness and freshness, but is a powerful antioxidant.

Our 24H Moisturizer addresses a multitude of interconnected rejuvenating processes in the skin. By activating these key ingredients, the rejuvenating processes gets a kick start across skin layers. This regeneration on each level creates a virtuous loop of rejuvenation. The result of years of research – the time required to create a true masterpiece, that as well protects your skin. A combination of potent peptides fused together by the power of , Hyaluronic acid, Hydranov PA, PeptAide, Early Boost PA, it is designed to encourage and sustain the virtuous loop of rejuvenation.

24H Moisturizer
Complice
Protection



THE COLLECTION

CLEANSER COMPLICE REFRESH & CLEAN

EURO 49.90
150 ml



BENEFITS

- Anti-aging
- Regenerating
- Clean & Refreshing tint
- Anti-inflammation

This luxury gel cleanser draws out impurities, excess oil, make up and pollutants with a refreshingly light touch. Daily debris is removed to help the complexion maintain its delicate balance, then rinses right off. Skin looks energized, fresh and vibrant.

SCIENCE

Mild cleansing gel with potent actives that work to rebalance irritated skin and support its natural protective functions. It removes excess oil and daily grime without drying it out.

Colling agent provides freshness and energy kick. Leaves the skin feeling relaxed, smooth, and ready for the next stage of the skin-care routine.



cleanser
Complice Refresh & Clean



THE TEAM

SHANE JAMES GLOBE CEO/CO-FOUNDER

Shane James Globe, our CEO, brings over a decade of expertise in sales, management, project management, logistics, and marketing. Originating from London, he honed his skills in Barcelona, handling sales, management, and international shipping logistics. Shane is a dynamic professional with a robust background in customer management, supply chain, and sales in both B2B and B2C settings.

Trained in copywriting, marketing, and social media, he specializes in the skincare industry. As the head of strategic direction for Complice, Shane's aim is to elevate the company to new heights. Fluent in English, he possesses a widespread network across Europe.



NIVES GADONI COO/CO-FOUNDER

Nives Gadoni, a seasoned business developer and sales expert, boasts an extensive international background and a well-established network. With over 12 years of experience, she excels in delivering successful solutions to businesses, showcasing her skills as a persuasive negotiator. Nives applies integrity and professionalism in presenting joint ventures, evaluating acquisition opportunities, and identifying new markets.

As an innovative thinker, she continually identifies more efficient ways to increase corporate wealth. Nives is actively involved in day-to-day business operations and sales, contributing to the overall success of the organization. Proficient in German and English, she also possesses knowledge of Italian.



WHY COMPLICE

We all want young, fresh, and luminous skin. By ensuring that your skin is healthy and vibrant, you can not only boost your self confidence, but also protect yourself against conditions associated with aging or unhealthy skin such as acne, wrinkles, rashes and scarring. Investing in the health of our largest organ -your skin- brings rewards far beyond physical beauty; it's truly an investment into ourselves on all levels! We believe it's essential to create meaningful connections with our customers, and so we set out on a mission; we wanted to create something powerful & luxurious, yet sustainable and suitable for all skin types - an anti-aging serum of the highest potency at a reasonable cost and backed by studies. After countless interviews and conversations about what was lacking on the market; Complice came alive: introducing an anti-aging product line, that delivers real results for real people! Our trials showed off just how incredible our products are; from its texture to smell all promises were kept... making transparency, honesty & beauty not just within reach, but also available without compromise. All our products are without silicones, parabens, petroleum, PEG, kerosene, chemical preservatives, allergenic fragrances, dyes, SLS, are vegan and cruelty-free.

Through 45 years of experience and research, our swiss elite scientists, that have work with the likes of La Prairie, were determined to bring this new invented anti-aging Brand to life. Combining high potency all natural ingredients, with a molecule coveted for its unmatched line-smoothing efficacy. We made sure the formulations complex elusive strength is beyond lifting and firming. Designed to work in conjunction with the skin's natural rhythm, Complice helps counteract age-induced decreases in skin functionality. Our products are backed by in-vivo studies that reinforce Complice's effectiveness, the measurable and noticeable results conducted by men and women, reveal improved radiance, a reduction of fine lines and wrinkles and improvement in the skin's texture after using daily for 2 weeks. With an ever-growing market of skincare brands, we wanted to create something different and special: a brand that would not only help you get flawless skin but also become your partner on this journey. Fall in love with your skin.

With the revolutionary COMPLICE BASE COLLECTION, we are set to redefine skincare standards forever. By caring for our biggest organ -our skin- you can protect yourself from blemishes, dryness, wrinkles, dullness and scarring while also building a sense of self confidence and assurance in your looks!

Here at Complice, our fundamental objective is providing powerful yet ecological products that suit all kinds of customers; enabling meaningful connections with them on many levels. Investing into good skin health has huge benefits beyond physical beauty alone: it's an investment into ourselves. Our breakthrough product line redefines the standard of beauty, bringing it within accessible reach - no compromises required. Our trials uncovered a luxurious and effective products, that we take immense pride in; free from all harsh chemicals like parabens and silicones, this is an exceptional skincare solution for everyone. COMPLICE BASE COLLECTION is affordable, supported by in-vivo studies, makes us stand out with our groundbreaking formula. We are committed to providing customers with full transparency and trustworthiness as a part of their experience!

DEFINITION

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MARKETING

Our brand stands out because of the superior customer experience we deliver. Not only does the quality matter, but our commitment to consistency in all platforms helps cultivate a cohesive feel for customers whether they're looking at us online, visiting us in retailer stores or engaging with us over-the-phone. Our social media presence keeps costumers informed and engaged while samples sent from our team help people get acquainted with new products available on the market; plus complice consultant service provides custom solutions tailored to individual needs! To top it off, exciting giveaways as well as events and competitions spice up everyone's shopping journey - offering unbeatable rewards just waiting to be won! At Complice, we make sure that the customer is always at the center of what matters. We use a single view to provide unified experiences regardless of contact medium – enabling an omnichannel approach for powerful marketing initiatives.



BEFORE



AFTER



STORE IDEAS

- **FEATURE WALL DISPLAY:**

A PROMINENT WALL OR SECTION OF THE STORE AS A FEATURE WALL TO SHOWCASE OUR PRODUCTS. USE LARGE, VISUALLY CAPTIVATING GRAPHICS OR A STRIKING BRAND IMAGE AS THE BACKDROP.









STATE OF COMPLICE

- our web shop, where we sell in Switzerland, all Europe & UK
- in 3 different Spa's in Switzerland
- Sephora UK (first Online Shop, then in Store as well)
- India has a 3-year exclusive contract with us, where they purchase a min. amount per year.
- Pakistan has a 3-year exclusive contract with us, where they purchase a min. amount per year – Contract is on ice because of issues within the country.
- 4 SKU's with 4'500 Products of each stock in warehouse (50% in Switzerland, 50% in Austria)
- Warehouse close to Airport Zürich
- Warehouse in London (only 6 Units until more orders occur)
- Warehouse in Hohenems Austria
- Registered in Switzerland, EU & UK
- Trademark registered - USA, Russia, Serbia & Japan refusal, can be litigated
- Formula owned by company
- We work with 15 Agents internationally

SALES

Sales since the launch in total: **CHF 7'972.89**

Those sales are from the 2 Spa's we sell offline in Switzerland, the web shop, and 2 wholesale order's.

Our budget for the month August 23, and September 23 were very low, so not much engagement and in only 2 Months we were not able to reach a large audience. With the right investment and partner the sales will be able to flourish.

CURRENT MONTHLY EXPENSES

- Warehouse Switzerland :	CHF	108.-
- Warehouse Austria:	CHF	108.-
- Warehouse UK	£	130.-
- Accounting EU (Austria)	Euro	200.-
- Dropbox:	CHF	45.-
- LinkedIn:	CHF	109.-
- <u>legal protection insurance</u>	CHF	<u>90.-</u>
Total	CHF	790.-

Accounting

CHF 5'000.- (yearly)

PARTNERSHIPS

COMPLICE PRODUCTS - EXISTING PARTNERSHIPS

Sephora UK

https://www.sephora.co.uk/brands/Complice?q=COMPLICE&q_typ=f

Galeria Kaufhaus Germany

<https://www.galeria.de/suche?q=complice>

MyBeautyworld UK

<https://mybeautyworld.net/collections/complice>

Trading Troppers NL

<https://www.friseurtotal.ch/marken/complice>

<https://www.salontotal.ch/produit/complice-protection-24h-moisturizer-50ml-33521>

<https://www.salonline.com/nl/brands/complice>

Complice Products are available at this SPA in Switzerland

<https://www.kosmedswitzerland.ch>

A deal with a Retail-Chain in Germany with over 200 Stores is to 90% confirmed.
The purchase amount is still open

POSSIBLE PARTNERSHIPS (IN NEGOTIATION)

<https://rivegauche.ru>

<https://letoilecosmetiques.com/en/>

<https://www.selfridges.com/GB/en>

<https://www.harrods.com/en-gb/>

<https://www.beauty-alliance.ch>

<https://www.breuninger.com/ch/>

<https://www.spacenk.com/uk/home>

<https://www.harveynichols.com>

<https://www.lookfantastic.com>

<https://www.mueller.ch>

Client	Country	Status	Information
DNO Group	India	Waiting for first Order (war in Israel is stopping the process)	
Komtex	Russia, Kazakhstan, Armenia, Belarus and Kyrgyzstan	Waiting for feedback for purchase prices and quantity	Are interested in exclusivity
Shezahd Enterprises	Pakistan	Pakistan has stopped all imports and exports, and is waiting for new negotiations, our contract is closed	Wants to buy for Euro 60'000/year
Sales Agent Terence O'Mahoey	England	Waiting for feedback from distributor and retail	
Sales Agent Farred Morocos	UAE	Waiting for feedback from distributor and retail	
Sales Agent Afraa	UAE	Waiting for feedback from distributor and retail	

Client	Country	Status	Information
Tiberiu/Global Distribution	Rumania	Waits for licenses, and more products to order from us. Think needs about 1 month	Will order for about CHF 7,000 Euro fist order
RiveGauche Russia	Russia	Products Testing, comes with feedback	Interested in exclusivity
Sales Agent Mikhail	Russia	Waiting for feedback from distributor and retail	
Sales Agent Yulia Plakhotnyuk	Russia	Waiting for feedback from distributor and retail	
Sales Agent Julia Kasatkind/ L'etoile	Russia	Waiting for feedback from distributor and retail	
Sales Agent Erika Feather (Selfridges, Watson, lookfantastic.com)	England, US, Netherlands	Waiting for feedback from distributor and retail	Opportunity at Selfridges for 15,000/year and store cost
Sales Agent Vimla Lavani, Harrods, NKSPACE, Harvey Nikels, contact to a huge influencer in India	England	Waiting for feedback from distributor and retail	

Client	Country	Status	Information
Sales Agent Ramzy	UAE	Waiting for feedback from distributor and retail	
Bernhard Sander (Agent)	Germany	About to close with Wir für Sie Stores in Germany (228 Stores) & Müller Gruppe	
Sales Agent Daniel Van Wurlik (Unliever)	UK & USA	Waiting for feedback from distributor and retail	
Pier Auge (Netherlands)	Netherlands	Exklusiv Netherlands, already sold to one client (Trading trappers)	
Sales Agent Denis Matrosov	Cyprus und Russia	Waiting for feedback from distributor and retail	

Client	Country	Status	Information
Beauty Alliance	Germany	We are in the onboarding process	
Tina Soogard Agent + Registration	UK	Waiting for feedback from distributor and retail	
Sephora.uk	UK	We are online, need to do marketing	
Galeria.de	Germany	We are online, need to do marketing	
https://mybeautyworld.net	UK	We are online	

OUR DESIRED ATTRIBUTES

Regrettably, after a two-year collaboration, our investor has withdrawn from the project due to divergent views on its future direction. The disagreement primarily stemmed from a reluctance to make substantial investments in marketing, a critical aspect for a burgeoning brand seeking visibility in the market. Additionally, there was a lack of support for new partnerships, brick-and-mortar stores, and online marketing for our existing collaborations. With adequate financial backing, we have the potential to expand our presence both online and offline.

It's noteworthy that the investor provided a loan but does not hold any ownership stake in the company.

We are actively seeking a new partner and are open to exploring various possibilities. Our ideal partner is someone who can provide what COMPLICE requires – a professional team passionate about skincare and sharing the same values as our brand.

FUTURE VISION AND ASPIRATIONS

COMPLICE envisions an international expansion and the addition of new collections in the future. Our discussions with La Prairie's scientist have inspired plans to create more products featuring a special formulation. This formulation includes a recently legalized ingredient that offers remarkable benefits to the skin, marking a breakthrough in the anti-aging sector.

Our aspirations include introducing a toner, a face mask, an SPF face cream, and an eye cream to our product lineup. Securing 8 or more SKUs could pave the way for collaboration with Rive Gauche, with whom we are in contact through the individual responsible for the luxury sector. Increasing our SKU count would enhance our visibility in stores, potentially opening doors to premium stores and malls.

We have established strong connections with leading specialists in e-commerce. With a strategic investment, we believe our online store can achieve significant success, allowing us to maintain a larger profit margin. COMPLICE is poised for a bright and promising future.

SHAREHOLDERS

Nives Gadoni (De Souza) 50%

Shane James Globe (De Souza) 50%


We both contributed all the work to building the company from the ground up.

Shane can contribute with content and marketing. Nives can dedicate her full attention to the COMPLICE project. We are open to negotiation and exploring the best arrangement for the success of the project.

CONTACT US

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