



## LUX BEAUTY CLUB

Affordable luxury hair extensions delivered to YOU

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# Problem



Hair extensions are not a fad—they're a lifestyle

Hair extensions are expensive: \$1,000 retail today

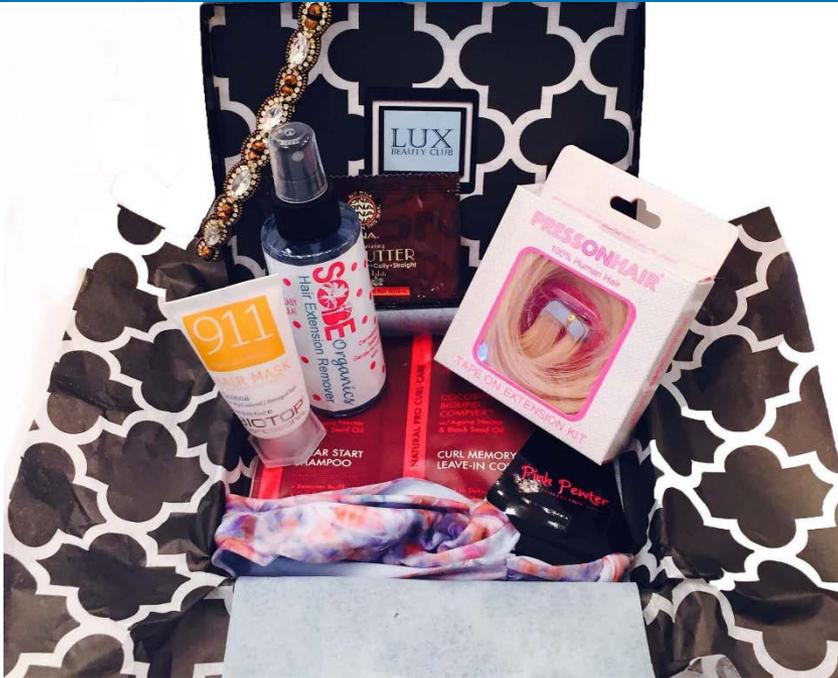
Women need to maintain extensions and other hair needs monthly, looking for a DIY option

Stylists keep cost of extensions a secret

No option to find an affordable stylist to help install

Quality and selection are hit or miss

# Solution



Auto-ship replacement extensions and salon quality products monthly



Consumers:  
Reduce the cost by 30% -40%  
Offer convenience of add on products required for maintenance

Stylists:  
Reduce the cost by 15% -25%  
Increase customer base

Offer unique tiers for consumers

Allow consumers to customize each shipment

Two prong business model: higher end on-line and synthetic at mass retail

# The Beginning...



Business partner started SOBE Organics in 2011 and asked me to partner with her in 2012

Frustration at spending hundreds she began sourcing herself and selling to friends on-line

Leslie the creative I was the Wall Street business side she needed to grow the business from hobby to real company.

She had invested 20K and then I invested 20K as well. As well as bridge loan from Accion. Nobody would loan us money.

We trust each other with our lives, partnership is key you can't do it alone.

Join business groups and accelerators to leverage their network, such as AccessLatina. Business contests.



# Do's and Don'ts. Lessons Learned.



DO listen to advice from others that have gone through this  
DO all your research before making a big decision  
DO surround yourself with positive people that want YOU to succeed

DON'T overthink your decisions, be confident and make it!  
DON'T think you know everything!  
DON'T burn any bridges as you will need them down the road!  
DON'T be afraid to fail!

Lesson Learned: Logistics

We have made so many mistakes with sourcing and packaging. Once we went to China our problems were solved. New problems everyday!

# Strategy so far



First to market with a direct to consumer hair extension experience

We are experts: We have the hair sources  
Our synthetic line in 50 Harmon Stores May 2016,  
with 1,200 Bed bath & Beyond Sept 2016

TV and Brand Ambassadors #luxbeauties

Goals – Market Leader  
5 years – Successful Exit

# Team



**Leslie Wilson-Namad, CEO & Creative Director**

Founder, [seamlesstapehairextensions.com](http://seamlesstapehairextensions.com) & [SoBeOrganics.com](http://SoBeOrganics.com)



**Victoria Flores, COO & CMO**

Founder, Press On Hair, sold at mass retail



**Michael Brady, Advisor**

CEO Brazilian Blow Out, hair industry expert



**Martin Toha, Advisor**

CEO, Pentius, B2C & eCommerce software expert



**Rohit Pursram, Advisor**

Angel investor & mobile entrepreneur



**Dee Anna McPherson, Advisor**

VP of Marketing at Hootsuite, former Yammer executive

# Why Lux Beauty Club?



Total addressable market: over 2B in US alone;  
There is a need in the marketplace for hair product subscription service.

Hair extension experience currently not accessible to everyone.

We brought it to mass retail as well. Bed Bath & Beyond

Human hair starts at \$47.99 on on-line

The model has been successful; Dollar Shave Club for hair extensions

Built a strong team