

ACQUISITION OF TOWER 28 BEAUTY

22/06/2024



Prepared For :
Forma Brands, LLC.

Forma Brands, LLC.
22 4th Street,
San Francisco

ABOUT PROPOSAL



FORMA BRANDS,
LLC. TO ACQUIRE
CLEAN BEAUTY
BRAND TOWER 28
BEAUTY

Following our acquisition by Jefferies Finance LLC, I'm thrilled to announce that Forma Brands, LLC. is now in a position of financial strength. This strategic move enables us to fully support our new long-term growth strategy, with a strong emphasis on expanding our global wholesale and e-commerce operations. As we aim to reinforce Forma Brands, LLC. and its diverse range of innovative beauty brands, we are actively exploring potential acquisitions. Therefore I suggest the acquisition of indie beauty brand, Tower 28 Beauty.

FORMA BRANDS, LLC.

STRENGTHS

- Strong Brand Portfolio
- Innovative Product Development
- Extensive Distribution Network

WEAKNESSES

- Limited Global Presence
- Dependency on External Retailers

VERENA
SACCACIO
DIGITAL STRATEGY
SOCIAL MEDIA
COPYWRITING
ESTD 2020

THREATS

- Intense Competition
- Shifting Consumer Preferences
- Regulatory Challenges

OPPORTUNITIES

- Market Expansion
- Increasing Demand for Natural and Sustainable Products

TOWER 28 BEAUTY

"A meeting place for
locals, **Tower 28**
symbolizes everything we
believe in - **community,**
healthy fun, and clean
living. At **Tower 28 Beauty,**
we like our beauty
products the way we like
our beaches: **clean, full of**
sunshine, and for
everyone."

Tower 28 Beauty represents the essence of its brand's vision: fostering community, embracing healthy fun, and advocating for clean living. Since its launch in April 2019, **Tower 28 Beauty** has garnered a dedicated following. The brand's affordable clean beauty is specially formulated for sensitive skin, free from fragrance and essential oils. **Tower 28 Beauty** take pride in being the only brand that strictly adheres to the National Eczema Association ingredient guidelines, offering trusted products for all.

MEET THE FOUNDER

Amy Liu, CEO of **Tower 28 Beauty**, left her successful career as a beauty executive after 15 years to start her own clean beauty brand in her 40s. Frustrated by the lack of representation in the "White, blonde beach culture" she grew up in, Amy created **Tower 28 Beauty** to offer a line of beauty products that not only embody cool and beachy vibes but also flatter every skin tone. Her brand embodies inclusivity, community, healthy fun, and clean living.

"I THINK THE THING I REALLY LOVE ABOUT MAKEUP IS MAKEUP MAKES PEOPLE HAPPY. AND IT MAKES THEM FEEL MORE CONFIDENT ABOUT THEMSELVES,"
AMY LIU.



Yasmin Nouri, dot.LA

Forma Brands, LLC.

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HOW DOES TOWER 28 BEAUTY FIT INTO FORMA

Like our existing brands, **Tower 28** offers more than just beauty products, but affordable, clean and innovative ways for individuals to express themselves and find their community.

At **FORMA** we work with visionary founders and successful entrepreneurs to help tell their story. We are who we represent, whether that be leading the way with the lip (Lipstick Queen), serving as more than just makeup (Jaclyn Cosmetics), or existing for the dreamers and creators (Morphe, Morphe 2).

WE TELL THE
STORIES OF
VISIONARY
FOUNDERS AND
SUCCESSFUL
ENTREPRENEURS
ACROSS MUSIC,
ENTERTAINMENT,
AND BEAUTY BY
PARTNERING
WITH THEM TO
CREATE BRANDS
REFLECTING
THEIR CREATIVE
EXPRESSION.

OUR BEAUTY BRANDS

JACLYN
COSMETICS

M

MORPHE
2

LIPSTICK
QUEEN

Forma Brands, LLC.

22 4th Street,
San Francisco

STABILITY, THEN ECONOMICS

Following our acquisition by Jefferies Finance LLC, Forma Brands, LLC. is now in a position of financial strength. This strategic move now enables us to fully support our new long-term growth strategy. With a strong emphasis on expanding our global wholesale and e-commerce operations, its important we look to acquire brands like **Tower 28 Beauty** that offer both profit and stability.

Founded in 2019,
Tower 28 Beauty is a
privately held
beauty brand.

Tower 28 Beauty
sales by the end of
2019 were predicted
to be between
\$300,000 and
\$400,000

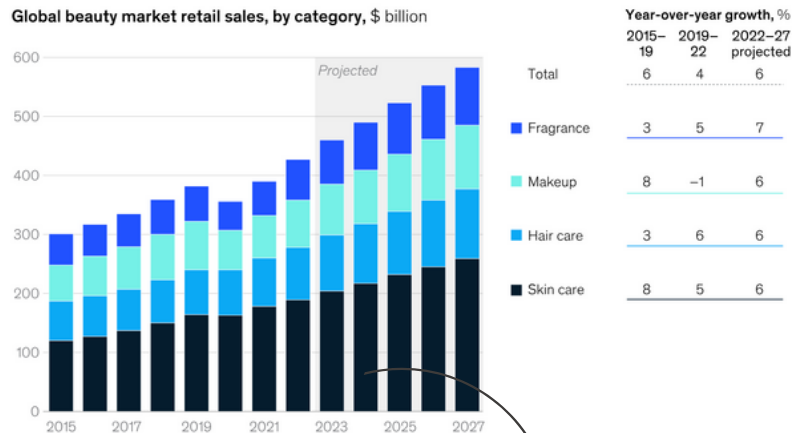
Tower 28 Beauty's
current revenue is
9.6 Million

Tower 28 Beauty sales
in 2020 were expected
to reach between \$2
million and \$3 million

Everything sold at
Tower 28 is priced at
\$28 or under

FUTURE MARKET GROWTH

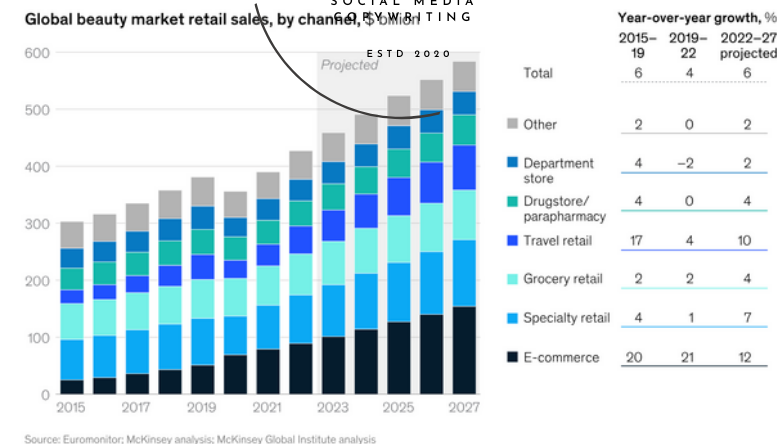
The four main beauty categories are projected to grow in the next few years.



Source: Euromonitor; McKinsey analysis; McKinsey Global Institute analysis

VERENA SACCACCIO
DIGITAL STRATEGY
SOCIAL MEDIA
CONTENT MARKETING

E-commerce is the fastest-growing channel for beauty products.



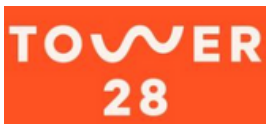
Source: Euromonitor; McKinsey analysis; McKinsey Global Institute analysis

The rise of wellness represents an exciting opportunity for FORMA, with a potential global market worth nearly \$2 trillion. As customers increasingly seek products that promote both beauty and well-being, the lines between the two are blurring. The acquisition of **Tower 28 Beauty**--an e-commerce brand that offers both clean makeup and skincare--aligns perfectly with consumer demand while tapping into a new market of beauty: clean beauty. With the projected growth of the wellness industry at a 10% CAGR until 2027, capitalizing on this trend through the acquisition of **Tower 28 Beauty** will give FORMA a competitive advantage in the market.

CULTURAL FIT

Like our existing beauty brands, **Tower 28 Beauty** offers more than just beauty products, but affordable, cruelty-free and innovative ways for individuals to express themselves and find their community.

OUR BEAUTY BRANDS



MISSION

A meeting place for locals, Tower 28 symbolizes everything we believe in **Y E R E N A S A C C I O** community, healthy living, fun, and clean living.

It's more than just makeup.

A beauty brand created for the creators. For the dreamers. For those looking for killer makeup without killing their wallet.

Lipstick Queen invites you to break beauty barriers and lead the way with lip.

CATEGORY

Makeup & Skincare

Makeup

Makeup

Makeup

CRUELTY- FREE



DEPENDABLE LEADERSHIP



AMY LIU
CEO/FOUNDER



VICTOR LIU
CFO



CHARLES CHASE
INVESTOR/BOARD
DIRECTOR



GINA WHITEHURST
VP SALES



ALEXANDRA KALATZIS
DIRECTOR
MARKETING



SEAN G.
DIRECTOR, CONSUMER
MARKETING

Tower 28 Beauty comprises individuals with diverse backgrounds and a shared love for beauty, fashion, and brand management. Each member brings their unique expertise and experience to the table, fueling the brand's success. From beauty enthusiasts and skincare admirers to fashion-savvy professionals and adept brand managers, their collective knowledge and passion create a spirited and innovative work environment. This shared interest and knowledge of the industry fosters a deep understanding of consumer needs, enabling **Tower 28 Beauty** to create and offer clean products that resonate with their audience and make a lasting impact in the market.

STRONG BRAND REPUTATION

PROMISE



- HEALTHY
 - CLEAN
 - AFFORDABLE
 - VERENA SACCACCIO
- DIGITAL STRATEGY
SOCIAL MEDIA
COPYWRITING
ESTD 2020

★★★★★

Jan 18, 2023

New Staple!



Squeeze - juicy coral

Love that this product is clean, vegan, and fragrance-free! Didn't expect the color payoff in one swipe! Looks like a lipstick but has the texture of a lip balm!

★★★★★

Jan 30, 2023

Obsessed!



Shake - juicy sheer pink

I have been using this product for around a week now and I am obsessed !!!! It is so comfortable and hydrating which is perfect for no make up make up days. it has a slight tint and gives you the your lips but better look. Highly recommend!!!

[Read less](#)

- Consistent delivery of the product
- Attentive, prompt and committed to exceeding customer expectations

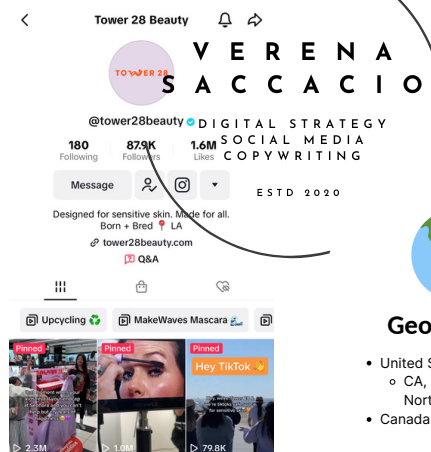
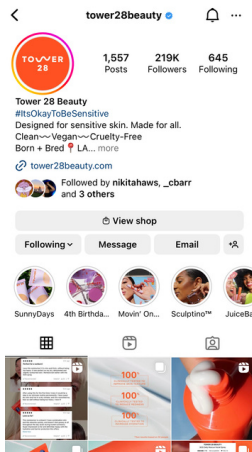
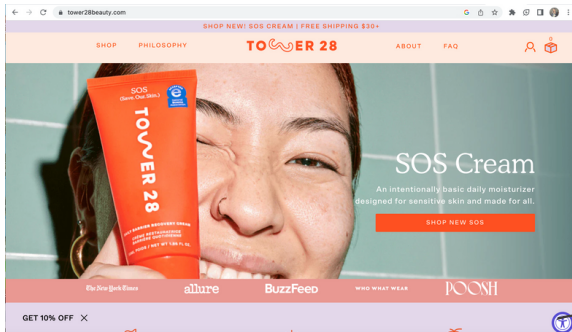
- QUALITY
- PRICING
- DIFFERENTIATION
- SOCIAL MEDIA

PERFORMANCE

POSITIONING STRATEGIES

REACH & ENGAGEMENT

MEDIA CHANNELS



ENGAGEMENT

INSTAGRAM

219k
FOLLOWERS
1.07
POSTS PER DAY
1.35k
ENGAGEMENT PER POST

WEBSITE

Traffic
52.6K 6.05%
Current (Jun 2023) **52.6K**
Previous (May 2023) **49.6K**
Difference **+3K (6.05%)**

TARGET MARKET



Geographics

- United States
 - CA, TX, NY, and Northwest
- Canada



Demographics

- Ages 18-34
- Women



Psychographics

- Values community, health & wellness
- Avid social media user
- Quality>Quantity

Tower 28 Beauty, an e-commerce brand, thrives in the digital realm through email marketing, social media, and their website. They sell products both online and in-store at Sephora and Amazon. Domestic shipping covers 50 states and Canada, while international shipping is \$15. While they have a broad social media reach, their core customers are women in NY, CA, TX, and the Northwest. **Tower 28 Beauty's** strong social media presence, dedicated following, and partnerships with retailers contribute to effective promotion and increased market share. Therefore, FORMA's acquisition of **Tower 28 Beauty** enhances our credibility by aligning with an innovative, reputable, and popular brand.

THANK YOU



FORMA BRANDS,
LLC. TO ACQUIRE
CLEAN BEAUTY
BRAND TOWER 28
BEAUTY

The acquisition of **Tower 28 Beauty**, a leading clean beauty e-commerce brand, aligns with our long-term growth strategy and expands our global wholesale and e-commerce operations. This move not only enhances our credibility but also aligns us with an innovative, reputable, and popular brand in the industry. As the wellness industry is projected to grow at a 10% CAGR until 2027, acquiring **Tower 28 Beauty** positions us to effectively capitalize on this trend and tap into the expanding market of clean beauty.