FROM PANDEMIC PIVOT TO POWERHOUSE:

LUXE BEAUTY & WELLNESS - A TRANSFORMATIVE JOURNEY

Luxe
Beauty & Wellness Group

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RESPONDING TO A NEED: THE GENESIS OF LUXE BEAUTY & WELLNESS

Introduction of Luxe Skin Antibacterial Wipes as the starting point.





LEVERAGING TECHNOLOGY FOR EXPONENTIAL GROWTH



- Utilize social media such as TikTok to build brand awareness and credibility.
- Digital Marketing and content creation.
- E-commerce Platforms

Shopee Lazada

BUILDING A BEAUTY & WELLNESS ECOSYSTEM

From a single product to a multi-brand company.

LUXE Skin™

Luxe Slim™

LUXE COSMETICS™

Luxe Kids

COLLAVERA



THE FUTURE OF LUXE: CONTINUED INNOVATION AND EXPANSION



PHILUXE PHARMACEUTICAL

Anna-E

surearly

THE PILLARS OF TRANSFORMATION: INNOVATION AND ADAPTABILITY

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- Identifying unmet needs
- Strategic use of digital marketing
- Agile Product Development
- Building a strong brand identity



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STRATEGIC COLLABORATIONS: AMPLIFYING THE LUXE EXPERIENCE



- Handpicked partnerships
- Beyond Endorsements
- Synergistic Brand Alignment
- Transparency and authenticity

NAVIGATING THE PATH: CHALLENGES & TRIUMPHS



- Failures as Stepping Stone
- The power of adaptability
- Strong support network
- Continous learning
- Perseverance and Grit
- The importance of Self-reflection

EXPANDING THE VISION: GLOBAL REACH & RETAIL DOMINANCE

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- Strategic Distribution Partnership (International markets, Watsons)
- Strategic Retail Presence (SM Malls)



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THANK YOU



ANNA MAGKAWAS
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