



Look Fabulous Forever

3rd March 2021



“We’re on a mission to lasso a generation to look, feel and live fabulously forever.”



Our Story

Look Fabulous Forever is a makeup and skincare brand with a range of products aimed at women over 50

Launched in 2013 by entrepreneur Tricia Cusden who felt there was a place in the market for products specifically designed to suit her skin and with a positive message about ageing

LFF is a direct to consumer, e-commerce brand

LFF has been short-listed for several business awards and has won the **CEW Google Digital Beauty Award** (2015), **Nectar Entrepreneur of the Year** (2016) and the **StartUp Women in Business Award** (2017).



Our Philosophy

We create pro-age makeup for women who want to look and feel fabulous

We encourage women to feel confident about their age and appearance no matter what their age is

We formulate products for the specific needs of more mature skin



Why do older women need different products?



- Older skin is drier and more absorbent - foundation formulated for younger skin disappears. Face primer is the answer
- Eyelids become crepey so eye shadows move around and look messy - eye primer is the solution
- Lipstick feathers and bleeds into fine lines around the edges of the lips - lip primer stops this
- Too much powder makes skin look older and duller - cream to powder formulations stop this happening
- Glitter in eye shadow draws attention to creases and crepiness - all our eye shadows are matte
- Brows are sparser and lack definition. A natural Looking brow product is the solution



Our Products

Our Bestsellers

- Smooth Like Silk Face Prime
- Never Feather Lip Prime
- Smooth Out Eye Prime

Face Products

- Continuous Cover Foundation
- Light Look Beauty Balm
- Instant Bright Highlight
- Real Radiance Blush
- Cover to Cover Conceal
- Colour Balance Neutralisers
- Perfect Finish Pressed Powder
- Enduring Summer Bronze

Eye Products

- No Shimmer Eye Shade
- Sheer Brilliance Lid Colour
- Lithe Lash Mascara
- Bring Back Brow Shape

Accessories

- Brushes
- Eyelash Curlers
- Makeup Bag

Skincare

- Deeply Dreamy Night Cream
- Smooth the Day Face Cream
- Hydration Hold Face Serum
- A Clean Sweep Eye Makeup Remover
- Perfectly Clean Daily

Lip Products

- Lustrous Colour Lip Colour
- Gorgeous Gloss Lip Shine



A Family Business

- Tricia Cusden, founded the business in 2013
- Anna Cusden, joined in 2014, MD in 2016
- Suzy Stern joined in 2015, now Operations Director



Tricia Cusden

- Tricia is a trusted source of information to our customers
- Her [weekly Sunday blog](#) covering all kinds of subjects from fitness and diet, to challenging ageism and driving sports cars has a monthly readership of 32K
- She has established herself as a thought-leader on issues affecting older women and is regularly called upon to give her opinion in the media for example in the [Daily Mail](#) and on the [BBC](#).
- Tricia and LFF products have been featured many times in the national and international media including [The Times](#), [The Telegraph](#) and ITV's This Morning amongst others
- Her book [Living the Life More Fabulous – a Handbook to Beauty, Style and Empowerment](#) is published by Orion Spring





Key Moments

2014

- YouTube Tutorials take off
- First piece of press coverage in Daily Mail

2016

- Tricia featured in The Times
- Orion Book Deal

2019

- Opened Guildford Shop
- Launched further skincare products

2015

- Winner of the Google / CEW Digital Beauty Brand
- Runner up Guardian Startup of the Year
- **BBC Breakfast Interview**

2018

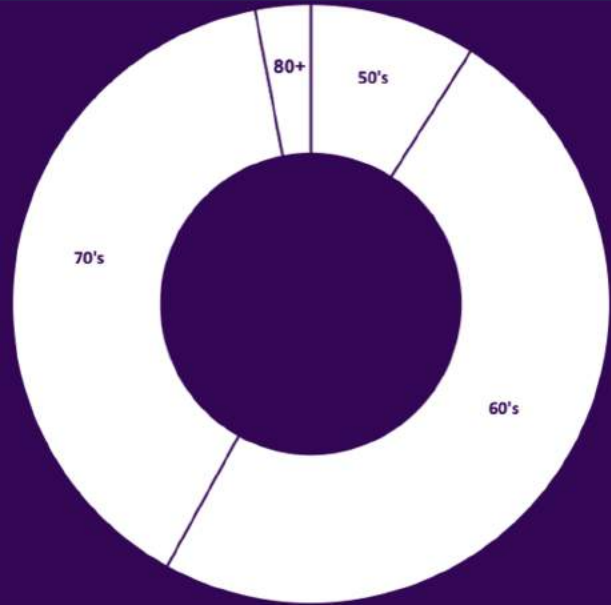
- Tricia's book published
- Makeup included in Oscars' Goody Bag
- Introduced skincare
- Opened Wimbledon shop

2020

- Survived global pandemic!



Our Customers



9% 50s
49% 60s
39% 70s
3% 80+

A golden opportunity most brands
are missing

**Over 65s are the fastest growing
marketing in ecommerce**

- 98% of our customers shop online for non-food products
 - 40% do **all or most** of their shopping online
- 88% have used online banking
- 88% have booked travel online
- 82% watch TV or movies online

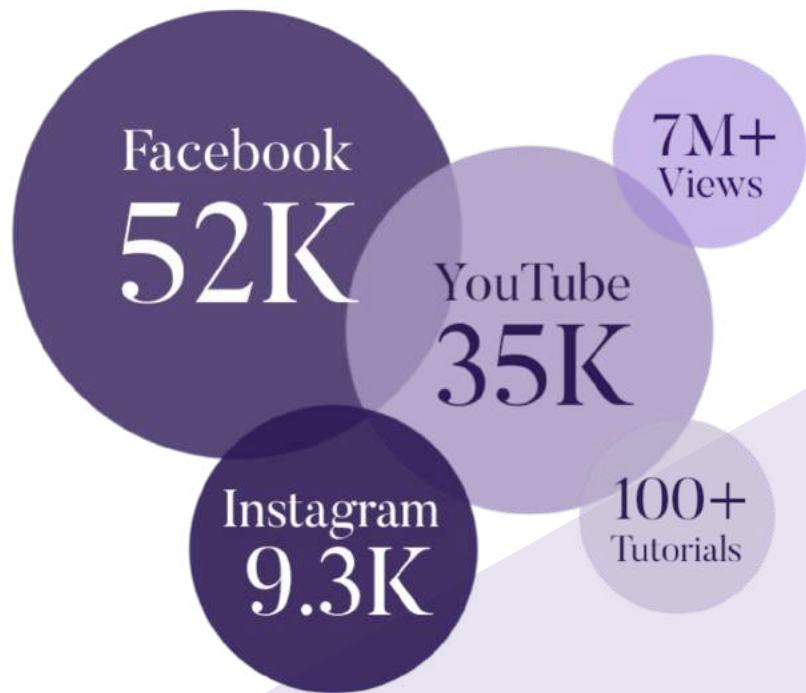


Our customers

Our customers have more disposable income than millennials and Gen Z

- Our customers are highly affluent:
 - **98%** say they have money left over at the end of the month
 - **85%** feel they can enjoy life because of the way they manage their money
 - **67%** could comfortably handle a major unexpected expense
- Homeowners
- Mix of suburban and urban
- They are incredibly loyal, **97%** of our customers intend to buy with us again





Engaging Social Channels

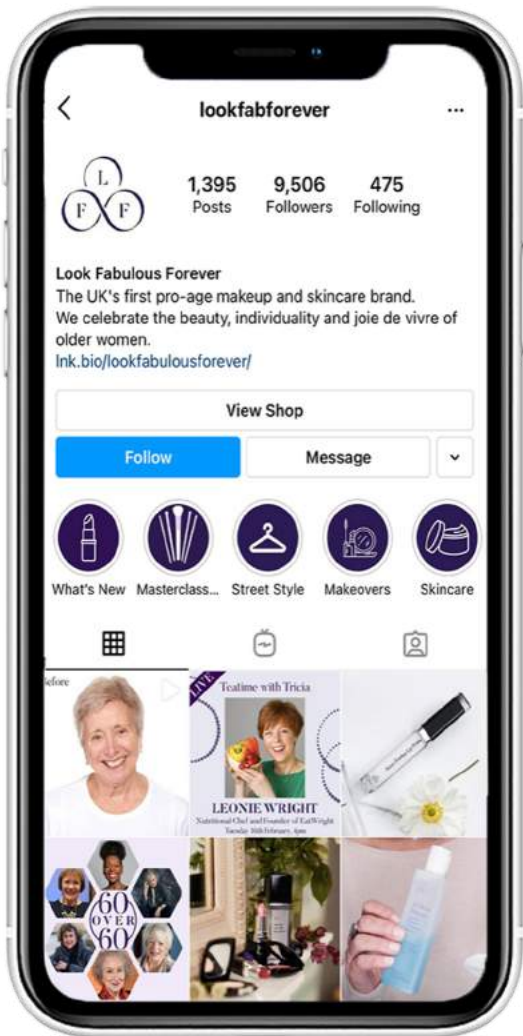
Our private Facebook group, *Tricia's Super Troopers* has **5K+** highly engaged members:

90% active in the group per month

35K+ comments per month

125K+ interactions per month





Beyond 2021



- Content & Community has got us through the pandemic
- Daily “Bright Spots” for our customers
- Continue to grow Tricia’s Super Troopers
- Recently launched 60 Over 60 List
- Build out skincare range - face mask, exfoliator and hand cream are coming soon
- Introduce new colours and different formulations (i.e long lasting lipstick)



Thank You

Please feel free to email me with any questions

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