



# STRYX

HANDSOME MADE EASY



**Stryx**  
helps men  
**confidently**  
look their best

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## Women can cover up their skin blemishes. Why can't men?

"I can either just live with a zit on my nose all day, or I'm expected to use women's products!"

"Embarrassing and confusing to buy and use."

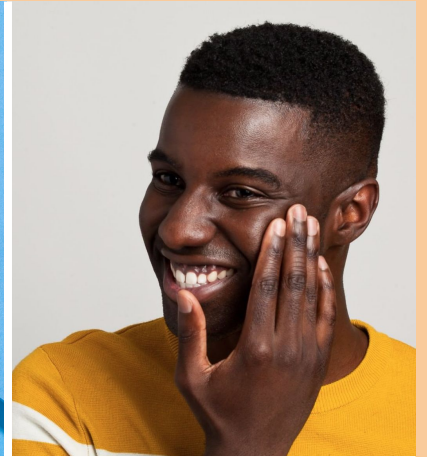


56% of U.S. men admitted to using facial cosmetics at least once in 2018, **yet 100% of them were made for women.**



# Stryx creates **sleek, discreet, and easy to use** products for men

- Corrective cosmetics that **aren't women's products**
- Launched with **Concealer Tool** and **Tinted Moisturizer**
- Enables men to **easily** and **comfortably** look their best
- DTC brand for men who want to **boost their confidence**



**12k+**  
HAPPY ONLINE  
CUSTOMERS

**<\$20**  
CAC

**\$650k+**  
REVENUE SINCE  
LAUNCH

**40k+**  
PRODUCTS  
SOLD

**35%+**  
ORGANIC & REPEAT  
CUSTOMERS

**65%**  
NEVER USED  
COSMETICS BEFORE

**72%+**  
GROSS PROFIT  
MARGIN

**2k+**  
DAILY PAGEVIEWS  
ON OUR BLOG



# Customer Acquisition: Content + DTC + Retail

## The Peak Label

Our company blog with **over 2,000+ organic daily views**  
Men's fashion, grooming, skincare, lifestyle — honest and thorough reviews

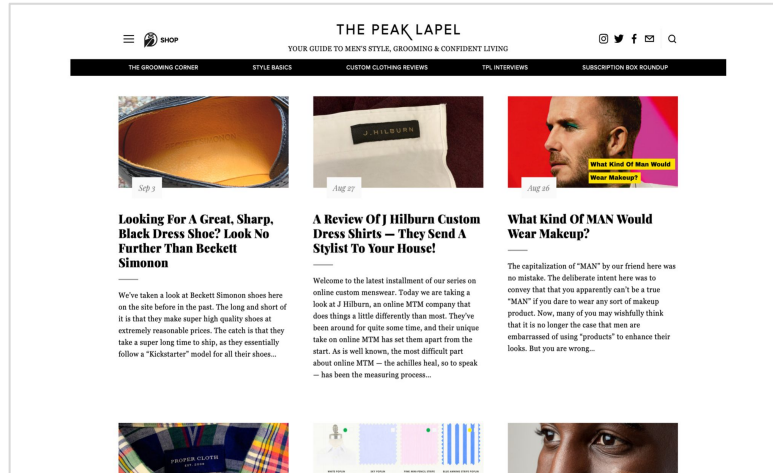
### Social Channels



Ranks 1st in Google  
for many popular  
men's related terms

Pre-product marketing  
tool to boost

- organic ranking
- consumer buzz
- top-of-funnel
- ad performance



### Retail & Partnerships



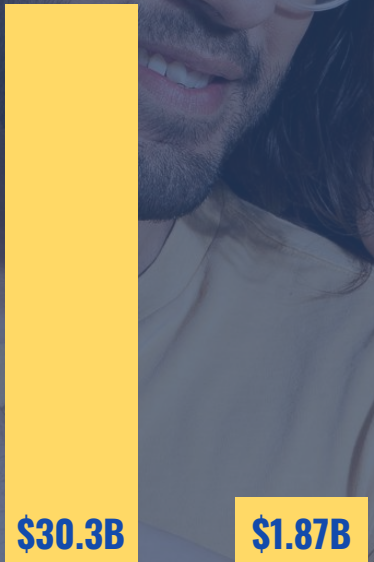
2,000 stores by EOY;  
\$1.5M projected annual  
revenue

BESPOKE POST



# Men spend heavily, but large opportunity to grow

## Opportunity for Growth



Women's Skincare  
Men's Skincare



56% of men admitted to using a facial cosmetic last year.

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Men spend **\$50+ / month** on facial products

Strong growth in men's grooming:  
**CAGR: 12%**



Today,  
the options for  
male consumers  
are bleak



Women's  
products



Women's  
products  
with a  
"For Men"  
label



**STRYX**

**Made for  
men**



# Stryx roadmap: the intersection of cosmetics & skincare



**Cosmetic-stripping  
face wash**

**Energizing  
Eye Tool &  
Lip Balm**

**Potential future products:**

- Bronzing cream
- SPF primer
- Brow gel-comb
- Single-use concealer packets
- Beard and hair coloring comb
- Blotting pads / exfoliating wipes



Q2 2020

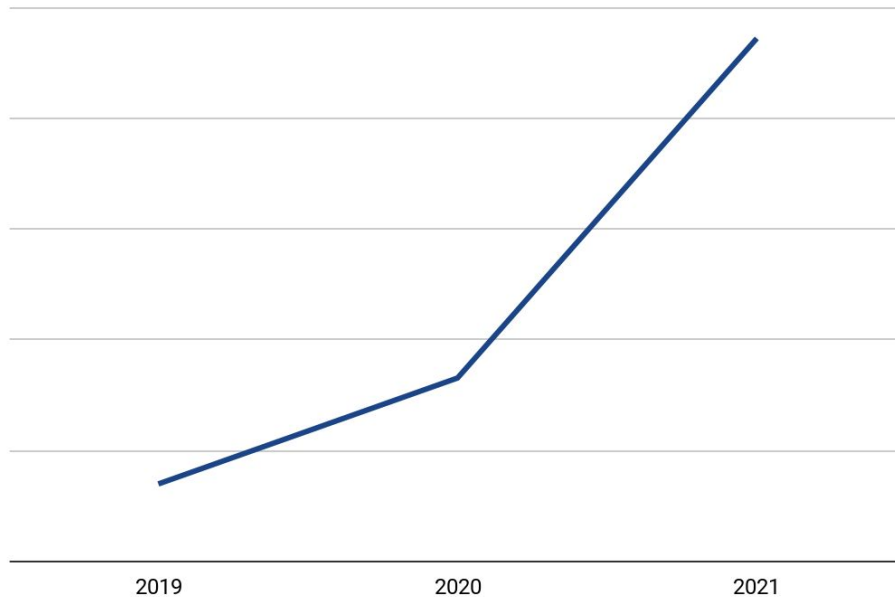
Q4 2020

2021

2022



## An explosive growth path



## THE NEXT 3 YEARS

**2019**

Revenue: ~\$375k  
Units Sold: 14k

**2020**

Revenue: ~\$1.04M  
Units Sold: ~64k

**2021**

Revenue:  
~\$1.82M  
Units Sold: ~102k



# Seed Round: \$900k to launch new product & expand team

60% filled



Milestones	Q4A 2019	Q1A 2020	Q2A 2020	Q3E 2020	Q4E 2020	Annual 2020
Units Sold	4.4k	3.3k	21.2k	14.8k	24.7k	64.2k
Quarterly Revenue	\$107k	\$82.8k	\$297K	\$274K	\$391k	\$1.0M
New Hires			Growth Marketing	Operations Lead	Customer Service	
Product Launches			Face Wash	Under-Eye Serum	Mattifying Lip Balm	
Cash Burn	-\$41k	-\$40k	-\$30k	-	-	
Investment				Seed Round of \$900k		



# We understand the market and want to solve men's issues we've experienced ourselves



**Devir Kahan**

Co-Founder / CEO

Experienced  
community  
builder.

THE PEAK LAPEL



**Jon Shanahan**

Co-Founder / CMO

Men's influencer.  
Brand strategy,  
business dev &  
sales.



THE KAVALIER



**Isaac Rami**

Acquisition Marketing

Founded Karity  
cosmetics.  
Over 3M brushes sold.

KARITY



**Joe Lieberman**

Partner

Founded companies  
in health-tech &  
legal sectors.



HARVARD  
LAW SCHOOL





## THE FUTURE OF MEN'S COSMETICS & SKINCARE

# THANK YOU FOR YOUR ATTENTION

[stryx.com](http://stryx.com)



# APPENDIX



# Stryx in the News

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Click logos for link!

**Bloomberg**

“Getting into a nationwide chain marks a quick ascent for Manhattan-based Stryx.”

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THE WALL STREET JOURNAL  
**WSJ**

“Best known for its concealer, [Stryx] also sells tinted moisturizers and gel cleansers.”

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**Forbes**

“Stryx is a new men’s corrective cosmetics company on a mission to help guys look their best using corrective cosmetic and skincare products.”

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**The Washington Post**

“Stryx is getting shelf space in 2,000 CVS drugstores, right next to the razors, making it the first brand of its kind to get a national rollout.”

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**VOGUE BUSINESS**  
FASHION'S GLOBAL PERSPECTIVE

“Stryx, a men’s concealer and moisturizer brand, started a blog about men’s grooming products, so when they were ready to launch, they understood what customers were clicking on and had a large customer list.”



“Dude-friendly products...which market makeup specifically for men.”



“In a phone interview, [Stryx] spoke about their approach to "cosmetics" and why their products have the potential to spearhead a new frontier in which men wearing makeup is the norm.”



“Stryx experienced the grooming industry's resilience during the COVID-19 pandemic, with May website traffic up 30% and sales up 17% compared to April.”



GLOBAL  
COSMETICS  
NEWS

“Stryx Founder Devir Kahan said, ‘It’s not about a full face of makeup or color. We’re talking about improving blemishes, fixing up under-eye bags, a zit — all these sorts of things.’”

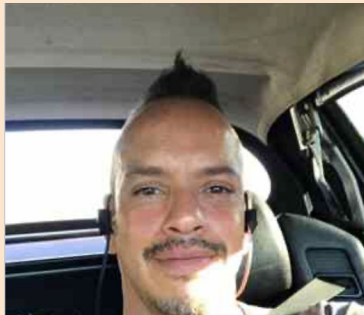


BeautyIndependent®

“At Stryx, concealer sales are on the rise as men desire to look their best for Zoom calls.”

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# Our customers really love our products



★★★★★

09/20/2019

👍 I recommend this product

## FAIL PROOF CONCEALER TOOL

This is a very good product that is Easy to use and does a good job of not looking like makeup. A++++

**Jamie R.** Verified Buyer

United States



★★★★★

08/23/2019

👍 I recommend this product

## LOVE IT!

I like this product more than I thought I was going to. I bought it with a slight "grain of salt" in my brain about how well it would work, but I love it now. It blends perfectly with my skin color, doesn't cause breakouts it blemishes, and is easy to apply. Will definitely purchase again.

**Davis D.** Verified Buyer

United States



★★★★★

12/27/2019

👍 I recommend this product

## GREAT PRODUCT!

This is my first time using a product such as this and it's been great. It's discreet, fits my lifestyle and easy to use. Best of all it gives my skin a great and natural even tone without looking like I have a thing on it. Well done!

The Starter Kit - Concealer +

Moisturizer

- Dark Eclipse

**Christopher C.** Verified Buyer

United States



★★★★★

09/01/2019

👍 I recommend this product

## ECZEMA ERASER

The casing is very well designed. It feels good in your hand. The product goes on smoothly and easily conceals all redness. I would highly recommend. When applied you can not see the redness which exists on either side of my nose.

**James L.** Verified Buyer

United States



★★★★★

09/14/2019

## 5 STARS FOR THIS FABULOUS CONCEALER

Another fantastic Stryx product - this creamy concealer is a must have for dark circles and covering any imperfections. Outstanding packaging. This product is first class. I highly recommend you give it a go

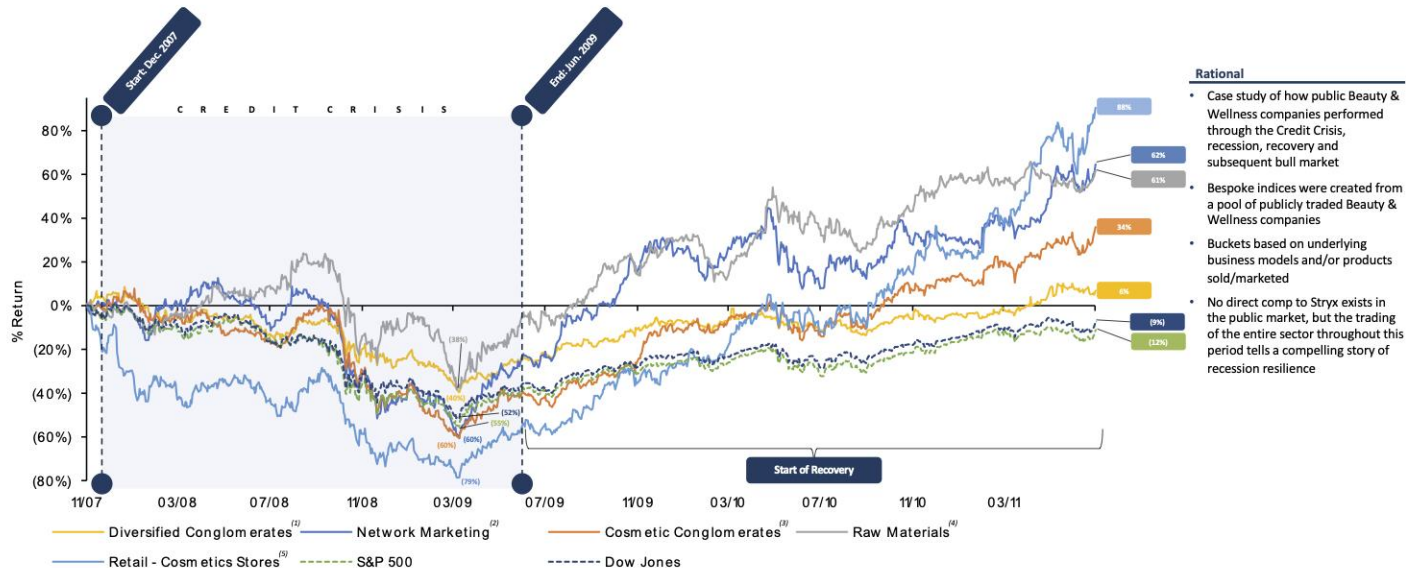
**Keith J.** Verified Buyer

United Kingdom



# Beauty & Wellness Showed Resilience and Speedy Recovery Through the Credit Crisis

December 2007 – June 2011



## Rational

- Case study of how public Beauty & Wellness companies performed through the Credit Crisis, recession, recovery and subsequent bull market
- Bespoke indices were created from a pool of publicly traded Beauty & Wellness companies
- Buckets based on underlying business models and/or products sold/marketted
- No direct comp to Stryx exists in the public market, but the trading of the entire sector throughout this period tells a compelling story of recession resilience

## Commentary

- The global Credit Crisis and subsequent recession of 2007-2009 did not discriminate industry-to-industry resulting in significant market and economic downturns worldwide
- Key benchmark indices in the U.S., the S&P 500 and Dow Jones Industrial Average, hit their lows in March of 2009 trading off over 50% vs. pre-crisis levels
  - The Beauty & Wellness sector performance was, for the most part, in-line with those benchmarks
  - Cosmetics Raw Materials and Diversified Conglomerates outperformed the benchmarks but still experienced downturns hitting lows of, (38%) and (40%), respectively
  - Retail - Cosmetics Stores experienced greater underperformance when compared to the entire sector trading off 79% at their low. The underperformance was due in part to a drop in retail sales, but was primarily attributed to the Credit Crisis' impact on the commercial real estate market specifically to the mortgaged backed securities (CMBS) associated with these brick and mortar store locations
- From market lows in March of 2009 as the U.S. economy recovered and entered a bull market, the Beauty & Wellness sector bounced back faster and stronger than the benchmark indices
  - By June of 2011, all Beauty & Wellness sub-sectors had turned positive trading up between 6% and 88% from pre-Credit Crisis levels vs. the S&P and Dow which lagged showing a slower recovery at (12%) and (9%), respectively

Source: Bloomberg

<sup>(1)</sup>Diversified Conglomerates: JNJ, PG, UN, CL, KMB, HENRY, KAOOY, CHD, SLGD.

<sup>(2)</sup>Network Marketing - Cosmetics: TULP, AVP, NUS.

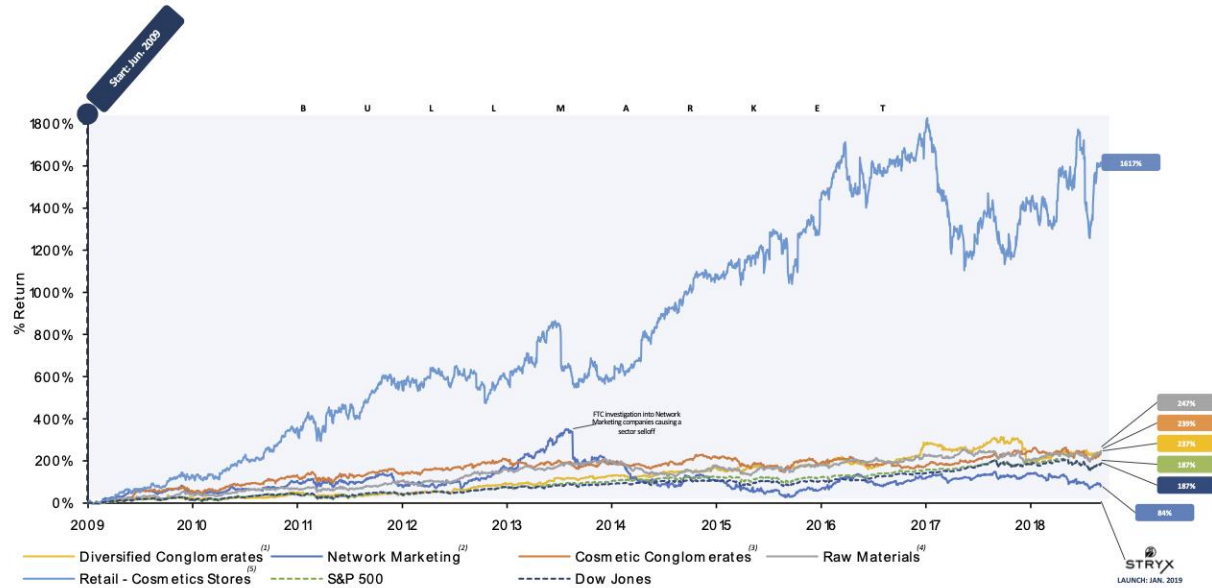
<sup>(3)</sup>Cosmetic Conglomerates: LILCOY, EL, LVMUY, SDOOY, NTCO, KSRYY, COY, EPC, ELF, REV, RDN, SBH, ITP.

<sup>(4)</sup>Raw Materials: IF, SCL, UG.

<sup>(5)</sup>Retail - Cosmetics Stores: ULTA, LB.

# Into the Bull Market Beauty & Wellness Companies Have Outperformed the Broad Market

June 2009 – January 2019



## Commentary

- From the official end of the recession in June 2009 to the launch of Stryx in January 2019 the Beauty & Wellness sector experienced exponential recovery and growth as a result of the market segments strength, renewed and increased consumer discretionary spending, brand loyalty and a multi-year bull market
  - All Beauty & Wellness sub-sectors experienced positive returns over the period trading up between 84% and 1617%, showcasing the recession resilience of the sector
  - Beauty & Wellness significantly outpaced the Dow and the S&P for the period. Both benchmarks experienced 187% returns and while attractive figures it was not enough to keep pace with investments made in the Beauty & Wellness space
  - Retail - Cosmetic Stores, while the weakest performing sub-sector through the Credit Crisis, surpassed all of its sister indices as consumer spending increased and the commercial real estate market improved, returning over 1600% for the period
  - The one outlier of the group, Cosmetic Network Marketing, lagged the broad sector as well as the benchmark indices, returning 84% for the period
    - Lower returns vs. the market stem from Activist Investor scrutiny and an FTC investigation into the broader Network Marketing business model and should not be viewed as a reflection of the cosmetic products sold by the companies included in the case study

Source: Bloomberg.

<sup>(1)</sup> Diversified Conglomerates: JNJ, PG, UN, CL, KMB, HENKY, KAOOY, CHD, SLGD.

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# Stryx @ CVS

