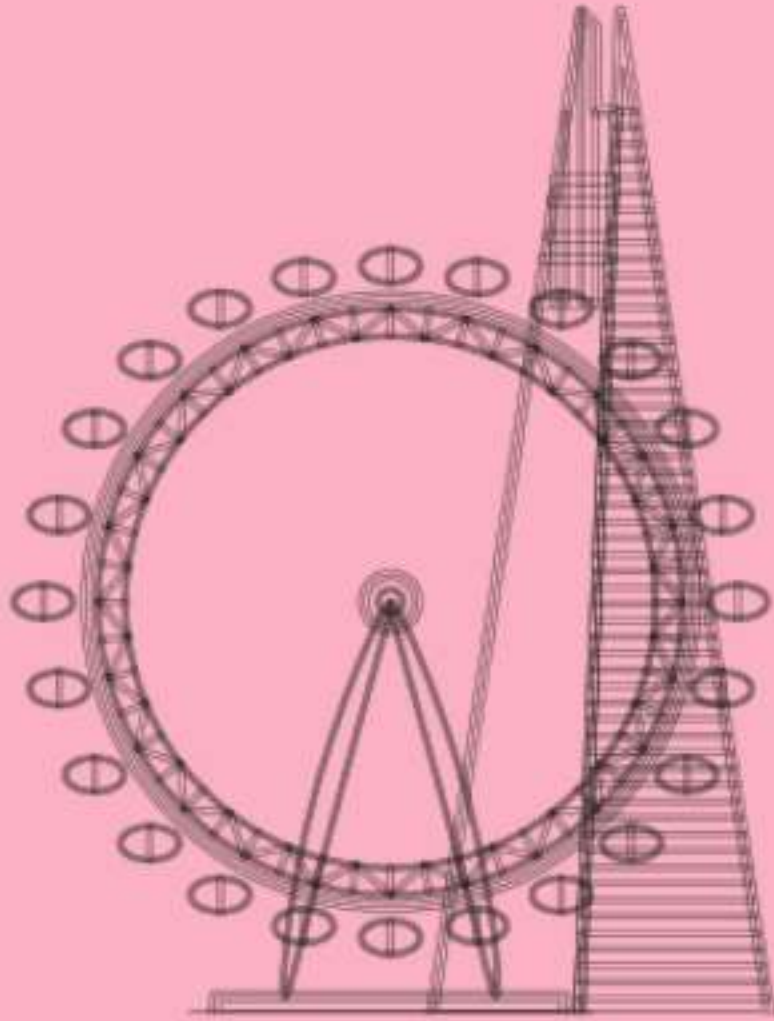


BEL[®]
L O N D O N

BEAUTY EXPERT LAB



OUR LONDON DNA



There are over 4 million women living in London.

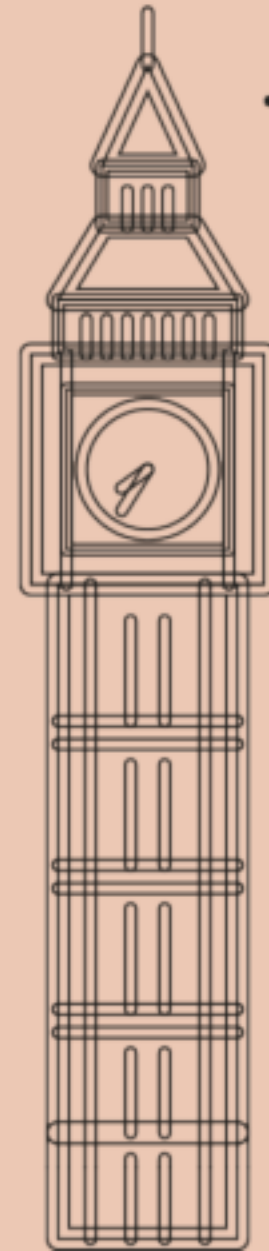
Inspired by their incredible, unique stories and by the everchanging spirit of the city...

We have created a beauty brand to answer women's needs.

London is one of the most diverse cities in the world.
There are over 300 languages spoken at the
megapolis. London is all about embracing the
different, recognizing and accepting everyone.

And just like London...

We believe in creating beauty products for
all kinds of beauty in the world.





London is fashion. Today London ranks highly amongst the world's cities as a distinctive fashion center.

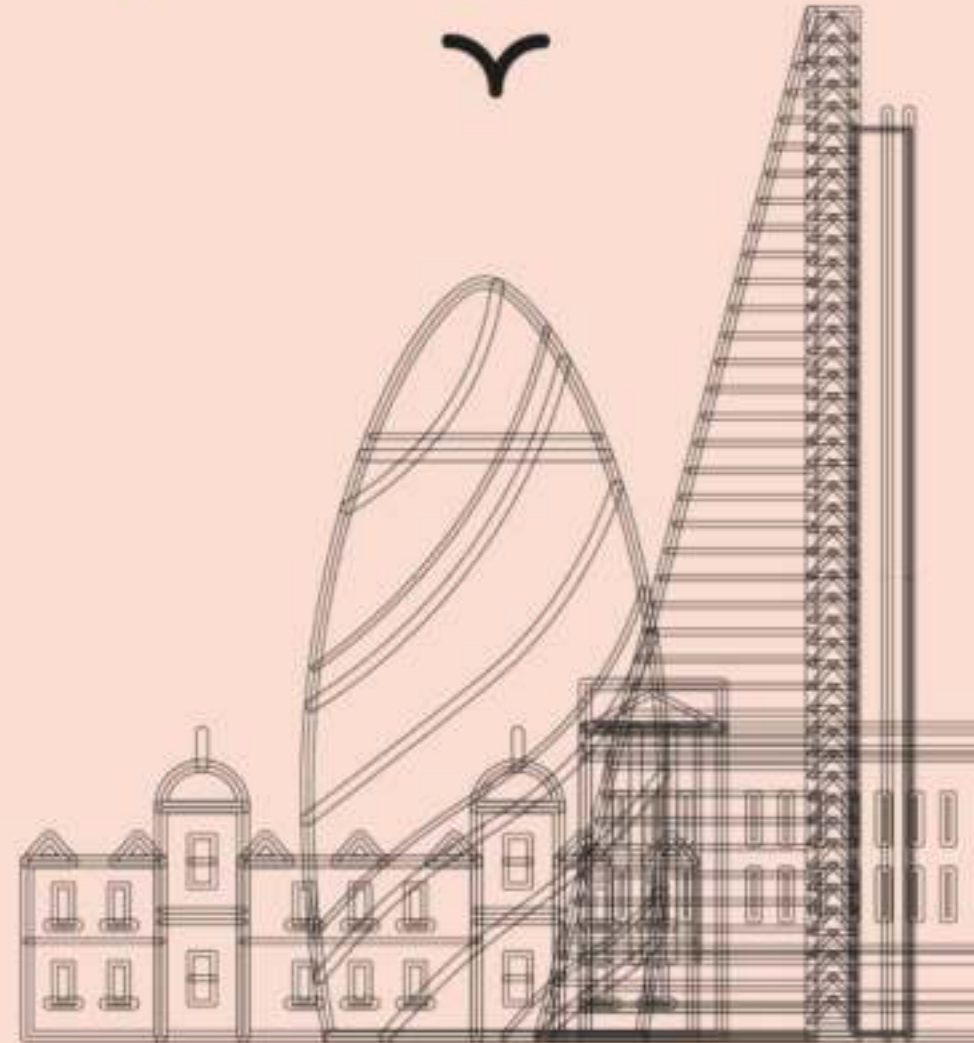
And just like London...

We embody this authentic and confident spirit by adopting a trendsetter attitude.

London is the world's leading creativity and innovation hub, attracting people from around the world, hungry to start living their best meaningful lives.

And just like London...

We embody the spirit of creativity and innovation through our cutting-edge beauty solutions, expertise, and technological know-how.







London music scene is without a doubt one of the best ones in the world. People and bands like David Bowie, Pink Floyd, Amy Winehouse, Queen have changed the game forever! They captured our hearts and left us wanting more.

And just like London...

We took the essences of the youth, the music culture and the art scene of the city and embody their magic into a confident colorful urban spirit.

OUR MANIFESTO





**We are on a mission to empower every woman
to unleash her true amazing self.**

- To create her own beauty.
- To reveal her individuality.
- To celebrate her courage!

Our products are here to set new standards in the beauty industry!

Our passion for cutting-edge solutions is in our blood and it`s the essence of everything we do.



**EMPOWER
YOUR VOICE!**





**EMBOLDEN
YOUR
BEAUTY!**



**EXPRESS
YOUR
UNIQUENESS!**



OUR PILLARS



CREATIVITY & COURAGE

Be brave, unleash your inner artist!

Our vibrant, vivid colors give you the freedom to set your

creativity free through experimentation.

Our distinctive products give you courage to show the world your

breathhtaking unique self. We believe in pushing boundaries and

redefining beauty standards. **Are you with us?**



AUTHENTICITY & DIVERSITY

We celebrate diversity and individuality!

We are here to empower all incredible stories of all genders, all ages, all races.

We believe in authenticity and that`s why we offer you one of a kind, innovative, high-quality beauty products.



INNOVATION & EXPERTISE

Setting trends is in our DNA!

We believe that beauty is about accepting and loving yourself.

We believe beauty is about confidence, self-awareness and self-inspiration.

And we are here to offer to all of you the best of beauty in terms of expertise, unique products and responsibility.

Sharing innovative beauty solutions with everyone and everywhere is what drives us to be the best!



The background is a vibrant, abstract composition of various geometric shapes in shades of orange, yellow, blue, purple, and red. On the right side, there is a dark silhouette of a city skyline with several tall buildings. The text is positioned on the left side of the image.

OUR INCREDIBLE SLOGANS

SIMPLY
INCREDIBLE



AREN'T THEY
ADORABEL

WHEN YOU
WANT TO
BE A REBEL







Product Portfolio

BEL London Nail Lacquer 10ml

BEL London is the only nail polish in its price range that:

- lasts 6+ days
- has the wide contour brush with round corners – one of the best application brushes in the world
- has 1 stroke application (a single layer is sufficient to achieve full coverage!)
- boasts a thick, super shiny colour even in only one layer



Nº 52



Nº 29



Nº 55



SIMPLY INCREDIBLE



BEL London Nail Lacquer Gift Sets



BEL London Nail Lacquer Gift Sets



BEL London Mini Nail Lacquer 6ml

Same great formula, compact travel size in 48 lust-worthy colours!



BEL London **Mascaras**



- State-of-the art brushes for optimal results
- Blackest of black pigments for an intense lash look
- Creamy, but weightless formulas
- With jojoba for lash strength and hydration
- Formulated without paraffin, paraben, fragrance, TEA or D5



BEL
LONDON



Fat Brush Mascara

Extreme Volume

BEL London Precision Eyeliner



- Pure extra-black pigments for the most intense deep black
- High content of biodegradable and renewable beads made from cellulose, which absorb excess sebum and create a unique matte finish
- Specially designed felt-tip applicator brush allows a perfect ink-flow and hassle free application
- Waterproof and smudge proof
- Lasts 24 hours

BEL
LONDON

**SIMPLY
INCREDIBEL**



Intensive Black



BEL London Dip Liner



- More than 75% natural ingredients
- Smokey matte finish for a seductive look
- Specially designed hard tip applicator for a mess free application
- Waterproof and smudge proof
- Lasts 10+ hours

BEL London **Wooden Liners**



- fine lining for an accurate finish
- intense colour payoff for the perfect stroke
- waterproof, but easy to remove
- lasts for 7 hours
- Formulated with vegetable oil and waxes with different melting points to allow perfect precision
- Includes the well known anti oxidants tocopherol and Vitamin A



DERMATOLOGICALLY TESTED

EYELINER

Waterproof • Long Lasting



DERMATOLOGICALLY TESTED

EYEBROW PENCIL

Waterproof • Long Lasting





DERMATOLOGICALLY TESTED

LIPLINER

Waterproof • Long Lasting



BEL London Argan Lipstick



- A perfect fusion between high colour impact and nourishing care
- Luminous and brilliant finish
- Creamy, silky texture, rich in essential oils: Argan oil, Camellia oil, Aloe oil
- Formulated without preservatives, parabens, phthalates, PEG, SLS, silicones, paraffines
- Extravagant snake shaped bullet
- 12 Shades

COMING SOON!



BEL London Eau de Parfum 50ml



- High-quality very long-lasting perfumes without the jaw-dropping price tags
- Inspired by the Selective Fragrance Bestsellers
- Created and produced in France, by the same parfum houses that create the most expensive Selective Fragrances
- The fragrances are made from the same ingredients as designer perfumes and the fragrance develops in the same way, even after hours the Fragrance is not compromised
- Short range of 22 SKUs

COMING SOON!

AND SO MUCH MORE IS
COMING SOON...



OUR KEY RETAIL PARTNERS





THANK YOU!