

SELFYSH

Transform Your Skin, Transform
Your Confidence



SELFYSH

a brand driven by one simple yet powerful question: "Why not you?" At SELFYSH, we believe that confidence and beauty should be accessible to everyone. Our high-quality, affordable luxury cosmetics are designed to empower individuals and inspire them to embrace their full potential. Founded by Yuna Kobayashi, SELFYSH was born from a passion for inclusivity and self-expression. With products manufactured in North America and distributed globally, we are proud to offer a range of cosmetics that make people feel confident, beautiful, and ready to take on the world. Today, we are excited to share the vision, values, and opportunities behind SELFYSH, and how we can work together to expand our reach, grow our brand, and bring confidence-boosting beauty products to even more people around the globe.



OUR VISION & MISSION

Vision

Our vision is to empower individuals worldwide by making high-quality, affordable luxury cosmetics accessible to everyone, inspiring confidence and self-expression in all.

Mission

Our mission is to provide inclusive, high-quality cosmetics that boost confidence and inspire self-expression, offering affordable luxury to empower everyone to feel beautiful and confident in their own skin.



Make up

SELFYSH makeup combines luxury and affordability to bring out your best self. Our high-quality, confidence-boosting products are designed to enhance your natural beauty, empowering you to look and feel unstoppable, every day.

Skincare

SELFYSH skincare delivers radiant, healthy skin with luxury formulas at affordable prices. Designed to nourish and enhance your natural glow, our products give you the confidence to love the skin you're in.

Hair & body

SELFYSH hair and body care transforms your routine with indulgent, high-quality formulas that nourish and pamper. From head to toe, our products leave you feeling refreshed, confident, and ready to take on the world.

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WHAT WE DO?

At SELFYSH, we create high-quality, affordable beauty products that empower individuals to feel confident and express their true selves. From makeup to skincare, hair, and body care, we deliver luxury that's accessible to everyone, helping people look and feel their best.



MEET OUR GREAT TEAM



YUNA K.



ANTHONIE S.

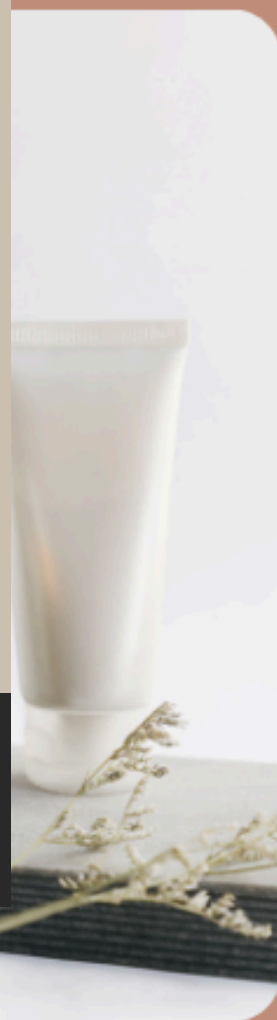


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PRODUCTS

SELFYSH products combine luxury and affordability to empower you with vibrant, high-quality cosmetics. Made in North America with skin-friendly, cruelty-free ingredients, our innovative formulas help you express your confidence and style every day.

GET STARTED



LIP STICK

The Lipstick you've been searching for has arrived. Infused with the enriching properties of beeswax, this Lipstick provides unparalleled moisturization and shields your lips from harmful UV radiation. Utilizing natural beeswax, this Lipstick delivers a sheer gloss for a final look that's distinct from the typical matte finishes. Boasting rich pigments and a delicate blend of jojoba and castor seed oils, your lips will exude lushness, hydration, and plumpness. The understated shine of this lipstick will serve as the ideal finishing touch to your makeup routine, whether it's daytime or evening.



LUXURY CREAM LIP STICK

Complement any wardrobe and suit every mood effortlessly with our enduring, vivid Luxury Cream Lipstick. Enriched with the velvety smoothness of argan oil and vitamin E, your lips will remain moisturized throughout those extended days. The fusion of argan, olive, grape seed, and macadamia seed oils guarantees maximum lip hydration and fullness. Grant your lips the indulgence they deserve, thanks to the creamy texture and easy application of our Luxury Cream Lipstick. Whether you're adorning yourself for a brunch or adopting a polished look for a work session, synchronize your vibe with the dynamic colors our lipsticks offer.





LIP GLOSS

Take your gloss and brilliance to the next level with our liquid lip gloss. One swipe and your lips will look fuller with an illuminating shine. Our high impact, liquid lip gloss is formulated so you can have that effortless, brilliant gloss throughout the day or night. Add the shine and pigments you want with both shimmer and natural finish options. With a sheer tint, this liquid lip gloss' shimmer will surely have you use it over and over again.





EYESHADOW PALETTE

Attain a mesmerizing eye look with our creamy 6 shade eyeshadow palette. A buildable texture so you can blend or layer effortlessly for greater shade intensity to complete your full look. Highly pigmented, the soft, shimmering or matte shades stay on your eyelids with a luminous, silky finish. Our formula allows easy and gentle application so you won't damage the delicate skin around your eyes.





HIGHLIGHTER STICK

This glowy Highlighter Stick will be the pick-me-up you need throughout the day. Get a perfect, radiant glow with this easy to use, nourishing Highlighter Stick. Infused with vitamin C, you'll instantly brighten up your cheeks with shimmer. The Highlighter Stick also contains vitamin A and E which promotes skin health and softens the skin. Buildable and streak-free, this luminous Highlighter Stick will bring your best features forward.





EYE & LIP PRIMER

Keep lipsticks and shadows lasting longer with our Eye & Lip Primer. Cover the imperfections and discolorations of your eyelids with our creamy formula. With this Eye & Lip Primer, your lip liners, lipsticks, eyeshadows, or glitters will last all day and you won't need to worry about creases. Completely prevent creasing so your eyeshadows last perfectly. This primer is sheer yet smooth, perfect for flawless application of color to your lids!



WHY SELFYSH?



Affordable Luxury

SELFYSH offers a unique blend of high-quality, premium cosmetics at an affordable price point. Many competitors focus on either luxury or affordability, but SELFYSH bridges this gap, making top-tier products accessible to a broader audience.



Inclusive Philosophy ("Why not you?")

SELFYSH promotes self-confidence by encouraging users to believe in their potential, represented by the brand's empowering message "Y not you?" This stands out from competitors who may focus solely on product features, making SELFYSH a motivational brand for individuals seeking both beauty and empowerment.



Global Quality Standards

With products manufactured in North America and distributed globally, SELFYSH ensures high-quality formulations that meet international standards, differentiating itself from brands that may have inconsistent quality depending on the region.

CONCLUSION

The final conclusion about SELFYSH cosmetics is that the brand stands out in a competitive market by offering an empowering, inclusive message through its "Y not you?" philosophy, combining high-quality, globally-manufactured products that are both luxurious and affordable. With a strong emphasis on customer confidence, innovative branding, and the potential to address emerging concerns such as vegan and cruelty-free formulations, SELFYSH is uniquely positioned to resonate with a wide audience seeking beauty products that inspire both external and internal transformation. By refining product clarity and highlighting key benefits, SELFYSH can further solidify its competitive edge and grow a loyal customer base.





BUSINESS

Why join SELFYSH?

Drop Shipping Convenience

The fact that SELFYSH handles drop shipping means resellers can focus entirely on marketing and sales without worrying about inventory management or shipping logistics. This makes the business model less complex and more attractive, especially for new resellers or those who want to avoid operational hassles.

Low Initial Investment

The relatively low initial capital requirement of 10,000 PHP is a significant advantage. It reduces the financial risk for resellers compared to other businesses that may require much larger upfront investments. Additionally, exchanging this capital for products helps resellers become familiar with the SELFYSH range, enhancing their ability to sell effectively.

Growth Potential

Joining a startup can be appealing because resellers have the opportunity to be part of the brand's growth journey from the ground up. They can benefit from the brand's early success and have a stake in its expansion.

SELFYSH'S TIMELINE

Brand Launch and Initial Market Penetration (October 2024 - March 2025)

October 2024: Launch SELFYSH brand and website.

November 2024 - March 2025: Initiate marketing campaigns, onboard resellers, and begin building brand presence and customer base.

Preparation for Incorporation (April 2025 - September 2025)

April 2025 - June 2025: Optimize product offerings, expand reseller network, and plan for incorporation.

July 2025 - September 2025: Finalize incorporation plans and prepare necessary documentation.

Incorporation and Scaling Up (October 2025 - June 2026)

October 2025: Officially incorporate SELFYSH as a formal business entity.

November 2025 - June 2026: Focus on scaling operations, enhancing marketing, and exploring new market opportunities.

Establishing as a Corporation and Further Growth (July 2026 - December 2027)

July 2026 - December 2026: Strengthen corporate structure, explore international markets, and innovate product lines.

January 2027 - December 2027: Consolidate corporate position, plan for sustained growth, and set new strategic objectives for the future.

INITIAL INVESTMENT



PACKAGE A

PRODUCTS	DISTRIBUTOR'S PRICE	RETAIL PRICE
LIP STICK	16USD	23USD
LUXURY CREAM LIP STICK	17.50USD	25USD
LIP GLOSS	15USD	21USD
EYE SHADOW PALETTE	15USD	21USD
EYE & LIP PRIMER	19USD	27USD

Package includes:

1) 7 different products

- 4x lip gloss
- 4x lipstick
- 4x luxury cream lip stick
- 4x eye shadow palette
- 4x eye & lip primer

2) point in every product

- once you've accumulated enough points, they can be used to purchase products.

3) drop shipping assistance

4) lifetime 30% discount on your next purchase.

- in just a minimum order of 10items

365 USD 20,500PHP
52,000JPY

PACKAGE B

PRODUCTS	RESELLER'S PRICE	RETAIL PRICE
LIP STICK	20USD	23USD
LUXURY CREAM LIP STICK	21.50USD	25USD
LIP GLOSS	18.30USD	21USD
EYE SHADOW PALETTE	18.30USD	21USD
EYE & LIP PRIMER	23.50USD	27USD

Package includes:

- 1) 7 different products
 - 2x lip gloss
 - 2x lipstick
 - 1x luxury cream lip stick
 - 1x eye shadow palette
 - 1x eye & lip primer
- 2) point in every product
 - once you’ve accumulated enough points, they can be used to purchase products.
- 3) drop shipping assistance
- 4) lifetime 12.50% discount on your next purchase.
 - in just a minimum order of 5items

155 USD

8,700PHP
22,000JPY

SELFYSH

Your Journey Starts Here!

Thank you for considering SELFYSH. With just low initial 155USD, you can take the first step towards a successful business. We handle the shipping—you focus on selling and growing. Join us today and start building the future you deserve. Why not you?