

SYNC BEAUTY

sync

BEAUTY

EST 2025

BEAUTY BRAND

PRESENTATION



BRAND STORY

SYNC BEAUTY IS A PERFORMANCE-DRIVEN, CLEAN BEAUTY BRAND INSPIRED BY NATURE AND BUILT FOR REAL LIFE. WE CRAFT SMALL-BATCH, INGREDIENT-FOCUSED LIP CARE AND COLOR PRODUCTS THAT CELEBRATE NATURAL BEAUTY — INSIDE AND OUT. ALREADY LOVED BY CUSTOMERS ACROSS THE UK, SYNC IS NOW READY TO EXPAND ACROSS EUROPE.

VISION: YOUR NATURAL CHOICE EVERY DAY.

MISION: SYNC—BEAUTY INSIDE AND OUT.

BREATHE, GLOW, SYNC





Brand Differentiation

ALL PRODUCTS ARE DESIGNED TO SIMPLIFY BEAUTY ROUTINES, NOT COMPLICATE THEM.



Clean, high-performing formulas with visible results



Stylish, compact packaging that fits modern life



Vegan, cruelty-free, small-batch production



Affordable luxury with masstige positioning

MARKET PRESENCE

TRUSTED BY TOP RETAILERS AND BELOVED BY BEAUTY EDITORS:

📍 Harrods Knightsbridge, London

📍 H Beauty, 6 locations across United Kingdom



Harrods



H beauty

PRESS

GRAZIA



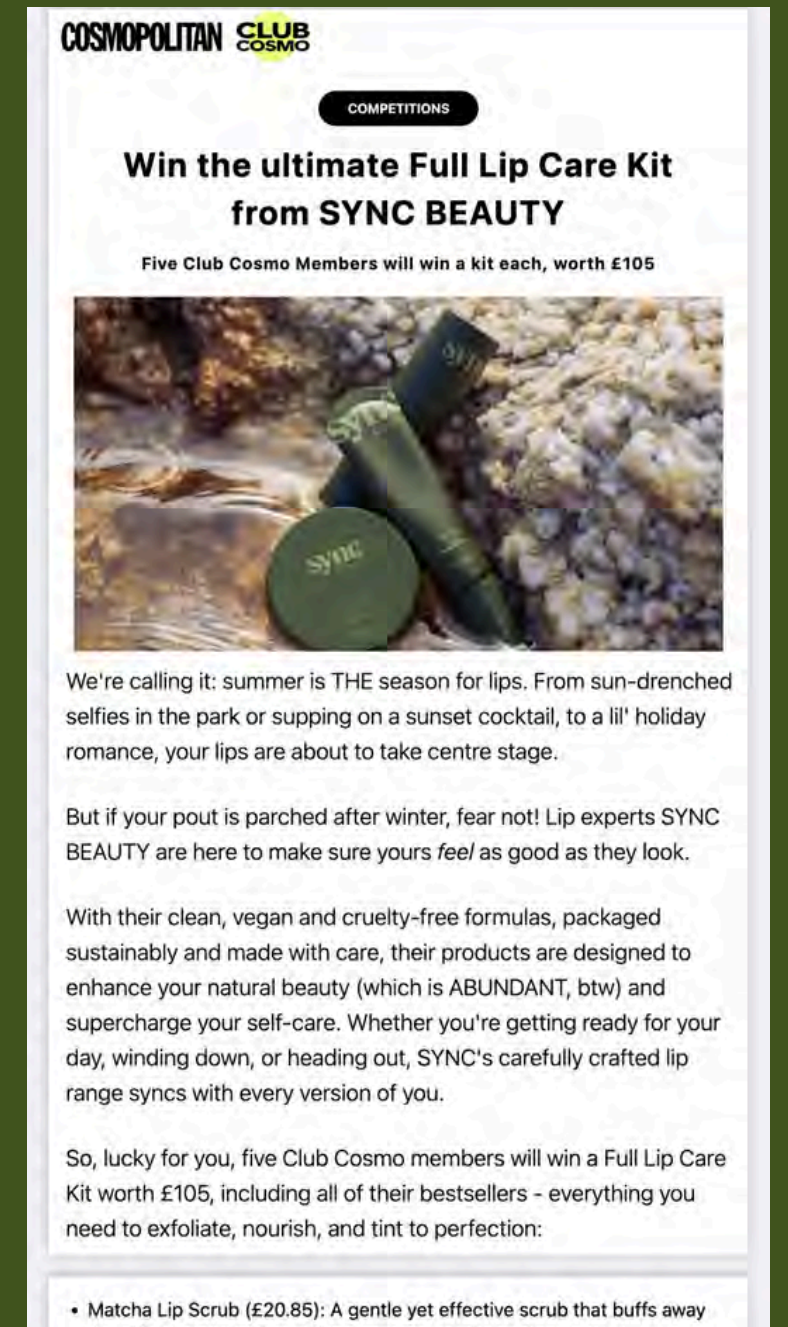
PBL



STYLIST

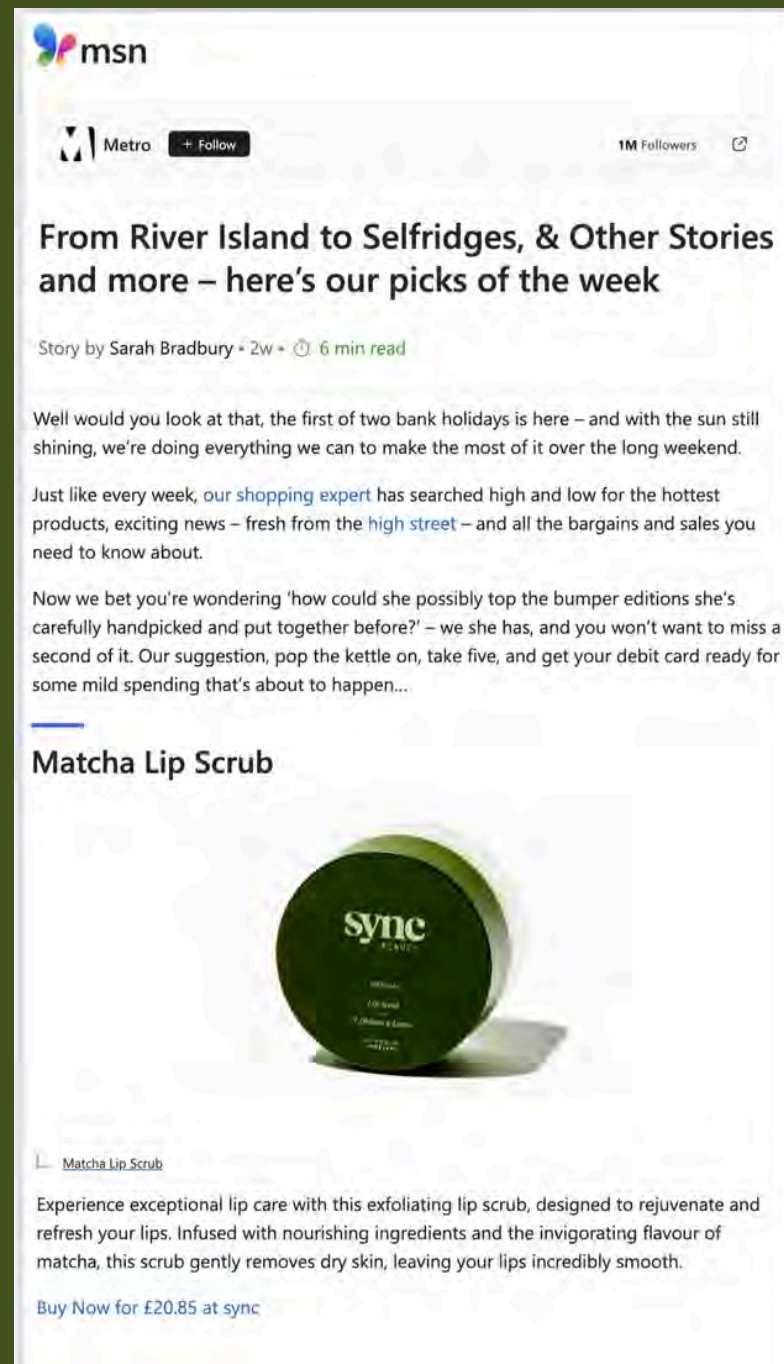


COSMOPOLITAN



PRESS

MSN



msn

Metro + Follow 1M Followers

From River Island to Selfridges, & Other Stories and more – here’s our picks of the week


Story by Sarah Bradbury · 2w · 6 min read

Well would you look at that, the first of two bank holidays is here – and with the sun still shining, we’re doing everything we can to make the most of it over the long weekend.

Just like every week, our shopping expert has searched high and low for the hottest products, exciting news – fresh from the high street – and all the bargains and sales you need to know about.

Now we bet you’re wondering ‘how could she possibly top the bumper editions she’s carefully handpicked and put together before?’ – we she has, and you won’t want to miss a second of it. Our suggestion, pop the kettle on, take five, and get your debit card ready for some mild spending that’s about to happen...

Matcha Lip Scrub



Matcha Lip Scrub

Experience exceptional lip care with this exfoliating lip scrub, designed to rejuvenate and refresh your lips. Infused with nourishing ingredients and the invigorating flavour of matcha, this scrub gently removes dry skin, leaving your lips incredibly smooth.

Buy Now for £20.85 at sync

PBL



PBL MAGAZINE

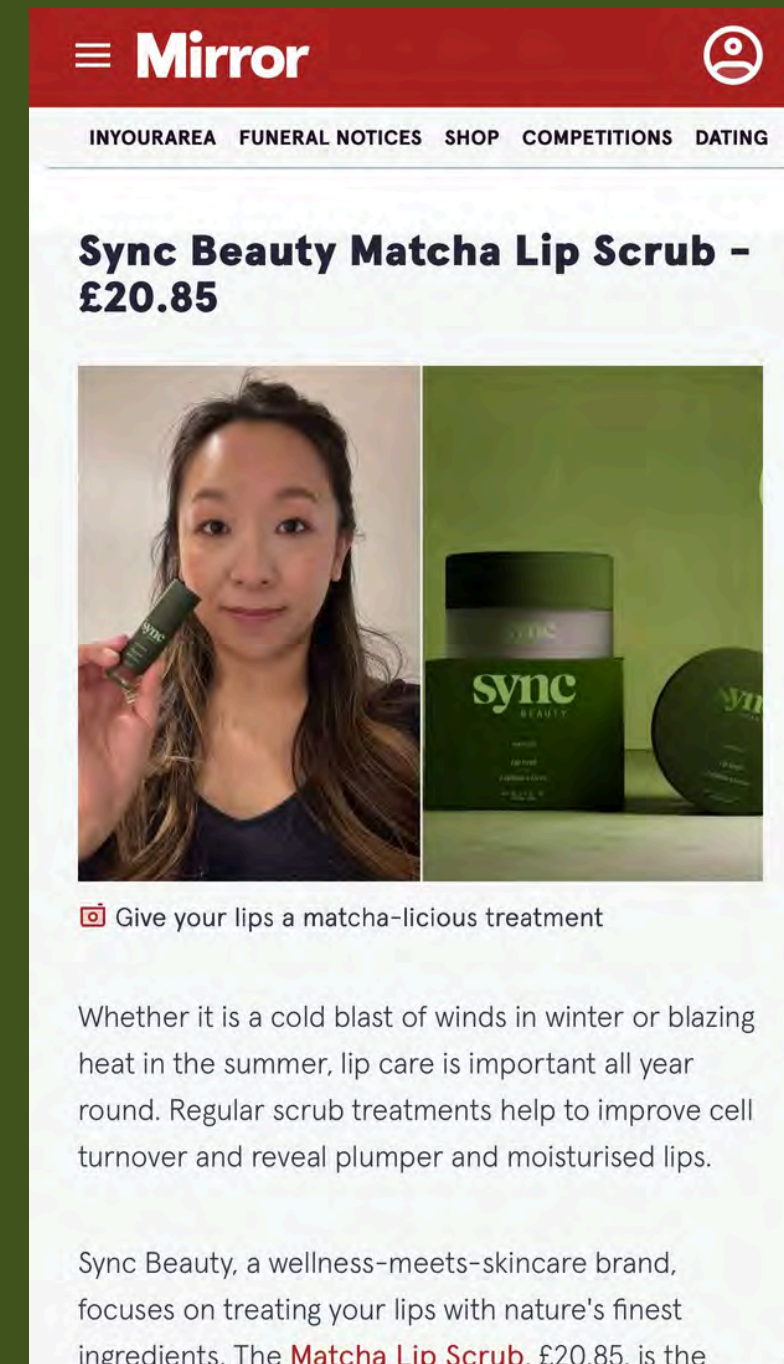
SYNC Beauty Hosts Matcha Themed Pop Up



SYNC Beauty is stepping out of the beauty aisle and into your local café. From 19 to 25 May, the brand is teaming up with East London favourite Lali Café to host a limited-time pop-up celebrating all things matcha.

For one week only, SYNC’s hero lip care line — including its cult Matcha Lip Scrub, Lip Balm, and Tinted Lip Oils — will be available to purchase in-store. To mark the occasion, Lali Café is launching a dedicated Matcha Menu, giving visitors the chance to sip on green tea-inspired

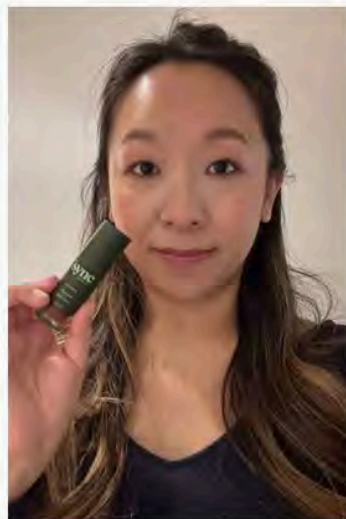

MIRROR



Mirror

INYOURAREA FUNERAL NOTICES SHOP COMPETITIONS DATING

Sync Beauty Matcha Lip Scrub - £20.85

Give your lips a matcha-licious treatment

Whether it is a cold blast of winds in winter or blazing heat in the summer, lip care is important all year round. Regular scrub treatments help to improve cell turnover and reveal plumper and moisturised lips.

Sync Beauty, a wellness-meets-skincare brand, focuses on treating your lips with nature’s finest ingredients. The **Matcha Lip Scrub**, £20.85, is the

METRO



NEWS ENTERTAINMENT SPORT LIFESTYLE

Beauty Products Black Friday Amazon Prime Day Shopping



Matcha Lip Scrub

Experience exceptional lip care with this exfoliating lip scrub, designed to rejuvenate and refresh your lips. Infused with nourishing ingredients and the invigorating flavour of matcha, this scrub gently removes dry skin, leaving your lips incredibly smooth.

BUY NOW FOR £20.85 AT SYNC

PRESS

COSMOPOLITAN

GET THE GLOSS

COSMOPOLITAN CLUB COSMO

COMPETITIONS

Win the ultimate Full Lip Care Kit from SYNC BEAUTY

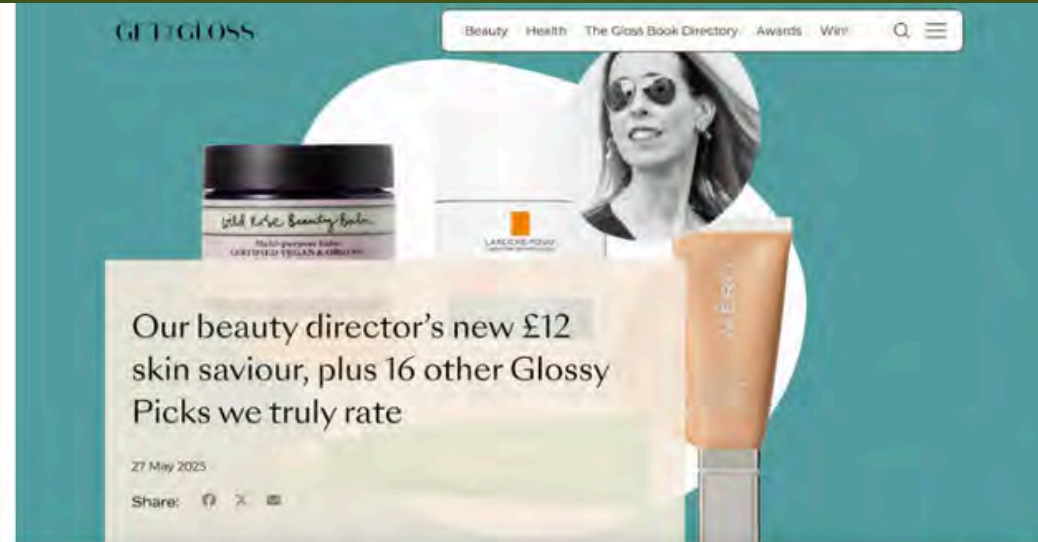
Five Club Cosmo Members will win a kit each, worth £105



We're calling it: summer is THE season for lips. From sun-drenched selfies in the park or supping on a sunset cocktail, to a lil' holiday romance, your lips are about to take centre stage.

But if your pout is parched after winter, fear not! Lip experts SYNC BEAUTY are here to make sure yours *feel* as good as they look.

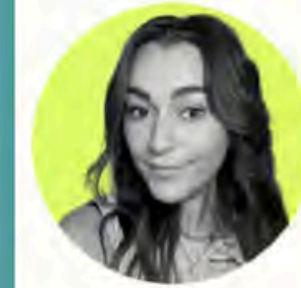
With their clean, vegan and cruelty-free formulas, packaged sustainably and made with care, their products are designed to enhance your natural beauty (which is ABUNDANT, btw) and supercharge your self-care. Whether you're getting ready for your day, winding down, or heading out, SYNC's carefully crafted lip range syncs with every version of you.



In the market for a payday treat? We can certainly help with that – check out this week's sexy new Glossy Picks

Any products in this article have been selected editorially however if you buy something we mention, we may earn commission

There's lots going on this week in the world of beauty and wellbeing. We've got Merit's new suncare launch (do believe the hype), a £12 skin saviour that now lives in our beauty director's handbag and exciting news for matcha fans. Shall we?



ISLA HUFFADINE
GTG Content Coordinator



Sync Beauty Tinted Lip Oil, £23.05

"This cool new brand has been taking over my social media feed with its three-step lip care routine: a matcha scrub, nourishing balm and tinted oil. I've been especially hooked on the lip oil – my new go-to for a glossy, effortless look. It delivers a slight tint, applies smoothly with the thick applicator and has zero stickiness. Added sunflower seed oil, vitamin E and squalane, moisturise and replenish – offering skincare benefits for your pout. Plus, pair with a lip liner for the perfect day-to-night glam."

SHOP >

Product List



LIP BALM

Formulated to be your essential companion for maintaining hydrated and naturally plump lips 24/7.



TINTED LIP OIL

The lightweight texture of the oil glides smoothly, leaving your lips feeling soft, extra shiny and visibly plump. Available in 3 shades.



MATCHA LIP SCRUB

Infused with a blend of nourishing ingredients and invigorating flavour of matcha, our scrub gently buffs away dry skin, leaving your lips smooth as never before.



LIP LINERS

Infused with a blend of nourishing ingredients and invigorating flavour of matcha, our scrub gently buffs away dry skin, leaving your lips smooth as never before.

NEW LAUNCHES



BROW GELS
AVAILABLE IN 4 SHADES



A BRAND CUSTOMERS RETURN TO – AND TALK ABOUT



HIGHLY GIFTABLE /
IMPULSE-PURCHASE
PRICE POINT



IDEAL FOR BEAUTY
CORNERS, LIFESTYLE
SPACES, FASHION-LED
CONCEPTS



CLEAN BEAUTY THAT
ALIGNS WITH EVOLVING
EU CONSUMER VALUES

WHY SYNC WORKS FOR YOU



Customer average order value: 40£
Retail-Friendly minimums

COMMUNITY & BUZZ



Instagram [@syncbeauty_co](https://www.instagram.com/syncbeauty_co)



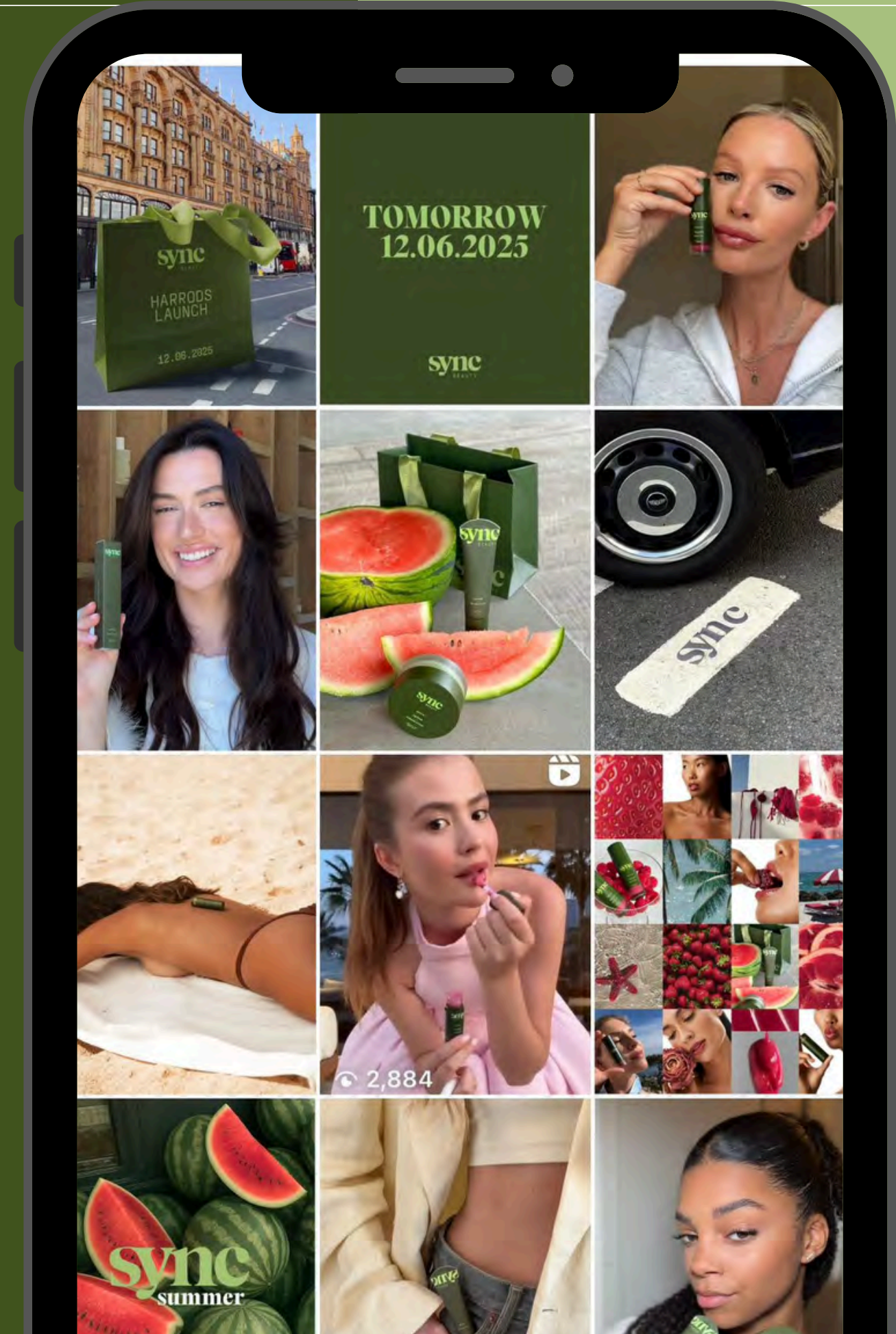
TikTok [@syncbeauty_co](https://www.tiktok.com/@syncbeauty_co)



Audience: Gen Z + Millennials, UK/Europe



Strong organic engagement



MARKET OPPORTUNITY

- Global lip care market: \$2.6B+
- UK beauty & personal care market: £12B+
- Gen Z & Millennials demand products that are:
 - Clean & conscious
 - Emotionally connected
 - Instagrammable

*SYNC BEAUTY SITS AT THE
INTERSECTION OF SKINCARE, MAKEUP,
AND WELLNESS — WITH A BOLD,
OWNABLE IDENTITY.*



BRAND PRESENTATION

SYNC BEAUTY



sync
BEAUTY

CONNECT WITH US!

HELLO@SYNCBEAUTY.COM

+35797792224

WWW.SYNCBEAUTY.COM