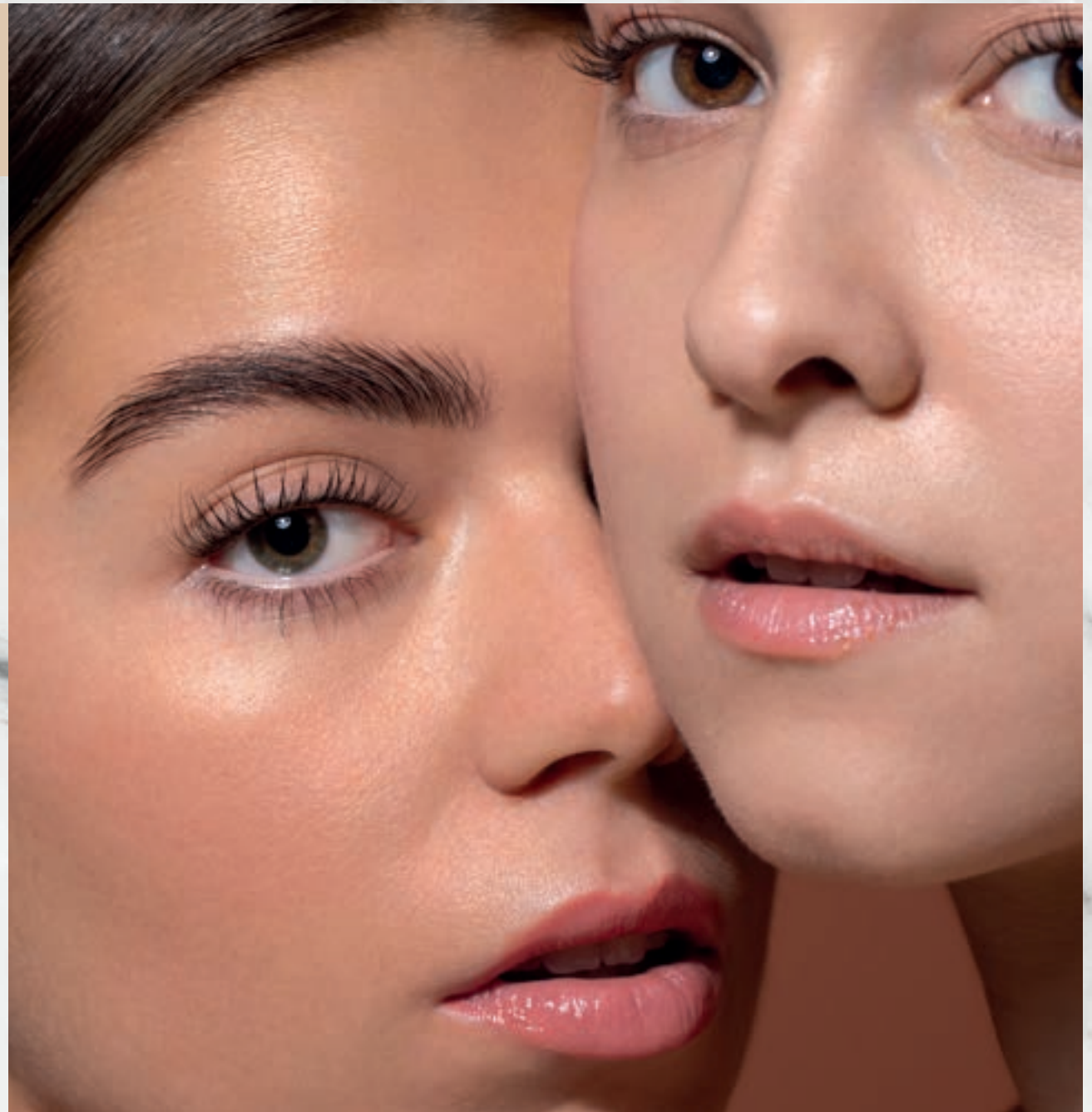


PRESS
KIT

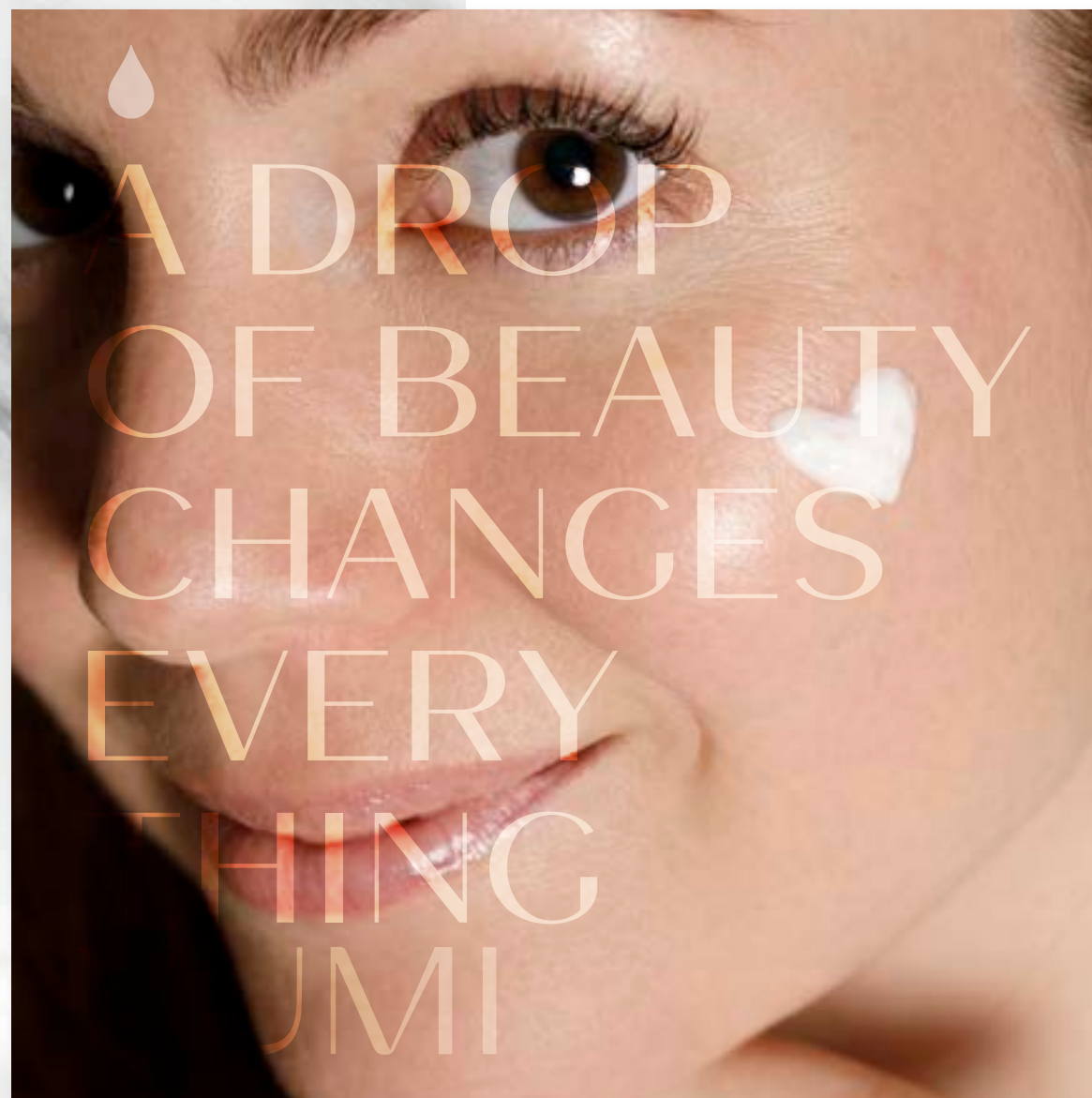
YUMI
BEAUTY
💧



REVEAL YOUR NATURAL BEAUTY

🔹 CONTENTS

1. ONCE UPON A TIME YUMI
2. DATES & KEY FIGURES
3. OUR YUMI WORLDS
4. OUR PRODUCTS & SERVICES
5. OUR VALUES
6. OUR STRENGTHS
7. 2ND YUMI BRAND IN PROVENCE
8. OUR CUSTOMERS & PARTNERS
9. OUR EVENTS AND EXHIBITIONS
10. OUR TRAINING CENTER
11. OUR FRANCHISE NETWORK
12. MEDIA





YUMI
BEAUTY
●

Each person has a different vision of beauty.
But only one remains to be revealed... natural beauty!

ONCE UPON A TIME THERE WAS YUMI

In 1989, Laurence Roullier opened her first nail salon in the heart of Saint-Etienne. A few years later, a second institute was opened in the city center.

Following the evolution of her concept, Laurence and her long-time partner, Richard Roullier, decided to create their own brand by registering Griffe d'Or®.

But the Roullier's saw further ahead. In 2009, they discovered a brand new skin-care product: YUMI Lashes. In 2012, the Roullier family founded and registered the umbrella brand YUMI®.

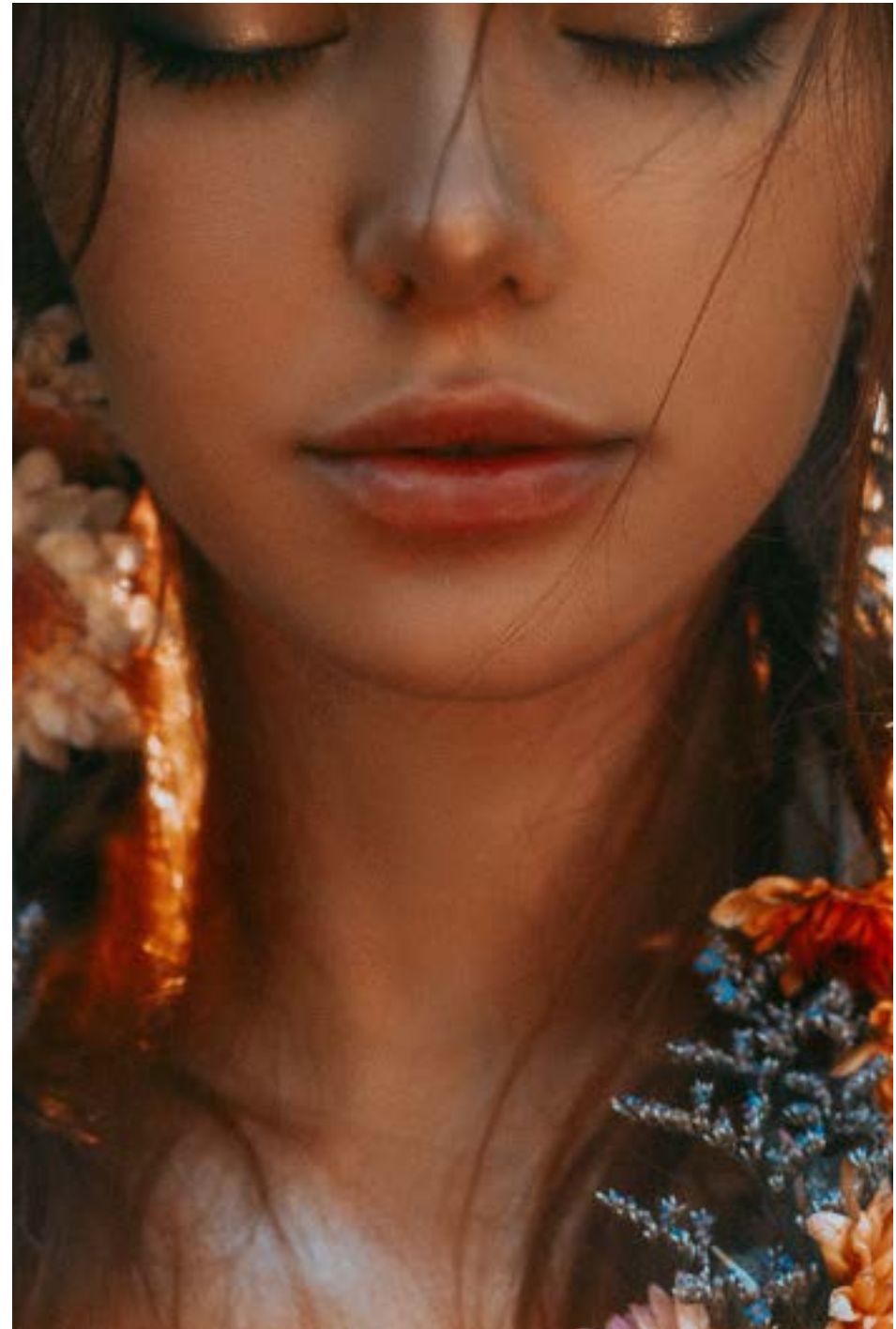
Over the years, many projects are born. In 2017, YUMI Feet appeared, the following year it was the turn of YUMI Nails, then YUMI Brows and YUMI Wax in 2019.

YUMI Beauty is present in over 70 countries.

In 2021, the first YUMI Studio will open its doors in Andrézieux-Bouthéon (42) and the second in December 2022 in Divonne-les-Bains (01). Many other projects are underway.

2022 is marked by the entry of an investment fund and the acquisition of the YUMI laboratory.

Welcome in the Yumi Beauty universe.



THE FOUNDER



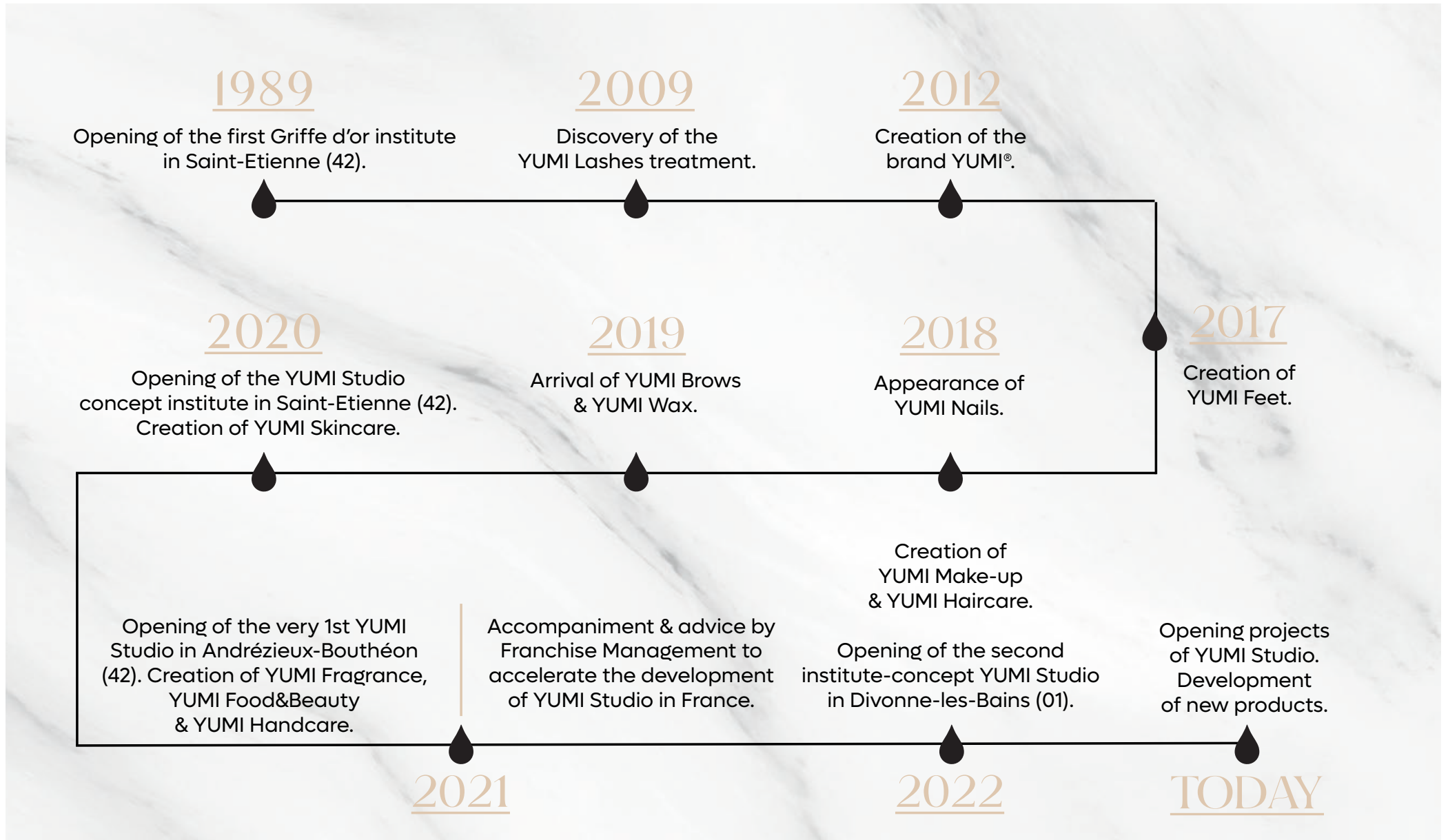
“As a trained beautician and now General Manager of YUMI BEAUTY France, I have always been keen to highlight the work of beauticians. Getting away from prejudices and offering innovative, trendy, technical and effective treatments from the very first use is also a way of highlighting our professional know-how.”

Laurence Roullier





KEY DATES





KEY FIGURES

IN FRANCE...

THE YUMI TEAM



💧 **27** EMPLOYEES

💧 **23** SALESPEOPLE IN THE FIELD

💧 **+ 10 000** PRO CUSTOMERS

💧 **11** BEAUTY AXES *Nails / Make-up / Lashes&Brows / Skincare / Handcare / Feet / Food&Beauty / Suncare / Wax / Haircare / Fragrance*

💧 **+ 2 000** REFERENCES

💧 **1** COSMETIC LABORATORY

💧 **1** YUMI ACADEMY TRAINING CENTER

💧 **5** TRAININGS *QUALIOPI CERTIFIED AND DELIVERED BY CERTIFOPAC DEDICATED TO YUMI BRAND: Nails / Lashes&Brows / Skincare / Feet / Haircare*

💧 **2** YUMI STUDIO FRANCHISES

💧 **4** PRO SHOWS PER YEAR

💧 **4** WEBSITES *BtoB / BtoC / Academy / Franchise*

LES CHIFFRES CLÉS

YUMI IN THE WORLD



IN THE WORLD...

- 💧 **YUMI BEAUTY** IS PRESENT
IN OVER 70 COUNTRIES WORLDWIDE
- 💧 **7** EMPLOYEES
- 💧 **11** BEAUTY AXES
- 💧 **+ OVER 2,000** REFERENCES
- 💧 **2** WEBSITES *BtoB / Academy*

AUSTRALIA
AUSTRIA
BAHRAIN
BELARUS
BELGIUM
BULGARIA
CANADA
CARIBBEAN FR
CARIBBEAN EN
CHILE
CHINA
CROATIA
DENMARK
DUBAI-EAU
EGYPT
ENGLAND
ESTONIA
FINLAND

FRANCE
GEORGIA
GERMANY
HONG KONG
HUNGARY
INDONESIA
IRELAND
ISRAEL
ITALIA
KAZAKHSTAN
KOWEIT
KYRGYSZSTAN
LATVIA
LA REUNION
LEBANON
LICHTENSTEIN
LITHUANIA
LUXEMBOURG

MACAO
MADAGASCAR
MALAYSIA
MAURITIUS
MEXICO
MONACO
NETHERLAND
NEW CALEDONIA
NEW-ZELAND
NORTH IRELAND
NORWAY
OMAN
PHILIPPINES
POLAND
POLYNESIA
PORTUGAL
QATAR
ROMANIA

RUSSIA
SAUDI ARABIA
SCOTLAND
SENEGAL
SEYCHELLES
SINGAPORE
SLOVENIA
SPAIN
SWITZERLAND
SWEDEN
TAIWAN
THAILAND
TURKEY
UKRAINE
USA
VIETNAM
WALES

OUR UNIVERSES

YUMI
NAILS



Manicure
& nail care

YUMI
MAKE-UP



Makeup
range

YUMI
LASHES&BROWS



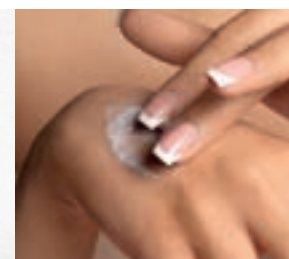
Eyelash & eyebrow
care

YUMI
SKINCARE



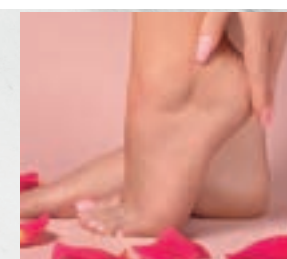
Facial care

YUMI
HANDCARE



Hand care

YUMI
FEET



Feet care

YUMI
FOOD&BEAUTY



Gummies
& Teas

YUMI
SUNCARE



High protection
sun products

YUMI
WAX



Body and face
waxing

YUMI
HAIRCARE



Hair care
Smoothing & Botox

YUMI
FRAGRANCE



Perfumes
& candles


MADE IN FRANCE



YUMI
BEAUTY
💧

OUR PRODUCTS & SERVICES

YUMI NAILS

A wide range of products approved for more than 20 years by beauty professionals for a sophisticated and precise modelling with more than 180 colors of gels with 4 complementary collections per year.

Our collaboration with the best laboratory makes YUMI Nails products a real optimal solution for every nail problem.

Home care products are also available for sale.



YUMI MAKE-UP

Enhance your beauty and personality by choosing colors and materials that make you stand out with the YUMI Make-up range. Whether it's to camouflage or to seduce, YUMI offers a range of make-up that brings out the natural radiance of your skin, with high naturalness rates.



YUMI LASHES&BROWS

Designed for professionals to help enhance lashes from their roots to safely enhance lashes from their roots, even with the most sensitive eyes, The YUMI Lashes technique is entirely adapted to different types and structures of lashes. The interest of the YUMI Brows technique lies in its ability to sublimate the eyebrow without having to resort to permanent makeup with deep nutrition and hydration of the eyebrows, tinting and care in a single treatment for a lasting solution ranging from 6 to 8 weeks.

Home care products are also available for sale.



YUMI SKINCARE

Discover Made in France products with high naturalness rates to reveal your natural beauty. YUMI meets the needs of each skin type for a personalized routine.

For a complete and personalized professional facial, the partner institutes are equipped with the HYDRASPA Face Efficience+ and V3 machines. They are equipped with a customized care program according to each skin type via an intelligent skin analysis system.



YUMI HANDCARE

The skin of the hands must be protected and moisturized to prevent natural dryness, damage, and rapid aging. Yumi Hand care offers a new range with 2 essential products to protect the hands from external aggressions.



YUMI FEET

Find the softness of baby's feet with natural products and made in France. Designed to eliminate calluses in just 15 minutes, the YUMI Feet brand treatment provides a simple, effective and profitable solution against calluses to all beauty professionals. With an immediate result, this revolutionary product 100% designed and manufactured in France, respects very strict quality rules. This product is a medical device. (Innovation Award 2018 - H Pierantoni).

Home care products are also available for sale.



YUMI

FOOD&BEAUTY

It is important to take care of yourself, and to let yourself be tempted without scruples! So to combine pleasure and efficiency, YUMI Beauty offers a new range of Vegan Foodstuff and made in France: gummies.

A pleasant taste and texture, vitamins, minerals, and trace elements... enough to pamper the hair, the skin, and/or the body. Certified organic and made in France.



YUMI

SUNCARE

At YUMI we are concerned about the environment. Our sunscreen is ocean-friendly because we choose to collaborate with laboratories that are committed to minimizing the use of sunscreens, which are known to be harmful to the ocean floor. Our formulas do not contain mid-level filters that have a direct impact on corals. Eco-friendly sunscreens have formulas that are non-toxic to the marine ecosystem.



YUMI

WAX

Our YUMI Wax body and face waxes have formulas developed to remove hair on every part of the body. Waxes that are easy to apply. Find the purifying and detoxifying virtues of the activated charcoal of the peelable wax.



YUMI

HAIRCARE

Nourished and healthy hair thanks to products made in France. YUMI Haircare's complete professional vegan hair care offers:

- Botox care that softens and restores volume to the hair thanks to antistatic and nutritive agents for guaranteed softness and shine.

- French Keratin straightening and the accompanying care products improve the health of the hair by protecting it from drying out to leave it nourished, strengthened, soft and luminous.

The spectacular result lasts from 2 to 6 months depending on the type of hair and home care products are also available.

Home care products are also available for sale.



YUMI

FRAGRANCE

Enter the world of YUMI Fragrance and awaken your senses with the range of "eaux de parfum" made in France and the soy wax candles with semi-precious stones whose scents have been developed by a Swiss perfumer.



OUR VALUES

At YUMI, environmental awareness is a subject that is particularly important to us and on which we work hand in hand with our French cosmetic laboratories.

Our customers love to take care of themselves, so it is only natural for YUMI to take care of their beauty/health. We want to be experts in natural beauty. Natural products are very well assimilated by the skin and are to be preferred. The use of natural ingredients on the body, face and hair provides an optimal result for a healthy skin. The benefits of natural ingredients are well known to our ancestors!

YUMI offers quality ingredients with a range of products that is increasingly Vegan, and a manufacturing process controlled and compliant with regulations. No animal testing is practiced.

We ask our partners for no controversial ingredients in our formulas. Our ingredients contain up to 98% natural ingredients. This is a guideline that we respect and on which we continue to advance. Our sunscreen is ocean-friendly because we choose to work with laboratories that are committed to minimizing the use of sunscreens, which are known to be harmful to the ocean floor. Our formulas do not contain mineral filters, which have a direct and irreversible impact on the coasts. The organic filter (also known as chemical filter) used in our formulas is considered one of the most effective in blocking all types of UV rays because its particularity is to absorb UVA and UVB rays to protect the skin. The cream is then absorbed by the skin. The eco-friendly sunscreens have non-toxic formulas for the marine eco-system.

To remain environmentally friendly, we also affix on our packaging the obligatory logos on the in-sorting since March 2022, to accompany the consumer and thus facilitate the right gesture of sorting to adopt to encourage him to deposit all its packaging and papers in the bin or container of sorting. These certified logos are also controlled and validated by our laboratories before any manufacturing launch.

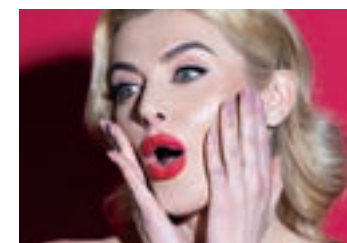
YUMI bets on products that are better for health and for the environment. We are committed to this.



MADE IN FRANCE



**NATURALNESS
RATE**

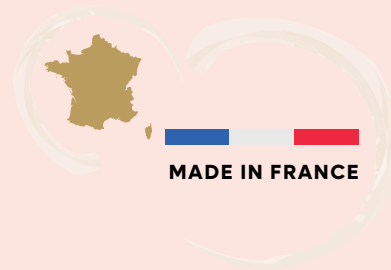


WAHOU EFFECT

EXPERIENCE



CARE & SERVICES



INGREDIENTS



YUMI PRODUCTS



PRESENCE



COMMUNAUTY





A SECOND ECO-RESPONSIBLE BRAND

YUMI
en Provence



In June 2022, the brand became the owner of its own laboratory located in the South of France, in order to guarantee the quality of the products made in France with a respectful manufacturing process.

One thinks of walking on limestone plateaus where thyme grows, skirting the vines and discovering fields of lavender as far as the eye can see, standing in front of a solitary olive tree to admire its hundred-year-old trunk and its varnished leaves...

Provence then reveals the obvious: to create the

YUMI *en Provence* brand with fragrances that are bursting with sunshine and summer, but also relying on vegan formulas and eco-responsible packaging that respect the environment.

Expected release... **SPRING 2024**





Rose extract
Fig extract
Lavender extract




>95 %
NATURAL



SHOWER GEL

Moisturizing and
nourishing



SCRUBBING

Sugar scrub



BODY CREAM

Nourishing with
Hyaluronic acid, shea
butter, anti-oxidant



BODY MILK

Hydrating
and nourishing



FRAGRANT MIST

Moisturizing
and nourishing

PROFESSIONALS OF THE BEAUTY:

- Distributors France & International
- Independent institutes France & International
- Franchises France



B2C :

- Final customer in institute France
- Internet customer France



LABORATORIES:

- 6 French laboratories
- Acquisition of our own YUMI laboratory since June 2022 in France





A DROP OF BEAUTY CHANGES EVERYTHING

YUMI Beauty participates in various trade shows throughout the year. Take advantage of our advice and services during these events.

🔹 Franchise expo / PARIS

Exhibition of the entrepreneurship.

Next edition: March 19 to 22, 2023

🔹 International aesthetic and SPA congress PARIS

Professional exhibition of aesthetic and SPA.

Next edition: 15, 16 & 17 April 2023

🔹 Beauty Prof's / MARSEILLE

Professional exhibition of the aesthetic.

Next edition: 8 & 9 October 2023

🔹 Beauté Sélection / LYON

Professional hairdressing and beauty show.

Next edition: November 26 & 27, 2023



OUR TRAINING CENTER

ACADEMY
YUMI

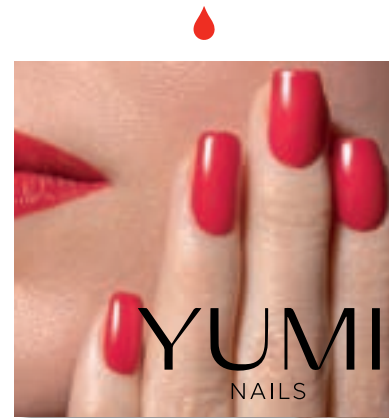


TRAINING COURSES WITH QUALIOPi CERTIFICATION ISSUED BY CERTIFOPAC

YUMI Academy is a training center recognized by DATADOK and approved for public financing (OPCO, FAFCEA...). It is in Saint-Etienne in the Loire region (42). Indeed, these two elements will determine the success of a project.

Our training center is open to handicapped people, for that, thank you to contact us so that we can organize your reception under the best conditions. Our training center has a 100% satisfaction rate and no dropouts.

- Hydra Spa Face Training - YUMI Skincare
- YUMI Lashes & Brows Training
- YUMI Brows Training
- Advanced Training - YUMI Brows
- Training YUMI Lashes
- Advanced Training - YUMI Nails, Gel Lac Pro
- Expert Training – YUMI Nails
- Advanced Training - YUMI Nails
- Initiation - YUMI Nails
- Keratin Smoothing Training - YUMI Haircare
- Botox Treatment Training - YUMI Haircare



OUR FRANCHISE NETWORK

STUDIO
YUMI



THE TOUCH OF EXPERTISE THAT CHANGES EVERYTHING

Specialized in natural beauty, YUMI Studio is an institute-concept exclusively dedicated to the care of the French brand YUMI®.

- 💧 **A premium concept of beauty institute** which allows to differentiate itself on the market.
- 💧 **30 years of product expertise** for a guaranteed Whaou effect!
- 💧 **A top-of-the-range French brand** with products **made in France, Vegan** with a **high rate of naturalness**.
- 💧 **Innovative and efficient services.**
- 💧 **A cozy and elegant universe.**
- 💧 **A training center:** YUMI Academy.



TESTIMONY OF A FRANCHISEE

“ YUMI Studio offers many assets:

- 💧 The modernity of the place and the services
- 💧 The made in France
- 💧 The profitability
- 💧 The efficiency of the services & products
- 💧 The prestige”

Océane,
1st YUMI Studio franchisee



YUMI
BEAUTY



www.yumi-beauty.com

KEEP UP WITH THE YUMI® BRAND

ACADEMY
YUMI



www.yumi-academy.com

KEEP UP TO DATE WITH OUR TRAINING CENTER

STUDIO
YUMI



www.yumi-studio.fr

FOLLOW THE NEWS OF OUR FRANCHISE NETWORK





CONTACT US

Alain Tastiel

@alain@yumiasia.com - whatsapp: +32 498 919 999 - wechat: AlainTastiel2

YUMI

BEAUTY



Alain Tastiel

Compte professionnel WhatsApp

