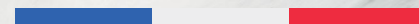


THE FRENCH BEAUTY  
TOUCH THAT CHANGES  
EVERYTHING

**YUMI**  
BEAUTY



**MADE IN FRANCE**



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

Following the evolution of her concept, Laurence accompanied by her Richard Roullier, decided to create their own brand by registering Griffé d'Or. They launch themselves in the distribution of innovative and quality products.

But the Roulliers see further ahead. In 2009, they made the discovered a brand new skincare product: Yumi Lashes. It was obvious for them to enter this niche market.

In 2012, the Roullier family founded the umbrella brand Yumi Beauty. Over the years, many projects have been projects were born. In 2017, Yumi Feet made its appearance and the following year, it was the following year, Yumi Nails was launched.

Since then, YUMI Beauty has continued to evolve and innovate around the world!

Today, YUMI products are distributed in over 70 countries.



# THE WORLD OF BEAUTY MADE IN FRANCE

Two complementary product lines

## B2B

YUMI  
LASHES&BROWS



Techniques  
Lash Lift & Brow

YUMI  
FEET



Anti-callus care

YUMI  
SKINCARE



Hydra Spa Face  
Care,  
skincare products

YUMI  
HAIRCARE



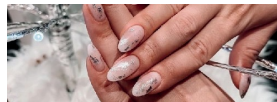
French keratin  
smoothing, botox  
treatment

YUMI  
WAX



Wax, accessories

YUMI  
NAILS



Semi permanent,  
gel, care...

## B2C

YUMI  
FRAGRANCE



Fragrances &  
candles

YUMI  
FOOD&BEAUTY



Cures of  
gummies

YUMI  
FEET



Anti-callus care

YUMI  
MAKE-UP



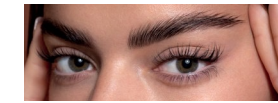
Produits make-up

YUMI  
SKINCARE



Skincare products

YUMI  
LASHES&BROWS



Mascaras, serum



All our products are made in France and comply with the European directives on health.  
Our products have not been tested on animals. All our product lines are vegan.

# YUMI

LASHES&BROWS



**Yumi Lashes is the world's number one eyelash enhancement company present in over 70 countries.**

Designed to help enhance your lashes from their roots safely, even with the most sensitive eyes, the YUMI Lash lift technique is fully adapted for different lash types and structures to achieve the best results.



# YUMI

FEET



**Yumi Feet is the number one French foot care company.**

Designed to eliminate calluses in just 15 minutes, Yumi Feet's treatment provides a simple, effective and cost-efficient solution to calluses for all beauty professionals. With an immediate result, this revolutionary product 100% designed and manufactured in France, respects very strict rules of quality, allowing to develop customer loyalty.



All our products are made in France and comply with the European directives on health.  
Our products have not been tested on animals. All our product lines are vegan.

# YUMI

SKINCARE



Find products adapted to each client, for each skin type. Thanks to the Hydraface Efficience+ machine, you will be able to perform a skin analysis with a manual camera, and create a skin care program adapted to each client, according to his skin type and needs. YUMI SKINCARE products are integrated into the machine's interface and are composed of highly concentrated active ingredients. The great novelty for this year 2022 is the skin analysis mirror equipped with SkanMySkin Artificial Intelligence. Following a skin diagnosis in the form of a selfie, a 100% customized cream is proposed and the client receives it at home or in the institute, according to their wishes.



# YUMI

HAIRCARE



Keratin is a very rich protein that provides visible hydration and shine to the hair. Discover the new Haircare range from YUMI Beauty with the Botox treatment and the keratin smoothing. The treatment will totally soften and restores volume to the hair thanks to the anti-static and nourishing agents. Softness and shine guaranteed. The French YUMI haircare Keratin Smoothing technique and the accompanying care products improve the health of the hair by protecting it from drying out and from the long-term use of products containing alcohol or other ingredients.



All our products are made in France and comply with the European directives on health. Our products have not been tested on animals. All our product lines are vegan.

**YUMI**  
WAX



Discover our body and face waxes with formulas developed to remove hair on every part of the body. Malleable waxes to apply easily. Discover the purifying and detoxifying virtues of activated charcoal in peelable waxes



**YUMI**  
NAILS



Semi-permanent gel effect new generation on a keratin base  
A FAST AND PROFITABLE TECHNIQUE WITH THESE NEW LAC LED/UV SOAK OFF  
GEL FORMULATIONS WITH AN ULTRA NATURAL LOOK.

The keratin treatment strengthens the nails and prepares them so that the bases can be perfectly bonded to the natural nail. This innovative technique saves an average of 30 minutes per application.

Then, the glosses will bring an incredible shine and solidity.

The 3 in 1 bases of medium viscosity allow to gain in speed of work thus in profitability.

Our products are also designed for the chablon technique.

The elasticity of our bases is high as well as the gels which reinforces the solidity and the comfort on the natural nail.



All our products are made in France and comply with the European directives on health.  
Our products have not been tested on animals. All our product lines are vegan.

# YUMI

LASHES&BROWS



Our YUMI Lashes resale products are designed to make the effects of our treatments last. To have a powerful look for longer.



# YUMI

FEET



YUMI Feet Home products have been specially developed for home care. Essential for customers who want to take care of their beautiful feet after discovering and loving the YUMI Feet treatment in the beauty salon. It is also the perfect treatment for those who want to show it to their loved ones or their husband 😊😊😊😊



All our products are made in France and comply with the European directives on health. Our products have not been tested on animals. All our product lines are vegan.

**YUMI**  
BEAUTY

**B2C**

**MADE IN FRANCE**

**YUMI**  
FRAGRANCE



Discover a world of fragrances thanks to the range of Made in France eau de parfum from YUMI and our soy wax ambiance candles, scented and embellished with semi-precise stones for an even more personal touch!



**YUMI**  
FOOD&BEAUTY



Yumi offers a perfect line of food products: gummies. A pleasant taste and texture, vitamins, minerals and trace elements... enough to pamper the hair, the skin, and/or the body.



All our products are made in France and comply with the European directives on health. Our products have not been tested on animals. All our product lines are vegan.



**YUMI**  
BEAUTY

**B2C**

**MADE IN FRANCE**

**YUMI**  
MAKE-UP



Enhance the beauty and personality of each customer by choosing colors and materials that make you stand out. YUMI offers a brand new make-up line with the highest naturalness rates to enhance natural beauty.



**YUMI**  
SKINCARE



The YUMI Skincare range offers a wide choice of products. It allows you to create a routine totally adapted to your skin's needs. All our products are as natural as possible and not tested on animals.



All our products are made in France and comply with the European directives on health. Our products have not been tested on animals. All our product lines are vegan.

YUMI  
BEAUTY

YUMI  
BEAUTY

Contacts : [elysee@yumilashesusa.com](mailto:elysee@yumilashesusa.com)  
whatsapp: +1 (310) 999-2001

[alain@yumiasia.com](mailto:alain@yumiasia.com)  
tel & whastapp: +32498919999

YUMI ASIA  
PACIFIC

Avenue Winston Churchill 11  
1180 Brussels  
BELGIUM

