



# MUDMASKY®

pH-balanced





# OUR MISSION

Improving your skin with pH-balanced skincare & hair care,  
to make you feel confident.

*Confidence is you.*



# OUR VISION

To be the worlds first pH-Balanced  
skincare brand.





# TARGET AUDIENCE

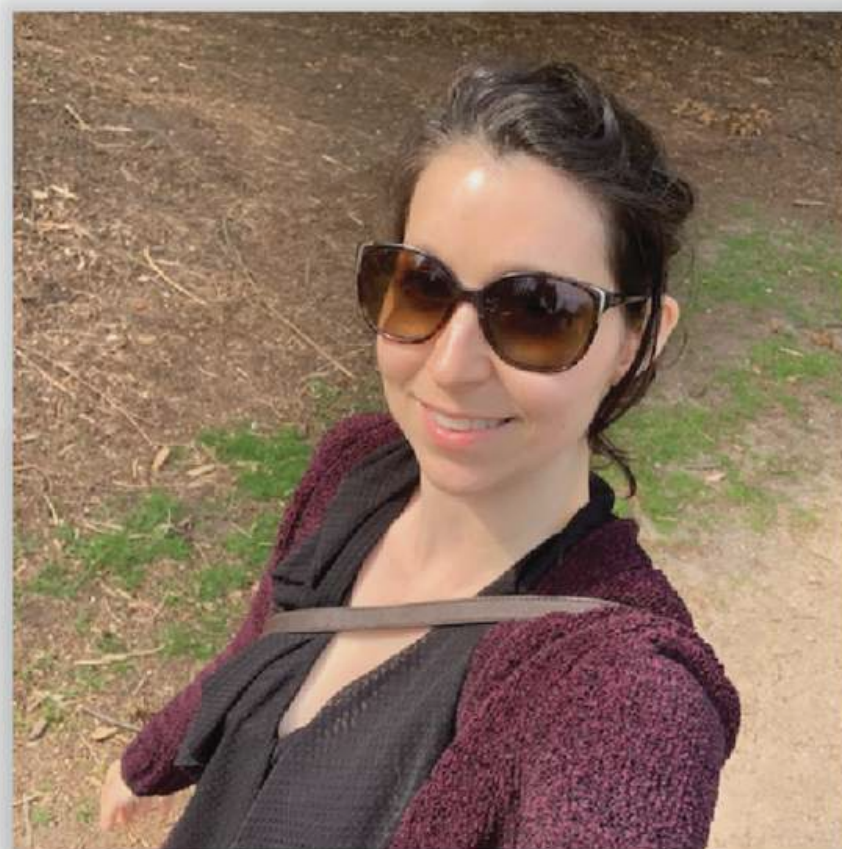
## JENNY BAKER

**Profile** Sensitive skin

**Gender** Female

**Age** 36

**Occupation** Owner Yoga school



### MOTIVATION

Jenny gets very confused when it comes down to skincare. She perfectly understands what's inside her food, but she can't understand the ingredients of skincare products. She feels like she needs a degree in chemics to understand what's inside her skincare. Jenny needs help to find a skincare product that fits her needs. She recently discovered MUDMASKY after Googling "pH-balanced face mask". After researching MUDMASKY online and reading all the reviews about the company she decided to purchase the Facial Detox Purifying Recovery Mask.

### GOALS

- ♥ Is looking for a transparent and sustainable skincare company
- ♥ Find a skincare product that does not irritate her skin
- ♥ Hoping to find a skincare brand that works and doesn't have to constantly switch from brand.

### FRUSTRATIONS

- ♥ Not understanding what's inside skincare products
- ♥ Lack of transparency
- ♥ Not being able to control sudden breakouts



## TRANSITION TO A HEALTHY SKIN

Before



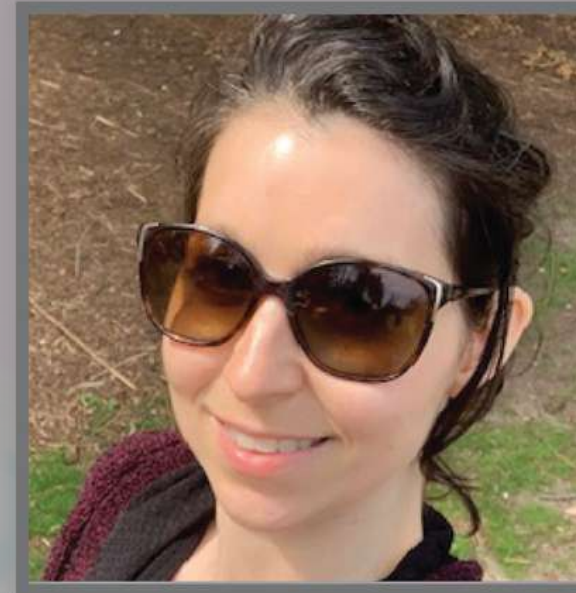
After 3 weeks



After 6 weeks



After 10 weeks



Before

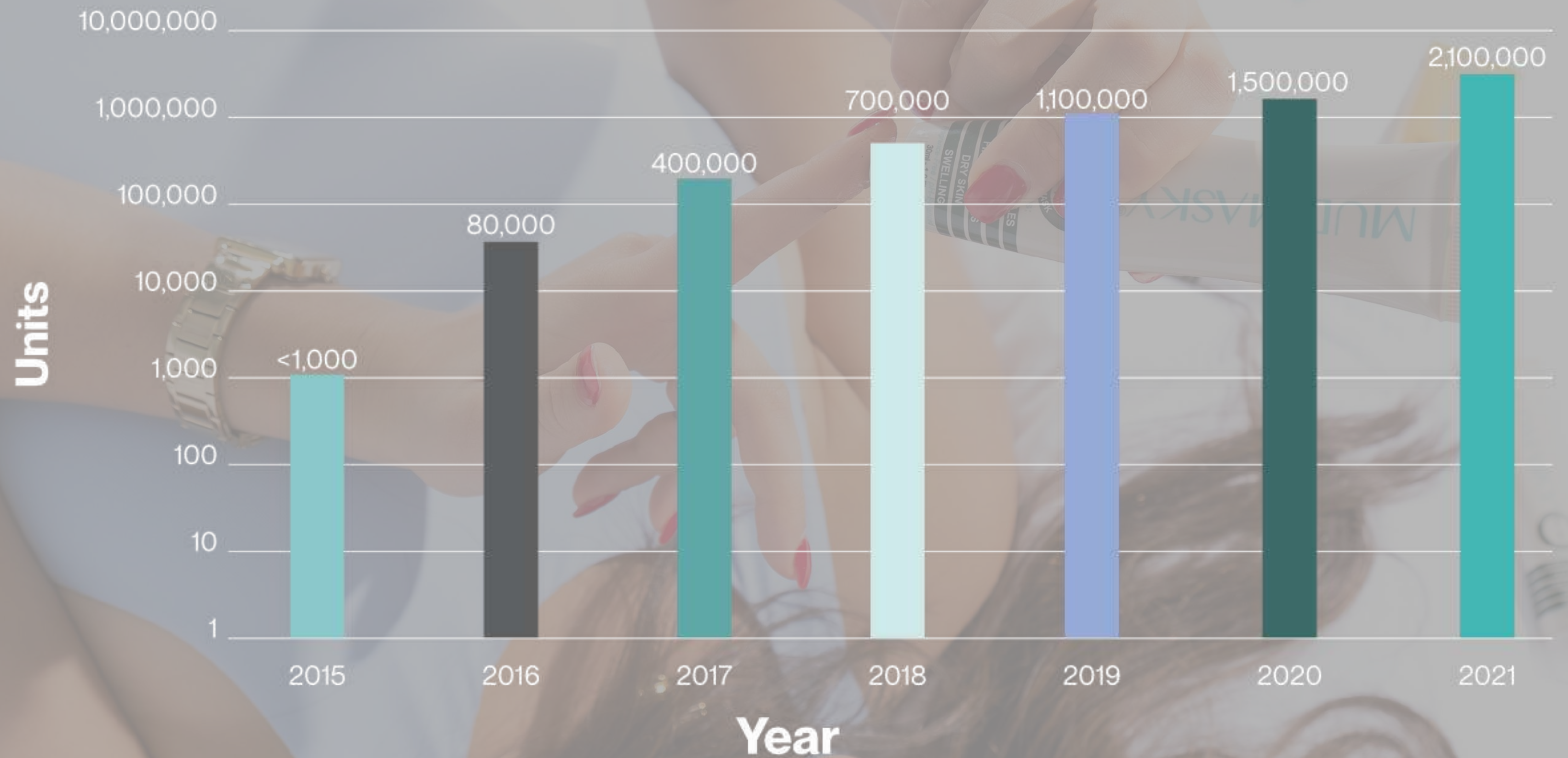


After 15th use





# UNITS SOLD INCLUDING SAMPLING





# ONLINE REPUTATION



The Facial Detox Purifying Recovery Mask is the most reviewed mud mask, with over 200,000 reviews on Ipsy.com

<https://www.ipsy.com/product/p-ivof14ymig4013ya>



Only 5-star reviews on Facebook.

<https://www.facebook.com/mudmasky/reviews>



Only 5-star reviews on Trustpilot.

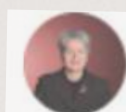
<https://uk.trustpilot.com/review/mudmasky.com>



Fastest online customer service. With 92% of customer questions, answered in 52 minutes. Between 9 AM - 9 PM (CET).



# REAL CUSTOMER REVIEWS



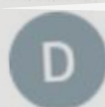
**Peggy Aarts**

2 reviews

★★★★★ 4 maanden geleden

I love Mudmasky! My sensitive skin can not handle all of their products but I adore the ones it can, like the eye serum. Works miracles.

With my most recent order something went wrong with my adress and the package disappeared.. Customerservice was terrific, they quickly send me the order again.



**Deborah R.**

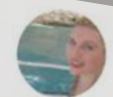
7 reviews · 1 foto

★★★★★ 2 weken geleden

NIEUW

Mudmasky is skin + hair magic! The photo includes my absolute favorite items. I use the Facial Detox Purifying Recovery Mask followed by the Leave Me on Winter Mask every one or two weeks. It truly cleans/exfoliates my skin without being harsh, my skin feels soft and healthy after. A little bit of each product goes a long way! The Hair Mask Scalp Treatment & Miracle Shampoo is like having a hair reset. I use this when I notice that even though my hair is technically clean, it just seems like the shampoo is almost making it oily faster in-between washes. I'll shampoo my hair as normal, rinse, and then start working this mask in at the root and leave it for a few minutes. Again, a little goes a long way. After my hair is rinsed and dried, it feels and looks so healthy!

One more thing: this company has the fastest shipping of any that I've used. I just received an order within 3 days of ordering, and it came from the Netherlands to the middle of the US in holiday season. Outstanding! Lifetime customer here - I cannot imagine not using this product!!



**Sarah Pipkin**

7 reviews

GB

★★★★★

**Recommend both the products and the customer experience**

I'd used Mudmasky's winter face mask before and been impressed, so recently ordered some products directly from the company. The products were sent by FedEx (tracked every step of the way), received the next day, and very nicely packaged. However, there was a small issue with a missing item so I contacted the company to ask them to rectify the error.

Not only did they respond immediately, they were incredibly courteous, human, and apologetic - the correct item was issued to me right away. This was one of the best customer service experiences I've ever had with an online seller, and certainly the best in Europe.



**Linda Chandler**

2 reviews

★★★★★ 4 maanden geleden

My skin is so much better after I discovered Mudmasky. The Sleep Repair Mask is so soothing. I love all of their products.

ND

**Natasha Disley**

3 reviews

GB

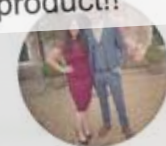
★★★★★

Op uitnodiging

**Amazing service...**

Just wanted to say thank you, for the amazingly fast service of my order i only placed yesterday. Could not believe it arrived before, wasnt expecting it till next week sometime. Well done to everyone involved, a company that really cares about its regular customers, and before i finish this email thank you for my wonderful skin.

10 sep. 2021



**Sammi Curtis**

3 augustus 2021 ·

raadt Mudmasky aan.

I've recently started using Mudmasky products and absolutely love them and the results I get! Their customer service is also great and they are very generous when it comes to free gifts and even gave me a full size autumn mask tube instead of travel size due to being a loyal customer! I will definitely keep with Mudmasky due to the quality of their products, the company ethics and how they're trying to be 100% sustainable. Highly recommend!

★★★★★

Op uitnodiging

**Amazing customer service as always**

Amazing customer service as always, Dave has been the most helpful! One of my favourite company to buy from, it's always a pleasure!

29 nov. 2021



# OUR INGREDIENTS



Our ingredients are  
safe & natural.



We will never test  
on animals.



Our ingredients  
contain no harsh  
chemicals & no harsh  
naturals.



All ingredients are sourced  
from the globe, freshly  
produced in Amsterdam.



Our products do  
not contain  
Parabens.



**THANK YOU!**  
**ANY QUESTIONS?**



[lelie@mudmasky.com](mailto:lelie@mudmasky.com)

60 ml / 2.0 FL OZ  
COMPUTER SCREEN  
LED LIGHT  
TELEVISION  
SMART PHONE  
LAPTOP / TABLET  
Blue Light Protection  
Helps shield harmful  
Blue Energy Visible Light  
PROTECTION MASK  
BLUE LIGHT