

OROGOLD®
c o s m e t i c s

NEW YORK | MADRID | MOSCOW | LONDON | DUBAI | LOS ANGELES | HONG KONG | MIAMI | TORONTO | SYDNEY



DISCOVER THE WORLD OF

OROGOLD[®]

c o s m e t i c s

OROGOLD is an internationally acclaimed luxury brand recognized for its unique ingredients, opulent reputation and its global prominence within the skincare industry. With over 110 exclusive international locations, over 16 collections and 75 luxury beauty products, OROGOLD has something for every skin type and every customer! Each OROGOLD product is infused with the highest quality blends of skin care ingredients including Vitamins, Botanical Extracts, Hydroxy Acids, and Peptides, along with luxurious ingredients such as caviar, diamonds, pearls and of course our signature ingredient, gold. OROGOLD Cosmetics offers 16 innovative and different collections to address all skin types and concerns.

OROGOLD's lavish beauty boutiques can be found across the globe, including San Francisco, Las Vegas, Dubai, Singapore, Amsterdam, Australia, Hong Kong, Russia, Philippines, Spain, London and 45 locations across the U.S.

WITH OVER 140 RETAIL LOCATIONS *worldwide*

OROGOLD COSMETICS LEADS THE MARKET IN ULTRA-LUXURY COSMETICS



PRESTIGIOUS CENTERS

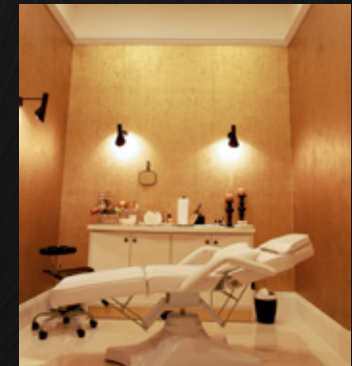
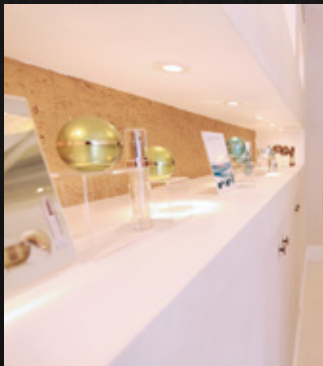
OROGOLD stores can be found in over USA 50 locations, including:

FORUM SHOPS, NV • INTERNATIONAL PLAZA, FL • THE SHOPS AT YACHT HAVEN GRANDE, USVI • BELLEVUE COLLECTION, WA
DALLAS GALLERIA, TX • GARDEN STATE PLAZA, NJ • DADELAND MALL, FL • SCOTTSDALE FASHION SQUARE, AZ
HOUSTON GALLERIA, TX • COPLEY PLACE, MA



LUXURIOUS STORE DESIGN

White Opulence is not only the primary color and finish for OROGOLD interior spaces, but it is also an apt description of the design and experience that OROGOLD offers. "White" for the clean architectural feel; "Opulence" for the luxurious experience OROGOLD exudes. When initially one walks into the space, feelings of revitalization and renewal is abound. To contrast the main entry color is a reflective black glass paneled-wall with the striking gold letters "OROGOLD Cosmetics." Gold and White Opulence, truly metaphorical for the service and products OROGOLD provides. Everything about OROGOLD interior design matches what it gives to its customers, luxurious beauty. On one side of the store an architectural display wall is used to draw one's eye to the products. The glowing insets act as a focal point to show off what OROGOLD can offer. On the other lies the main feature OROGOLD is famous for, the tufted plush wall that has the appearance of soft and extravagant pillows. One cannot help but touch the feature wall; but there are no heads to be rested here, the wall is actually composed of a unique wall tile. Adjacent to this wall lies the diagonal "wing" walls, which further grabs the eye to the products featured.



SPA-LIKE VIP ROOMS

To further heighten the Luxury of OROGOLD, VIP rooms are separated from the main sales floor and feature an intimate one on one interaction between the customer and OROGOLD representative in a space that certainly does not lack opulence. The V.I.P. rooms are covered in gold wallpaper that gives the customer the feeling that they are definitely in the lap of luxury.

From the decadent chandeliers that decorate the sales floor, to the orthogonal modern furniture and sleek chairs, the interior of OROGOLD leaves the customer with the feeling of incoming indulgence. The clean look conveyed by its architecture will grab the attention of most, and will certainly entice anyone to be pampered.



A close-up portrait of Alice Eve, a blonde woman with wavy hair and blue eyes, wearing a gold sequined dress and a star-shaped earring. She is looking directly at the camera with a slight smile. The background is a soft, out-of-focus white and yellow.

ALICE EVE FOR OROGOLD[®]

International actress and acclaimed beauty ALICE EVE shines like gold, as the new face of OROGOLD Cosmetics. Her fierce looks, intellectual persona and sheer intrigue of the brand made her the perfect fit to carry the OROGOLD crown. As far as we're concerned... Alice Eve conquers all.



BRIAN AUSTIN GREEN for
OROGOLDMEN[®]

OROGOLD Cosmetics is pleased to announce actor Brian Austin Green, of FX's *Anger Management* and *Beverly Hills 90210*, has been named the new ambassador for the brand's collections of the luxury anti-aging skincare targeting men. Brian's dapper persona and appreciation of the finer things in life, make him the ideal spokesperson for the opulent skincare collection that infuses pure 24K gold into each product.

24K EXCLUSIVE EYE COLLECTION

The benefits of this exclusive collection are so striking; some have compared using the products to a non-surgical alternative to a facelift for those suffering from visible signs of aging.



24K EXCLUSIVE
EYE CARE
COLLECTION



BRIAN AUSTIN GREEN for

OROGOLDMEN®

24K SIR COLLECTION



24K SENSITIVE SKIN COLLECTION

OROGOLD's Lielle is the very first collection designed specifically for sensitive skin. Every product in this collection is hypoallergenic and dermatologist tested. The products of this collection do not contain any fragrance and use the finest and most soothing ingredients such as cucumber extract, sage leaf oil, aloe vera and more...



24K TÈRMICA® COLLECTION

This collection delivers exactly what its name suggests – a heat activated formula which gives your skin a more radiant appearance. The heated ingredients do not just beautify your skin, they also contribute to the relaxing pampering effects of this collection.



24K CAVIAR
COLLECTION



24K CRYOGENIC COLLECTION

More than 100 ingredients including Diamond Dust, Gold, Crushed Pearl, Caffeine, Green Tea, Shea Butter and various vitamins combine to give your skin the ultimate pampering experience. This multitude of beneficial ingredients help improve the appearance fine lines and wrinkles and provides a relaxing and pleasant cooling as it beautifies your skin. This collection will leave your skin looking healthy and vibrant.



OROGOLD®
e x c l u s i v e

*"There are never
enough hours in the
days of a queen..."
- Cleopatra*



24K CLEOPATRA NANO REGIMEN

OROGOLD® exclusive

24K CLEOPATRA NANO REGIMEN
24K RÉGIME NANO CLÉOPÂTRE



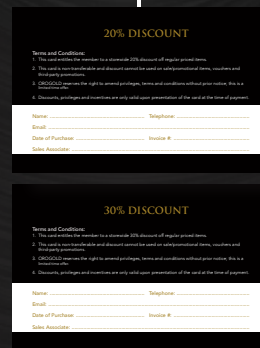
24K CLEOPATRA NANO
Regimen

MARKETING STRATEGIES

Complete in-store marketing provides methods to capture shopper's attention at the point of sale. It not only increases customer confidence during purchase, it will also assist sales associates in selling in a more professional manner.



- Grand Openings
- In-Store Promotional Materials
- VIP Membership Program



MARKETING STRATEGIES

Press, Events and Sponsorship Opportunities

In an effort to consistently increase visibility, OROGOLD proudly sponsors events that align with our brand's values and target audience.

THE EMMY AWARDS



NY FASHION WEEK

 A social media post for Fashion Week on September 9. It features the OROGOLD logo and a link: <http://bit.ly/orogoldcosfw>. The text reads: 'Even you can be a goddess with Orogold Cosmetics! Which of their fabulous products makes you feel like a queen?'


PRESS COVERAGE



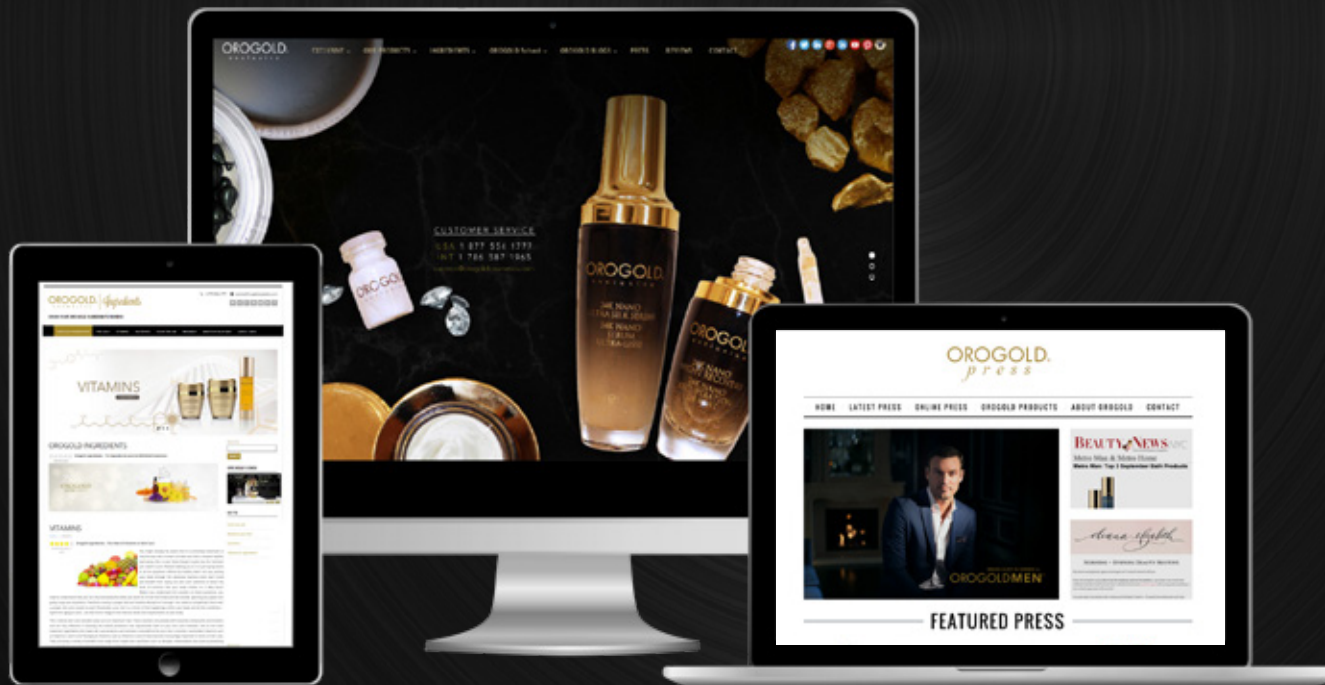
A snippet from Refinery29 with the headline 'What Kind Of Eye Cream Do You Really Need?'. It features an image of an OROGOLD eye cream bottle. The article text discusses eye cream benefits and ingredients.



MARKETING STRATEGIES

Online Exposure

OROGOLD's online marketing team is constantly promoting activity on OROGOLD's websites, social media channels and within the blogosphere to increase the brand's visibility as well as our store locations, online.



- OROGOLD.com
- OROGOLD.media
- OROGOLD.press
- howtouseOROGOLD.com
- OROGOLDblog.com
- OROGOLDskincare.com
- OROGOLDgiveaway.com
- OROGOLDschool.com
- OROGOLDlocations.com
- OROGOLDstorelocator.com

OROGOLD LIFESTYLE MAGAZINE



OROGOLD Lifestyle Magazine, our annual luxury lifestyle publication is in distribution in over 23 countries and reaches over a million readers worldwide. The magazine features 160 glossy pages, which cover topics ranging from skin care and healthy diets to inspiring women and customer interviews. In addition the publication features retailer supplied advertisements by high end stores which fit in with the OROGOLD lifestyle as well as editorial pages which focus on OROGOLD Cosmetics, fashion, skin care, nutrition, spas, and tourist locations. This year an international language version of OROGOLD Lifestyle Magazine will be introduced. OROGOLD magazine is distributed to 500,000 international customers annually.

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