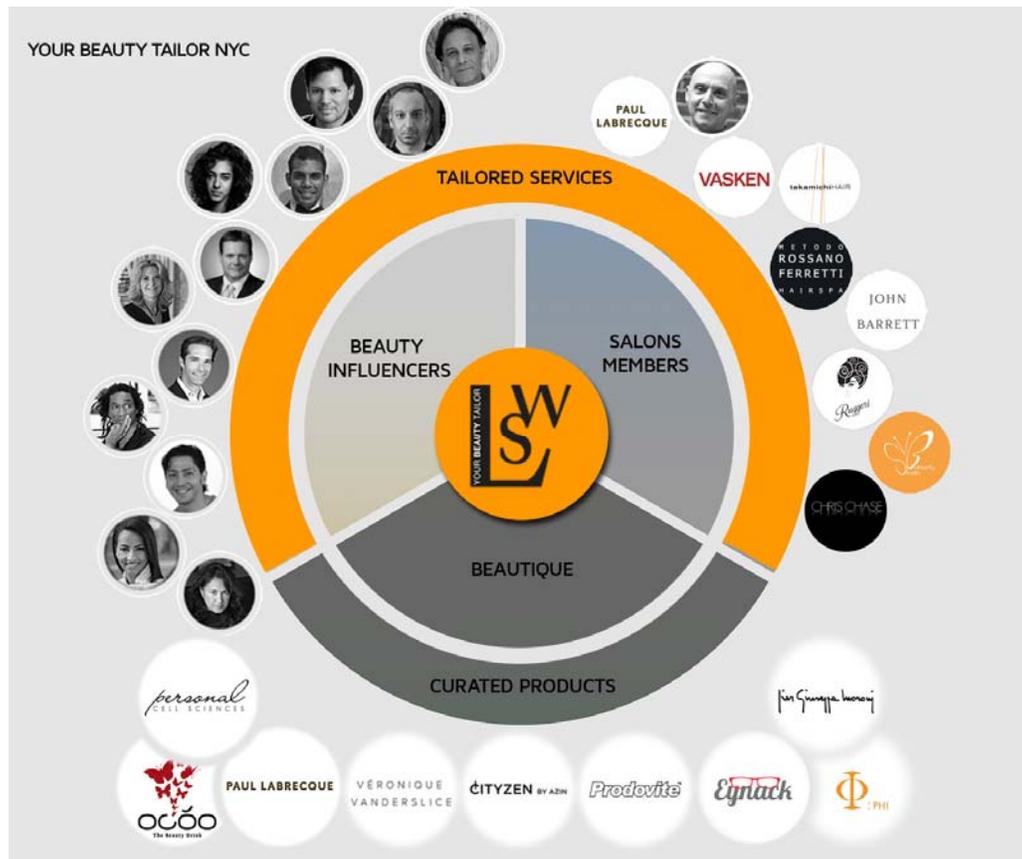


MORE ABOUT "LSW = YOUR BEAUTY TAILOR"

LSW TODAY: A COMPREHENSIVE PLATFORM DEDICATED TO YOUR (REAL) BEAUTY:

- A prestigious seal of approval for the finest Beauty Salons in the world
- Now, a "Circle of Beauty Experts" and "Tailored Services" co-created with each of them to serve each one's individual Beauty choices.
- An exclusive "LSW Beautique" gives a chance to remarkable Beauty products to be discovered and appreciated.
- A voice in Beauty: "In the (K)now". Our Editorial contribution covers the LSW Salons Press room, "LSW Beauty Experts Columns", World news...we inspire, inform, open your eyes so you can make informed decisions as how to optimize your real beauty.



I-The Foundation: The Leading Salons of the World (LSW)

Over the past 3 years, LSW has become the authority for discerning people around the world to rely on to have their Beauty needs met in the most exclusive Salons in the world.

- More than 200 [Salons](#) Members in 55 cities are now forming the exclusive global Circle of the LSW Salons.
 - *Passed a very strict Accreditation process and as such earned the right to claim their status: "Member of the Leading Salons of the World". Each Member has to maintain his status consistently to maintain his membership. LSW is in fact the "Gault et Millau" or "Guide Michelin" for Beauty Salons!*
 - *LSW established uniform Standards across countries so same high-quality services and experience can be expected anywhere in the world; with a personal*

that speaks English if they desire to.

- LSW promotes its Members' news and superior achievements, thus contributing to raising the bar in the Industry by showcasing the best in business, as well as showing what healthy and beautiful hair look like
- In all our Members and Partners, we look for Excellence across the board, passion for their work, and genuine desire to give the "gift of Beauty".
- Facebook: 25000 likes++, Website very encouraging feedback from both the Profession and the Public.

II- NEW: Your Beauty Tailor

Why such a focus on Beauty?

Beauty is not shallow. Beauty is serious business. Your appearance speaks before you do, and should say all that matters. Men and Women alike, leading the boardroom, or simply going through the day, we all do better Beauty-fully empowered.

Why a Beauty Tailor?

At LSW, we believe in a highly tailored approach to Beauty that respects who you are as a person, and acknowledges you as essentially unique and inherently special. There is no such thing as "aesthetical truth", hence no universal recipe for the perfect service or product. Luckily. We encourage everyone to leverage their "Real Beauty" and find the subtle melange of Style, Youthfulness and Charisma that makes each of us uniquely attractive.

"Living in Beauty"

Beyond the highly individualized choices to optimize our appearance, we also like to encourage the realization that Beauty - in general - and surrounding yourself with beauty in particular affects how we feel. Each Beauty choice is part of living Beauty fully.

Circle of Beauty Experts

LSW has identified and built exclusive relationships with some of the best Beauty/Wellness/Fitness/Fashion/Design/Stylist Experts in the world. Each Expert is a thought leader in their field and operates at a level of excellence and passion that make them stand out professionally and personally. They bring a whole world of exciting possibilities to our search for "Real Beauty".

As Your Beauty Tailor, we hope to make a difference in your life.

LSW Beautique

LSW curates Beauty products for you to experience and see for yourself if they make a difference in your life. They are all remarkable for a reason: effectiveness, design,...beauty-full.

We cover the fields of: Beauticare, Nutricosmetics, Nutraceuticals, Designers, Hair Jewelry, Jewelry and have a specific focus on Travelers.

Beauticare

- U-Skincare made from your own stem cells: U-Autologus from Personal Cell

Sciences

- Haircare from the best Hairstylists: Paul Labrecque and Pier Giuseppe Moroni

Nutricosmetics

- Ocoo- The Beauty Drink: A formula based on 7 Beauty berries (most potent anti-oxidants in the world), additional nutrients and vitamins meant to increase collagen production and enhance your Beauty from within (Skin, hair, nails). No preservatives, no added sugar.

Nutraceuticals

- Prodivyte: Multivitamin cocktail with Prodosome technology (proprietary encapsulation technology) that ensures maximum bio-availability in the body. Formula impacts blood structure within 5 minutes.

Jewelry

- Phi-Jewelry: First diamond hair jewelry line. Pure aesthetics, pure diamond.

Designers

- Cityzen by Azin: an amazing line of dresses, scarves and accessories based on beautified amazing satellite images from major Cities around the world. An invitation to discover the Beauty of the world we share.
- Veronique Vanderslice: a temporal classics, beautiful leather and python materials, remarkable craft, delightful colors. Rare bags you want to collect.

Travelers

- Our monthly selection of the smart ideas for our core target: scarves, bags, beauty products

In the (K)now

We want to encourage people to take a fresh look at Beauty. A kind of Beauty that is "real" vs. shallow or artificial. Beauty that empowers. We mean to inspire and invite people to make the best choices for themselves so they actually leverage their #1 Asset.

We cover 3 main areas:

"Salons Press Room": the news and accomplishments of our Salons Members

- New Talent, Award, Opening?
We are happy to promote their news

"Influencers Columns": Beauty through the eyes of our Beauty Influencers.

- "Your Real Beauty" with Dr. Shirley Madhere, MD and Holistic Cosmetic Surgeon
- "Living on multiple planes of Beauty" by Tony Molina – Personal Fitness & Lifestyle Coach
- "What nature created, time sublimated" by Michael Deloffre – Sculptor and Painter
- "A Perfectly imperfect smile" by Dr. Kantor, Cosmetic Dentist
- " It is all about image" by Yuseff Smyth, downtown NY Image-Maker
- "Healthy hands, beautiful You" by Barbara Mutnick, Nail Beauty Magician
- Cityzen of the world"

News in the Beauty World: Beauty-related News from around the world, Beautiful Lifestyle,...

III-LSW in a nutshell

Our Clientele

Our guests are discerning clients and travelers-in-style, demanding by nature and by necessity, jet-setters, businesswomen and businessmen. As they travel the globe, they rely on us as their [Beauty Tailor](#) to inspire them, and curate the finest products and services suited to their own personal needs, image and personality. We make sure they stay at their best wherever they are, whenever they most need it to.

Our Mission

LSW raise the bar in the Beauty business so that more people realize the “power of real Beauty”, and rightly empowered are able to make the right choices for themselves and optimize their natural Beauty assets.

LSW Beliefs

1. Beauty is not a shallow preoccupation. Nor is it for certain people only. Beauty is a very important asset that is in everyone’s best interest to leverage. Men and women alike, CEO leading the boardroom, or simply in our daily life... Our personal image, the way we come across, that first impression we form in the other’s mind is our personal “brand”. There is, want it or not, ready or not, always a value attached to your appearance. We believe it is smart to make it work for you!
2. In a society that is so competitive. It is even more important to manage your Beauty capital in the most effective way. There is a value attached to Youth if you keep it together, as well as to maturity as long as you know how to keep it youthful and relevant.
3. Beauty is luckily complex. Beauty is not Beauty is not Beauty. There is no one ideal representation of Beauty, no one size fits all either, no dogma of style. Each of us is unique, multi-dimensional, and aspire to different things for ourselves. There is inherent Beauty in that reality. We seek Talents who respect that very basic ethical element in their work.
4. Empowerment comes from finding the most appealing outer expression of your most valuable inner being. At that point, we communicate all we are, and meet our own potential. We look and feel at our best, and that precious state projects invaluable confidence. Confidence that comes from real Beauty.
5. At LSW, what we call Beauty is a combination of “style”, “youthfulness” and “charisma”.

Our Values

1. **Integrity:** LSW is an independent entity with high selective standards of accreditation in the Beauty Industry. (Standards are the same worldwide to ensure consistency of expectations). Members commit to withhold these standards over time. Unsatisfactory unannounced visits (mystery guest), conducted all through the year, can result in the exclusion from the LSW Circle.
2. **Reach for Excellence:** We look for the magic trium-vira: impeccable Savoir-Faire, thoughtful guest Experience, and genuine Passion for giving the gift of Beauty.
3. **Passion:** We believe you can only be great at what you genuinely believe in and passionately love. We seek these qualities in all our Members and [Partners](#).
4. **Curiosity:** Curiosity leads change. We embrace change since it is inevitable. We appreciate and support people who have in them the unquenchable thirst for

discovery, the open mind to look at things with a welcoming interest, and the personality to stand up for themselves and choose what is good for them.

IV-The Partners + PICTURES

2 women with 2 hats and multiple arms... true New York entrepreneurs!

Maren Sostmann

- Originally from Germany, Maren has been living in NYC since 2003. Notorious Jet-setter, she realized while traveling, that there was no one trustworthy service that she could rely on to get her Beauty needs met at the level of excellence she desired. The Leading Salons of the World was born.
- Like all smart things, it all seems obvious now... Well, she did it.
- Architect by education and training, COO of the [Werner Sobek](#) NY's office, her architectural Design company [MSK](#) caters to a high-end clientele who seeks her expertise on their personal and professional projects.

Veronique Gautier

- Born in France, educated at La Sorbonne in Paris, Veronique moved to NYC in 1998, looking to expand her business horizons. She definitely did and traveled the world... literally!
- She is at home wherever there are ideas flying and a business to grow, and has a knack for making the 2 work together. When she met Maren, she loved the challenge to dive into Beauty, and become a fundamental actor in the Industry. Hence the Beauty Tailor.
- Aside from the Leading Salons, Veronique runs a Brand Consultancy with a very specific approach to Brand building and an equal passion: [The Brand Genome Lab](#). She believes that leveraging each brand's Distinctive Natural Asset (D.N.A.) is the key to creating ownable sustainable brand value.