

# NAKED GLOW LUXURY SKINCARE

Your skin, but better.

[WWW.NAKEDGLOW.IE](http://WWW.NAKEDGLOW.IE)



Naked Glow Skincare

# It's a "Hi" from Us

A word from our beloved CEO



## Kimberly Brophy

Founder & CEO of Naked  
Glow

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Kimberly is the driving force behind Naked Glow. With a background in skincare and business she envisioned a brand that would prioritise the well-being of women and their self-confidence. Her strong leadership and commitment to the brand's mission have been instrumental in its success

# Brand Overview

Brand Name: Naked Glow

Founded By: Kimberly Brophy

Based In: Ireland

Manufacturing: Korea, Hong Kong & China

Core Identity: Female-founded, Irish-owned skincare brand blending self-care with advanced Korean skincare innovation.

Positioning: Hybrid skincare-first range with clean, functional formulas designed to deliver visible results and an elevated user experience.



# Our Story

2021

## Launch of Naked Glow

We launched Naked Glow self tan to the market after 18 months of development.

2022

## Awards & Growth

Win best tan mousse 2022 and are shortlisted in numerous awards. Launch into salons and pharmacies nationwide.

2023

## Expansion of brand

We launched our skincare range and have sold out of our skincare products in 2 weeks of launch.

# Our Story

2024 Q4

**Launch of Luxury Retail**  
Exclusive retail partnership with Amotts launched in late 2024.

## Awards & Growth

Won Best Young Entrepreneur at the Fingal Awards & Launched our new SPF Lip Therapy in three Shades.

2025

2025 Q3 & Q4

**Expansion of brand**  
Launch our long awaited SPF and find a distributor to grow our brand nationwide.

# Vision & Mission



## Vision

We are advocates for skincare that embraces simplicity and purity. We believe that your skin deserves the best nature has to offer, free from harmful chemicals and toxins. Our products are thoughtfully crafted to be gentle yet effective, providing your skin with the care it deserves

## Mission

Our commitment to quality is unwavering. We source the finest natural ingredients from around the world and employ a rigorous testing process to ensure our products meet the highest standards. You can trust that every Naked Glow Skincare product is a testament to our dedication to excellence.

# Value Proportions



## Sustainability

The brand is committed to environmental responsibility, using eco-friendly packaging and sourcing natural ingredients when possible



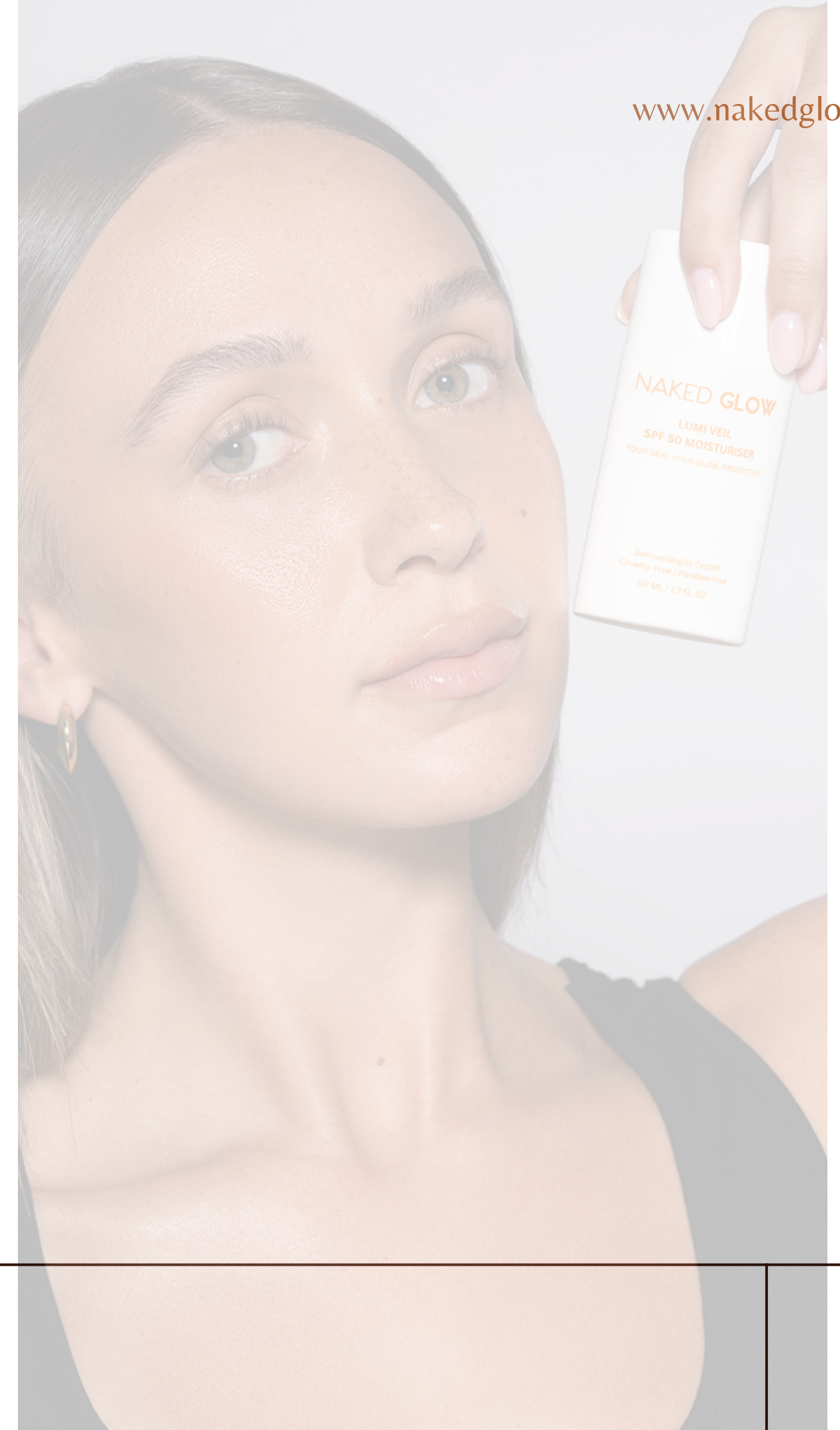
## Quality Commitment

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## Natural Beauty

We celebrate the unique beauty in every individual. Naked Glow Skincare is here to empower you to feel confident in your own skin. We want to be a part of your journey toward a more radiant, natural glow



# Problems & Solutions

## Problems

Statistics show that 63% of women are damaging their skin by using unsuitable beauty products & 87 per cent of women are confused about skincare products. Women want to invest in the right skincare for them but have no idea what the best products are and how to maintain a beneficial skincare routine.

## Solutions

Partnership between You and Us .Naked Glow's partnership can be a valuable solution to the challenges women often encounter when choosing skincare.

Naked Glow's commitment to premium skincare products means that they prioritize quality, using carefully selected ingredients and rigorous testing. Women can trust that the products offered are effective and safe for their skin.

Beyond just selling products, Naked Glow focuses on educating women about proper skincare practices. Through this partnership, women can benefit from your consultations and our workshops and events that provide them with the knowledge and tools needed to make informed decisions about their skincare routines.

The abundance of skincare products available on the market can often lead to confusion and skepticism. Partnering with a reputable brand like Naked Glow can serve as a trusted source, where women can confidently access products and advice that have been endorsed by experts like you.

# Our Beloved Skin Products



## Cleanse Off Balm

High performance multifunctional Moringa Seed Oil Cleansing balm.



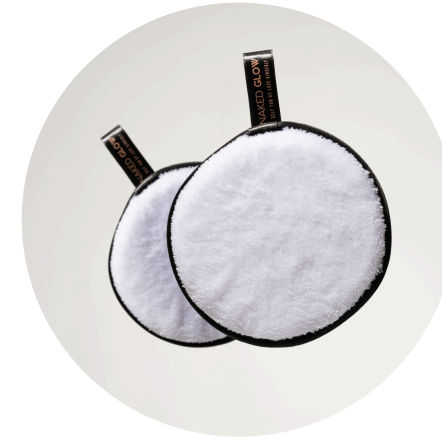
## Unfiltered Serum

90% skincare 10% tan this high performance tan serum is fragrance free and non comedogenic



## Glow Mask

Hydrolyzed collagen and Hyaluronic Acid work together to combat skin concerns while deeply hydrating the skin.



## Cleanse Off Pad

Reusable cleansing pads made of microfibre help deeply clean the pores and are hypoallergenic



## Lip Therapy

SPF Lip repair balm infused with Shea butter and Squalane, crafted to hydrate and replenish your lips while providing essential sun protection.

# Our Beloved Skin Products



## HydraRevive Eye Masks

Luxurious under-eye masks infused with powerful hydrating and brightening ingredients. Designed to visibly reduce puffiness, refresh tired eyes, and restore radiance



## Radiance Renewal Moisturiser

A high-performance moisturiser formulated to deeply hydrate, strengthen the skin barrier, and restore radiance. Powered by Niacinamide and antioxidant-rich botanicals, this lightweight cream delivers visible results calming irritation, smoothing texture, and locking in long-lasting moisture.



## Ultra Glow Essence Toner

A revitalising, dual-action toner and essence in one. This lightweight formula delivers intense hydration while gently refining skin texture. Infused with brightening botanicals, soothing extracts, and moisture-locking humectants, it preps the skin for optimal product absorption and unveils a radiant, glass-skin glow.



## Lumi Veil SPF

A weightless, luminous mineral SPF that shields skin with broad-spectrum protection while leaving a radiant glow. Powered by skin-loving ingredients and light-diffusing minerals, this SPF blends effortlessly into all skin tones, enhancing your natural complexion with a soft, dewy finish. Non-comedogenic, hydrating, and suitable for all skin types,



## Luxurious Mousse

A velvety, lightweight self-tan mousse that delivers a flawless, natural-looking glow with zero stickiness or streaks. Enriched with skin-loving ingredients, this fast-drying formula glides on effortlessly for even application and long-lasting, golden results. Infused with a subtle, fresh scent—no fake tan smell, just pure confidence in a bottle.

# Our Main Ingredients

At Naked Glow, we prioritize the health and well-being of your skin above all else. Our team of experts, including dermatologists and skincare specialists, carefully curate our products to ensure they are safe, effective, and tailored to your needs. Whether you're looking to achieve a natural glow, combat specific skin concerns, or simply pamper yourself, our skincare range has got you covered.

- ✓ 01 Hyaluronic Acid
- ✓ 02 Glycerin
- ✓ 03 Beta Glucan
- ✓ 04 Niacinamide
- ✓ 05 Sodium Hyaluronate
- ✓ 06 Moringa Seed Oil

# Our Target Market

## Psychographics

- Lifestyle: Women who prioritize self-care, skincare, and beauty routines in their daily lives.
- Values: Those who value natural and cruelty-free skincare products.
- Skin Concerns: Women with various skin types and concerns, such as acne, aging, dryness, or sensitivity.
- Environmental Awareness: Consumers who appreciate eco-friendly and sustainable practices.

## Behaviors:

- Beauty Enthusiasts: Skincare enthusiasts who are always seeking new and innovative products.
- Online Shoppers: Those comfortable purchasing skincare products online.
- Social Media Users: Active on platforms like Instagram, TikTok, and YouTube where beauty trends and products are often discussed.

## Demographics

- 22 to 55.
- Women
- initially focused on urban and suburban areas, possibly expanding regionally or globally.



# Testimonials



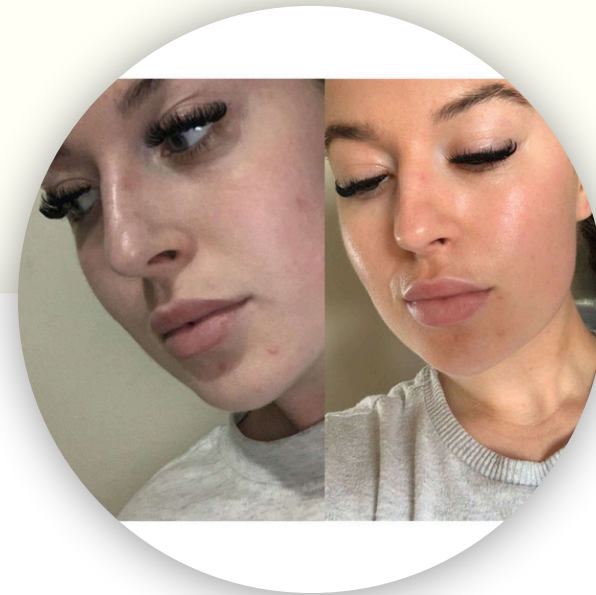
**Kellyanne o Donnell**

Esthetician

Well what can I say, this has to be one of the many cleansing balms I have tried and the naked glow cleanse off balm ranks top.

I love it, my clients love it, feedback has been amazing. It doesn't just smell divine but your skin will love you for it. It's hydrating and soothing on the skin and the skin is left feeling soft and nourished with a subtle glow. It's packed with some fabulous ingredients to help slow the signs of aging, restore moisture, neutralize free radicals, boost collagen and it's kind to the skin barrier so it's a WIN

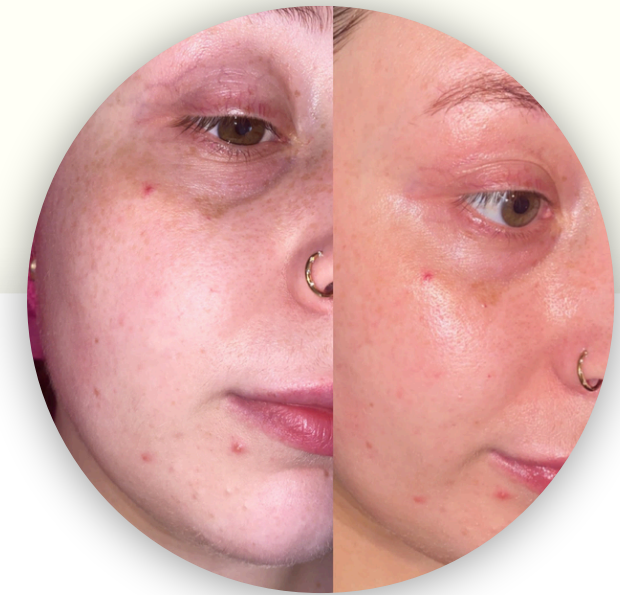
WIN



**Erin Stewart**

Client

The cleansing balm is working wonders for my skin!! What magic is in that i will never know! Clearing up my dry patches of skin & soothing where it's irritated from my damaged skin barrier!



**Louise Raymond**

Skincare Expert

I absolutely love this Serum.

I'm an esthetician working with Dermalogica, and your self tanning serum is the only one I recommend to my clientele as it doesn't break them out and offers beneficial skincare ingredients. I have really sensitive skin myself and have been mixing this in with our Stabilising Barrier Repair Cream and it looks beautiful I'll attach a photo I only took last night after doing a peel at home. I have very red Skin so I love how this evens out my skin tone and I don't need to use half as much concealer or sacrifice my skincare!

# Testimonials



**Kayleene murphy**

Beauty Enthusiast

The difference in my skin using naked glow unfiltered is insane! I was beginning to have a bad breakout and it's calmed it down so much whilst giving me an unreal glow



**Rebecca Cullivan**

Client

This serum is by far the most amazing tan serum I have ever experienced , it is so so nice , so nice to put on and comes out perfect , develops amazing , I definitely couldn't go without this serum it's amazing , every girl should invest in this



**LM Skincare**

Skincare Expert

Very impressed with the balm I used to use the Elemis balm and I used to get an artificial feel off it it was a bit chemically and the texture was a bit silicony or plastic like on the skin but Naked Glow just melts into the skin

UP BAG SHORTLIST

# READERS' FAVORITES

## Facial Serum

Naked Glow's Unfiltered facial Serum combines fake tan with skincare to provide a hero beauty product to give your skin a healthy and natural glow while also nourishing it with hydrating ingredients such as hyaluronic acid. You can check out our readers' rave reviews below and purchase the serum yourself for €20 on [nakedglow.ie](http://nakedglow.ie)



**MARY FLEMING**  
From Carlow  
Verdict 5/5

I loved that the serum was a clear liquid. It smelled a bit vinegary but was definitely not pungent. I applied it three times over five days. I mixed three drops with my moisturiser and applied it to my face, neck and décolletage. The results enhanced my tan and gave me a natural glow.

**AOIFE MAC CANA**  
From Dublin  
Verdict 5/5

This is so much more than a hydrating serum. While many serums can be heavy in nature, this has a fine water-like texture that's quickly absorbed making it easy to apply additional face creams. I used the serum three nights in a row, and on one morning before applying make-up. It has left a healthy tanned glow, without a hint of orange or amber!

**THERESE FERRIS**  
From Kerry  
Verdict 5/5

I'm giving this five stars as it is such a fantastic face tan serum. It's half the price of other brands too. I love that it has extra added benefits of skincare such as hyaluronic acid, antioxidants, peptides vitamins C, E and B and also gives an amazing golden colour. I've been going foundation free since using serum - it's one of the best I've tried.

To take part in our reader trials, email [michelle.townsend@nakedglow.ie](mailto:michelle.townsend@nakedglow.ie)

RTÉ today

# RSVP

THE

# Clare Echo



## BEAUTY BUDDY



REPUBLIC OF IRELAND  
PRESTIGE AWARDS  
2021/22 WINNER

### This Month's Best Irish Beauty Products

**MERVUE NATURAL SKINCARE**  
Leave your skin feeling soft and hydrated with this gorgeous organic essential oil blend serum. It is made from organic active botanical plant materials, organic oils and superfruit extracts. Nourish and hydrate your skin with antioxidant and omega-rich avocado, acerola, jagoba, broccol and borage plant oils. The base oils contain polyphenols, naturally occurring plant compounds that help to protect skin tissue. **Mervue Organic Superfruit Facial Serum, €32.50, 15ml, [mervuenaturalskincare.com](http://mervuenaturalskincare.com)**



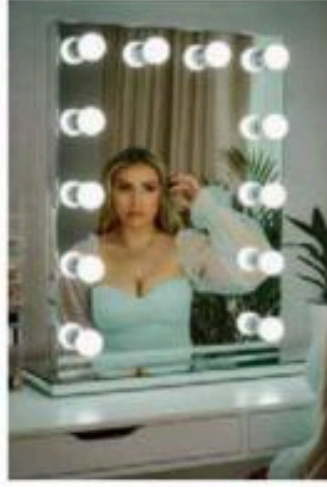
**NAKED GLOW**  
Take control of a sun-free tan with the Naked Glow Body Brush. Using an applicator mitt on your face can be awkward and you can often miss a spot - that's why this brush will make blending self-tanner onto your face a breeze. The brush is also great for those nooks and crannies that a self-tanning applicator just can't reach, such as on your hands and fingers. **Naked Glow Body Brush, €10.95, [nakedglow.ie](http://nakedglow.ie)**



**ELLA & JO**  
This gentle daily hydrating exfoliating cleanser is a real multi-tasking skin hero. It will cleanse, exfoliate and hydrate your dull, dehydrated skin to reveal a brighter, glowing and smoother looking skin. Create your own at-home red-carpet facial and use Brighten & Glow as an exfoliating mask treatment. Leave on the skin for 5-10 minutes one or two times a week as an intense exfoliating treatment and watch your skin brighten and glow in an instant. Suitable for all skin types. **Brighten & Glow Hydrating Exfoliating Cleanser, €30, [ellaandjo.ie](http://ellaandjo.ie)**

### This Month's Best Irish Beauty Products

**GLAM DOLL**  
With the darker days upon us, GLAM DOLL is providing the essential light you need to apply flawless make-up no matter the weather. The Uptown Hollywood vanity mirror is a true multitasker with energy efficient bulbs, sockets for styling tools and even USB's to keep your phone charged - it's a game changer! Create your own oasis with GLAM DOLL premium beauty essentials. **Hollywood Mirrors starting from €179, available on [www.glamdoll.ie](http://www.glamdoll.ie) or visit their Maynooth boutique.**



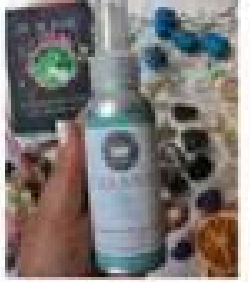
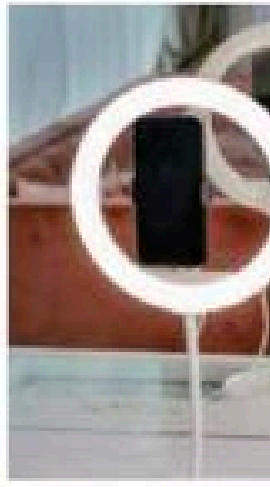
**IWHITE INSTANT KIT**  
This innovative, one-step system contains a revolutionary whitening gel which has been clinically proven safe and instantly effective. You will see an immediate effect after the first application! The product will also actively remove stains and strengthen your teeth, and is easy to wear and to use. The kit contains 10 thin and flexible trays to ensure a comfortable fit and maximum performance. **Price: €29.99. Stockists: Dunnes Stores, McCauleys, McCabes Pharmacy and leading pharmacies nationwide.**



**NAKED GLOW**  
It's time to get that holiday hue all year round with Naked Glow! The trio of mousses are created with the skin in mind. Free from parabens, nasties and harsh chemicals, the formula is enriched with sodium hyaluronate, which locks in moisture to aid hydration leaving your skin silky smooth and nourished, alongside aloe vera and vitamin E to improve the skin's texture and softness. Boasting a beautiful fruity fragrance, the mousse creates a natural long-lasting tan and develops in two-six hours. **All three shades are available from [www.nakedglow.ie](http://www.nakedglow.ie), priced from**

### This Month's Best Irish Beauty Products

**GLAM DOLL**  
Are you in need of extra light but short on space? Check out this Desktop Ring Light which has both dimmable and adjustable colour, ensuring you get True Tone lighting when applying make-up or removing shadows for online Zoom calls. It sits neatly on the desk and includes a weighted base as well as phone holder - the perfect gift for any content creator. **Available online at [www.glamdoll.ie](http://www.glamdoll.ie), or visit their Maynooth boutique.**



**MILK BATH**  
Luxury self-care brand Milk Bath is spreading positive energy across Ireland with Cleanse, its new Sage, Salt & Bergamot spray. Handcrafted with crystal-infused moonwater (it's a thing!), sea salt, and uplifting natural essential oils, this smokeless solution to burning sage is being snapped up as people return to office spaces to dispel negative energy and promote positivity. Part of the brand's summer collection, we really hope Cleanse is here to stay. **Cleanse Smokeless Smudge Spray, €12.95, [www.milkbath.ie](http://www.milkbath.ie)**



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# Naked Glow Skincare

## Address

Unit 6 Phoenix

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Navan Road.

## Phone

0858144097

## Social Media

@Nakedglow\_ie

@Nakedskin\_ie

@NakedGlowSelfTan

## Email

nakedglowselftan@gmail.com

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## Further Information

Please dont hesitate to contact us for more information and sample products

# STRENGTHS

- I have built Naked Glow as a fully self-funded, profitable brand with complete ownership and control.
- Strong brand identity: Irish-owned, woman-owned, Korean-made a unique combination that resonates with consumers.
- High-quality, innovative formulations developed with advanced Korean labs, giving us a competitive edge in skincare and suncare.
- Proven retail traction with our successful launch in Arnotts and strong repeat purchase rates online.
- Multiple industry awards validate product performance and brand credibility.
- Lean, agile operations that allow for fast decision-making and direct oversight of product development, marketing, and supply chain.

# THREATS

- Highly competitive beauty market with large brands dominating retail shelf space and advertising budgets.
- Economic fluctuations that may impact consumer spending on premium beauty.
- Copycat products and fast-moving competitors in both tanning and skincare.
- Supply chain disruptions or regulatory changes affecting manufacturing and export timelines.
- Rising digital advertising costs making it more expensive to acquire customers internationally.



# NAKED GLOW

## SWOT Analysis



# WEAKNESSES

- Limited funding restricts the speed of scaling, production volumes, and marketing reach.
- As a solo founder with no in-house team or external mentorship so far, I carry all operational and strategic responsibilities, which limits capacity as the business grows.
- Lack of dedicated sales resources for retail expansion into new markets.
- Reliance on international manufacturing can lead to longer lead times and cashflow pressure during scaling periods.

# OPPORTUNITIES

- Strong international demand for premium self-tan and skincare, especially in the UK, UAE, Saudi Arabia, and Europe.
- Global appetite for Korean formulations and high-performance skincare aligns perfectly with our manufacturing strategy.
- Increasing consumer preference for clean, ingredient-focused beauty creates opportunities for product expansion.
- Ability to scale retail partnerships beyond Arnotts into large chains such as Boots, Sephora, Selfridges, and specialty beauty retailers.
- Collaboration opportunities with influencers, makeup artists, and fashion events to elevate brand visibility.
- Growing suncare category offers strong potential for Lumi Veil and future SPF innovations.