

**S!LLY
GEORGE**

**The lash and
beauty brand**
that is revolutionising
the way you lash



Welcome Target!

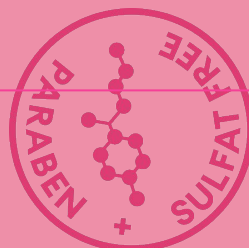
I'd like to introduce you to Silly George. An established Aussie eye-beauty brand that hits all the marks. Our focus is on false lashes applied using an innovative lash adhesive eyeliner called LinerBond™, which is different to other brands on the market, and solves many of the pain points of regular glue-on lashes. Our lashes are quality, reusable and offer sought-after natural looks (think clear-band!) - quite different to the cheap, plastic, super-fake looking lashes on most retail shelves. We also offer a lash application kits, lash and cleaning kits, which we don't see on retailer shelves, but sell well for us.

Our other best-seller is a tried and tested Lash Serum which gives customers exceptionally longer length and thickness to their natural lashes. Our Lash Serum speaks for itself, with thousands of great reviews, a selling history of over 6 years, and a 35% repeat customer rate.

We launched in JCPenney stores in the US in 2023, across their 600+ locations, and we are currently expanding our retail markets.

Our experience in this market means that we are well-connected with lash and beauty suppliers, and know what customers want. We are flexible in how we can design and package our products for your needs. Newly launching in the Australian retail market also means that we are motivated to be flexible and competitive in our RRP and wholesale pricing.

We have shipped over 1 million of our products worldwide since we launched in 2017! Can't wait to hear from you!



About us

We are an eye beauty brand that strives to create quality products that everyone can use. Our revolutionary LinerBond™ lash system is perfect for both beginner users as well as seasoned lash wearers who are tired of messy glue. For those who like to keep it natural, we have our lash serum that promotes healthy lash growth, and a dual-wand, no-smudge tubing mascara that creates a full and long lash look. We are based in the US, UK, Australia and Netherlands. We ship worldwide, have over 500,000 happy customers, most of whom have become loyal, repurchasers.

Our products are:

- Vegan & cruelty-free
(We are PETA approved)
- Damage-your-natural
-lashes-free
- Paraben-free
- Sulphate-free
- Low-allergenic
- Latex-free
- Toxin-free

SILLY GEORGE



About us

S!LLY GEORGE

6 years

in business with over
**500,000 happy customers & over
1 million products shipped**

\$22 Million

sales worldwide

35%

repurchase rate



**USA, UK, Australia and Netherlands
Warehouses**

EDI ready

LinerBond™ Lash System

LinerBond™ is the revolutionary new lash eyeliner with black and clear versions. Holding your lashes with its own adhesive strength! No glue. No magnets. No mess. Available in kits with a selection of 14 different lash styles.



No drying time



Sweat and tears resistant



Easy to apply



Hold for over 12 hours



LinerBond™

Pressure sensitive adhesive
holds the lashes on with no
mess and little drying time

CLEAR



BLACK

Trim

S!LLY GEORGE



S!LLY GEORGE

S!LLY GEORGE



Line



Lash



Done!

SuperNatural Lash Series

Six NEW beautiful lashes with an “invisible” clear and flexible lash band that blends flawlessly with your natural lash line, giving supernatural length & volume that looks SuperNatural!



Clear & flexible lash band



Natural-looking



Easy to apply and blend



Non-toxic and cruelty free





Reusable

+30 times

Clear band

Clear or black flexible, reusable lash bands.

No messy glue

No magnets.



Girl Lash Series

Gorgeous lashes for gorgeous girls! Eight different hassle-free and beautiful lashes – without the glue, the pain or the mess, vegan, cruelty-free, and reusable up to 30+ times.



Lightweight & comfortable



Non-toxic and cruelty free



Easy to apply and blend



Made of luxurious synthetic silk



Girl Next Door



Girl On Fire



Girl Boss



Girl Crush



Girl Goals



Girl Friday



Girl Overboard



Girl About Town



SILLY GEORGE

LinerBond™ & Lash Kit



*Product exclusively for retailers.

SILLY GEORGE

Lash Serum



Grow your very own full,
long lashes – **no ifs or buts.**



Lash Growth Serum

It works by activating the hair follicles to promote rapid growth of your eyelashes, making them grow longer, thicker and fuller in as little as 2 weeks, and best results in 6-8 weeks.



Vegan



Paraben and sulfate free



Easy to apply and blend



Non-toxic and cruelty free



COSMOPOLITAN

3

BEST CRUELTY-FREE LASH SERUM

Silly George Lash Growth Serum

Want a serum that's cruelty-free, paraben-free, toxin-free, *and* fragrance-free? Look no further! This one's been dermatologically tested and approved, so you can have peace of mind when using it. You can **also** apply it onto your brows to give 'em a growth boost, too!

SILLY GEORGE

TOP 3 BEST EYELASH
SERUM BY
COSMOPOLITAN

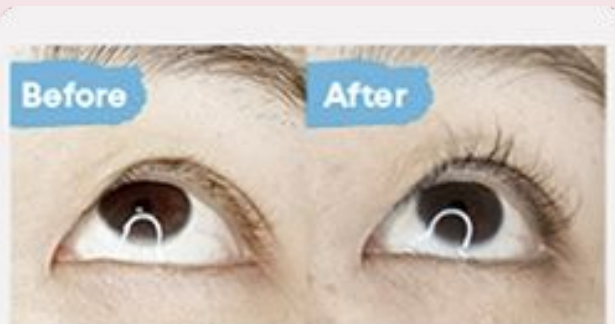
TOP 25 BEST EYELASH
SERUM BY

Real
Daily



SILLY GEORGE

Why choose Silly George Lash Serum



**MY EYES ARE NATURALLY
GORGEOUS NOW!**

I have been using Silly George
lash serum for 6 months now and
I am so impressed with the results.
I no longer have to wear falsies!
I have long full lashes now!

JB Jennifer Bauer



**BEST LASH
GROWTH SERUM EVER!!!!**

This is the best lash serum
I've ever used! My lashes are minimal,
but after 1 month using this serum...
WOW! I can see them!! They are longer
and stronger. I'll use Lash Growth Serum
by Silly George forever!

RR Raquel Romao



**THE LASH GROWTH SERUM
IS EVERYTHING**

The Lash Growth Serum is **EVERYTHING**.
I had long but sparse eyelash,
and now I have even longer lashes
that are SO full.

HA Haley AM

How it works

Formulated with breakthrough technology to give you naturally longer, thicker and stronger lashes.

99%

Success rate

93%

Reported improvement
in the health of lashes
after 4 weeks

93%

Customer satisfaction in
the appearance of their
lashes after 4 weeks



Timeline to amazing results



Week 1

Nothing yet
but eep I hope
it works!



Week 2

I might be crazy
but I swear
I see growth!



Week 4

Your friends:
"Did you get a
lash tint or lash
lift? Your lashes
look amazing"



Week 6

Is that my lash
es touching my
eyebrows?



Week 8

SLAYYYY!
My lashes are gorgeous!
I am unstoppable.
Note: some users
may need to keep
going for another
2 or 4 weeks to achieve
the ideal results!



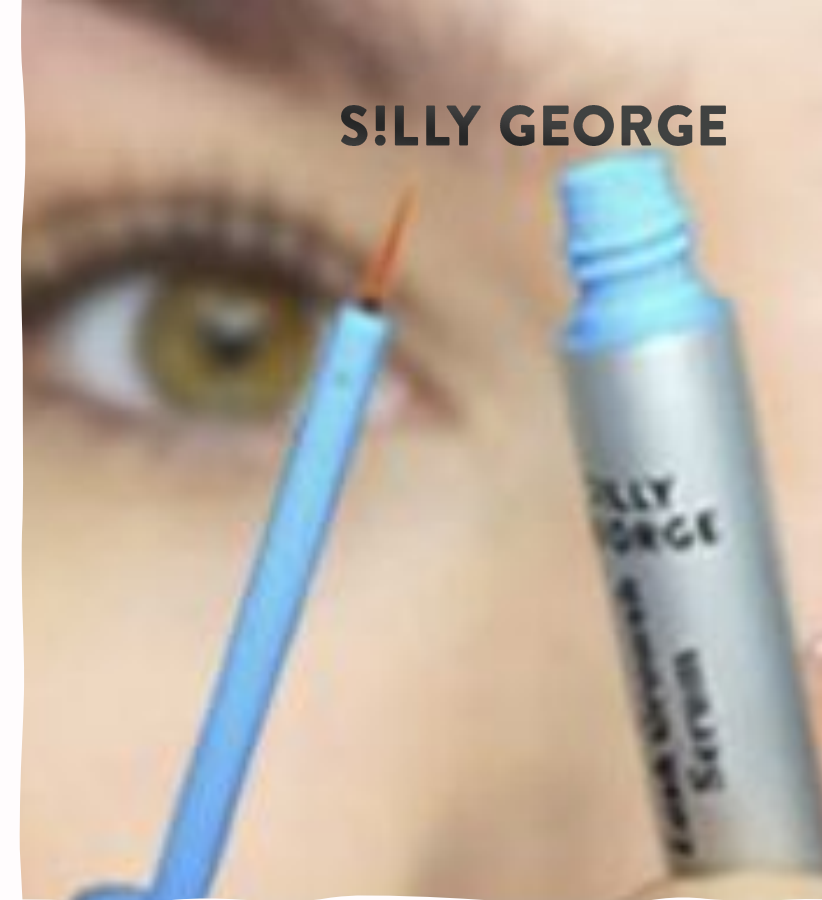
Step 1

Apply a thin layer of serum directly above your lash line.



Step 2

Apply the serum 1-2 times a day. Continue applying for 8-12 weeks (depending on how long and lush you want to grow).



Step 3

When you reach your desired length or volume, apply the serum once a week to maintain your results.

Heart Eyes Mascara

Our signature formula uses technology that creates a tube around the lash thickening and lengthening it in one slick movement, which doesn't smudge, and certainly won't budge. Our brush is a dual applicator that has one brush for length and another for volume.



SILLY GEORGE

Dual Strip Magnetic Lashes

Dual magnetic lash system involves a top and bottom layer of lashes that sandwich over your natural lashes. This is great for those who want the “lash extension look.”



Slip Up Pen

Easily and precisely fix any mistakes on your eyes, lipliner or brows.

SAY HELLO TO SLIP UP PEN

Easily Correct
Makeup Mistakes

Replaceable
Tip Design

Perfect For Eyes,
Brows, Lips

Compatible With
LinerBond Formula



S!LLY GEORGE

Get Our
Slip Up Pen:
Perfect for
eyes,
brows
and lips.



S!LLY GEORGE

**PERFECT FOR
EYES, BROWS AND LIPS**



Application Kit

Trimming Scissors

Use these to trim your lashes to fit your eye. These sharp & small tipped scissors give you absolute precision where you cut your lashes.

(Dedicated lash scissors are recommended for hygiene reasons.)

Lash Tweezers

Curved to the perfect angle, these tweezers give you full vision and total control when placing your lashes.



Lid and Lash cleanser

The Lid and Lash Cleanser is a multi-tasker.

Use to remove LinerBond™ lash adhesive and other lash glues, from both your eyelids and your false lashes.

Efficient yet gentle on the skin.



Cleaning Brush

A clean lash band is a happy lash band that will stick your lashes ensuring maximum bond.

Use with our Lash & Lid cleanser or any non oil makeup remover to use your Lash Cleaning Brush efficiently.



Lash Box Sets



Let's talk!

The false lash market is a rapidly growing market, across the world, with the US and Australia showing some of the highest growth.

We are confident that we can cater to your product and pricing needs.

If you'd like to discuss further, please contact me either over email at info@sillygeorge.com or book a quick chat at <https://calendly.com/info-s-y>

Miranda,
Co-founder