

Leading beauty and wellness in psychodermatology



beselfmade.co Occidental CA   

Highlights

- 1 Validated with six-figure soft launch before public launch in June 2023
- 2 144% revenue growth ('22 to '23)
- 3 83% cost margin; 30% return customer rate.
- 4 Notable investors from REVOLVE, the Obama White House, and the NFL.
- 5 Mintel 2023 Breakout Innovation + Well+Good Changemakers 2023 alongside \$40MM revenue Supergoop.
- 6 Founding team of serial entrepreneurs from MAC, Vimeo, and Apple.

Our Team



Stephanie Lee Founder + CEO

LEAD INVESTOR



Dr. Robert Bianchini

Selfmade is a lifestyle brand centered on emotional health and wellbeing. Using carefully selected ingredients we are providing great looking skin and improving overall health by modulating emotional triggers such as stress and anxiety. Combining our products with targeted support messages and relaxation techniques, we are able to lower cortisol levels in your body that can lead to skin imperfections including acne, redness and premature aging. As a skincare expert with over 30 years of experience, these products are designed for all skin types, have beautiful textures and clinically tested at FDA approved labs. This brand is a real game changer for patients with skin imperfections. Our initial 4 products have been commercialized and are getting rave reviews. Our request for funding is to continue our mission, conduct large scale clinical studies on Atopic Dermatitis and Acne, launch additional products in the personal care and nutrition space and leverage A.I. to target and engage the community.

Invested \$25,000 this round & \$125,000 previously



Ran initiatives for Michelle Obama, co-created multimillion dollar products at MAC Cosmetics and rebuilt my life after a mental health crisis to realize a personal accomplishment of traveling the globe by myself.



Jia Weedon Co-founder + CTO

Created and scaled infrastructure, backend, frontend, frameworks and apps for \$100MM brands. This is her opportunity to craft the technology she has always wanted in the world.



Melinda Hershon Chief Operations Officer

Launched Apple Watch across 200K stores and responsible for Nike freestanding store expansion.



Dan Garraway Chief Strategy Officer

Co-founded, built and sold AI driven interactive video technology company to Vimeo (Nasdaq: \$VMEQ) in 2021. Dan left his executive role at Vimeo and joined selfmade full time in March 2023 because he is all in on this mission.



Alexa Hampton Co-founder + Finance Advisor

Controller and operations leader of \$450M under management at Correlation Ventures across CPG, tech and health. Co-founder of selfmade to give her kids the tools she didn't have.

Pitch

Why we're doing a community round?

The pursuit of self worth is not a solo game, it's a call to engage with humanity. selfmade has never been about one person or the founder, it's been about all of us. It is impossible to live well without the ability to create relationships with ourselves and each other. selfmade has been ideologically grassroots and community powered from the moment of conception. Without our community of family, friends, neighbors, teammates and everyone who has joined in to help build selfmade these past two years - the impact we are set up for would not be possible.

Born in the pandemic, we started as a scrappy group of friendly strangers all called to a mission to figure out a better way to take care of ourselves. Ways that are personal and rooted in more credible mental health sciences that haven't existed before. As the pandemic fear grew and we went into lock down, we became a community leaning on each other to turn an idea (or several) into action. These folks worked without pay and as a second job for more than a year until we were able to get our initial funding because of the fundamental mission of improving our quality of life with emotional wellbeing for all.

In a world where both emotional wellbeing and investing for communities of color are systemically left out of the conversation, we know that the next generation is only getting more diverse racially, ethnically and ideologically. Together, we are building selfmade to take this crisis head-on by rooting credible science and research in our intimate, everyday moments. That's why we are inviting you to build it with us as an investor. Join us in emotional wellbeing for all.

A BEHAVIORAL HEALTH COMPANY



**We are the first to our knowledge, there could be others in theory.*

Founded in 2020, selfmade is the only emotional wellbeing brand creating next generation psychodermatology skin essentials and practices that power personal transformation from the inside out. selfmade is on a mission to change the way we take care.

Plant and fungi-powered, our research shows what is healthy for your mind is healthy for your skin. That's why we develop our multi-purpose products with our Research Board and our community: to bridge the gap between physical care and emotional intelligence.

Our products are developed by a Research Board consisting of beauty industry leaders, practicing in-the-field psychologists and veteran dermatologists alongside our Junior Advisory Board of Gen-Z who actively co-develop, evaluate and drive the brand and product philosophy.



DAN GARRAWAY, BUSINESS DEVELOPMENT

- Translating our research, technology and products into a transformative and sustainable business
- Dan co-founded AI interactive video technology WIREWAX, sold to Nasdaq listed Vimeo in 2021

MELINDA HERSHON, GROWTH + OPERATIONS

- Operationalizing our commercial and retail machine to drive sales growth and execute at scale
- 15yrs in tech, retail and analytics who launched Apple Watch to 200,000 stores and led Nike store Initiatives

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Our CEO + founder, Stephanie Lee experienced a mental health crisis at the pinnacle of their professional career as a global product developer at MAC Cosmetics, the #1 global prestige beauty brand at the time. This crisis exposed the detrimental friction between the relationship of beauty and our collective feeling of self-worth. This was also at a time where mental health tools, conversations and resources were largely accessible and unrelatable.

She is joined by an expert team from the beauty, tech, and consumer goods worlds to translate the nascent medical discipline into this unique, first-to-market product category which has been cited by Prescient & Strategic as a \$115BN new market segment by 2030.

Problem:
New habits don't stick long enough to relieve stress

01. 2 MONTHS to KEEP a new habit

02. LOSE 87% of users just after 30 DAYS

03. All existing solutions require FRICTION-FULL MANUAL STACKING

95% of behaviors are habitual which means only 5% of decisions are consciously chosen

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Working on our mental health and seeking new products to improve how we feel has become more popular than it's ever been. Tools like therapy, medications, meditations, apps and support groups, etc. have been around for decades and with the progress of technology, communication and capital markets - it's become a massive market.

Yet prior to the pandemic, mental health solutions were ineffective at a mass scale and for the individual it takes more than two months to create new habits to acquire skills to regulate emotions. People are craving major changes in their lives to improve their mental health, but often struggle with the work involved in making consistent changes to their habits.

COVID-19 only accelerated the consequences for having ineffective, inaccessible,

non-translatable resources. Just because teletherapy, mental health apps and other intervention tools are more accessible does not mean that it is effective enough to make an impact on how someone feels or learns to manage their stress.

In fact, mental health apps lose 97% of their users after just 30 days! People want to make a change for the better, but their attempts at forming new habits don't stick long enough in order to see results and relieve stress.



We are in a world that dissociates our mind from our bodies.

1. Mindlessly doom-scrolling on social media
2. Imposing restrictions on reproductive justice
3. Our medical system is divided and specialized (i.e. hand doctor, foot doctor, heart doctor)
4. Beauty and wellness marketing

Marketing has told us for so long, “when you look good, you feel good”. But from our data, we know that those who have a higher feeling of self-worth are 6xs more likely to feel beautiful. Not the other way around. And anything that affects how you see yourself and show up in the world affects your mental health.

Psychodermatology is a medical discipline that studies one of the oldest relationships that starts from the beginning of our human existence. Our skin and our nervous system/brain actually come from the same exact layer when we are embryos called the ectoderm. This means they are inextricably linked and you cannot divide them, no matter how hard you may try, and they mirror each other. What happens on our skin can give us a window into what is happening in our emotional worlds as early detection.

According to medical researcher A.Z. Reznick, stress is not just a passing feeling, but a cycle with distinct stages that begins with an external event disrupting our natural state of rest, and ideally ends with a sense of security from successfully

facing the danger. When we have a response to a stressful situation, our body is flooded with cortisol, and sustained stress can erode our bodies and mind, throwing it into dysfunction. This dysfunction within our bodies often manifests as skin dysfunction in the form of acne, dryness, inflammation, etc.

FUNDRAISING DECK JUNE 2023

Solution:

Use psychodermatology to *habit stack* onto your skincare routine for stress relief

EXISTING PHYSICAL HABIT

Skin Care
Avg. 30 - 45 min routine everyday



Stress-Resisting Ingredients
Plant + fungi powered



STACKING LINK

Psychodermatology
Bridges mental health to physical health, address root cause of dysfunction

95% of behaviors are habitual

NEW MENTAL HABIT

Emotional Care
Stop the stress cycle, start emotional regulation



Psychology of Self Care
Self-awareness calms nervous system

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Like an onion with many layers, selfmade is Infused with behavioral and social-emotional concepts that have been researched and proven to lead to healthier decision-making.

Habit stacking and incremental improvements are critical to success. "Habit stacking is a really effective strategy for building new habits because it builds off of the existing neural networks in our brains," explains Melissa Ming Foynes, PhD, licensed psychologist, "When you identify a daily action or habit you already engage in, add [a new habit or make a change] before or after the existing habit. Rather than strengthening an entirely new neural network, you're capitalizing on a structure and cycle that already exists in your brain."

Selfmade uses psychodermatology to attach new habits to routines that already exist: skin care. The average GenZ person averages 30-45 minutes participating in skin care routines everyday. If we habit stack and incorporate emotional care into this existing self-care routine, we effectively link emotional wellbeing and physical wellbeing, with less lift and time commitment than if we were to create a new, separate habit.

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OUR PRODUCTS

Developed with our Research Board of mental health, beauty and skin experts, and our Junior Advisory Board Gen Z community members

<p>Secure Attachment Comfort Serum+ ★★★★★ 4.9</p> 	<p>True Grit Resilience Scrub ★★★★★ 4.6</p> 	<p>Self Disclosure Intimacy Serum ★★★★★ 4.7</p> 	<p>Corrective Experience Comfort Cream ★★★★★ 4.8</p> 
			<p>Rumination Recovery Balm COMING APRIL 2024</p> 



Our products were developed with our Research Board, composed of mental health, beauty & skin experts, and alongside our Gen Z community members in the Junior Advisory Board. While in the boot-strapped phase we've successfully launched four award-winning products.

We created an intersectional ingredient platform that centers the skin and mind axis:

-Mood Hacking Actives: High-performing + sustainable ingredients that work with your skin and nervous system

- 1% Cortinhib GTM Proven to reduce the effect of skin stress by inducing beta-endorphin production and reducing cortisol levels (tested in saliva).
- Extended Released Hyaluronic Acid + Niacinamide: Microspheres of encapsulated ingredients for advanced adhesion and long lasting effect.

-Adaptogens: The active ingredient in herbs + fungi that can power our ability to resist stress + maintain homeostasis

- Schisandra Berry: Adaptogen shown to help the body resist stress and is effective in managing changes in serotonin and adrenaline.
- Tulsi Holy Basil: Has anti-anxiety and antidepressant properties that can counter metabolic and psychological stress.

-Phytotherapy: Evidence-based plant medicine and superfoods to treat and maintain healthy and balance

- Copaiba Balsam: This cannabinoid can restore the immune and central nervous system to balance for anxiety and pain relief.
- Arnica Montana Flower: Helps to calm and soothe skin and used for centuries for pain, bruising and muscle aches.

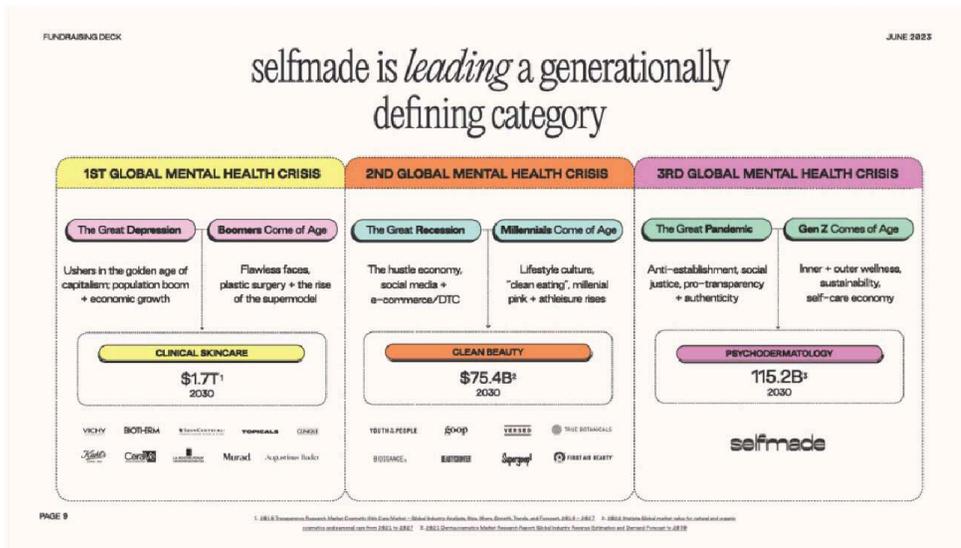
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Uses/Replaces	Psychology Profile	Cortisol Trigger	Physiological Stress	Ingredient Platform
Secure Attachment Comfort Serum • Barrier Serum • Makeup Primer	Healthy self-awareness to care for our own needs and approach relationships with a sense of safety and comfort	• Insecure attachments/low sense of self = anxiety • Pre-occupation/fear of unmet needs	• Moisture loss • Weakened barrier strength • Dehydration/dullness • Redness and sensitivity	• 1% Cortinhib G: beta endorphin production • Hyaluronic Acid • 5 Marine Algae Extract • Squalene
True Grit Resilience Scrub • Scalp Scrub • Face Exfoliator • Body Polish	An inner strength that allows us to push through obstacles, bounce back and adapt to the events of life	• Friction = increased stress response to fight or freeze • Needed for healthy growth	• Flaky skin, dry scalp • Over active sebum • Build up, clogged pores • Itching and irritation	• Sustainable Bamboo Grit • 10 Fruit AHA's • Holy Basil: adaptogen • Vitamin C
Self Disclosure Intimacy Serum • Chafing Balm • Pressure/Message Oil • Scalp/Skin/Cuticle Oil	Process of revealing personal, intimate information about oneself to others. A key aspect of developing intimacy	• Intimacy = fear • Cortisol release = no vulnerability = no feeling	• Moisture loss from friction • Pre/post sex discomfort • Skin chafing or razor	• Copaiba Balsam: alternative cannabinoid • Arnica Flower: plant medicine • Safflower Oil

	pleasure			Schindra Berry: adaptogen	
Corrective Experience Covfort Cream	<ul style="list-style-type: none"> • Face Cream • Body Lotion • Body Primer 	Healing experiences that lead to challenging old, limiting narratives and adopt new perspectives	<ul style="list-style-type: none"> • Hyperactive state = chronic cortisol inflammation • No downtime to heal 	<ul style="list-style-type: none"> • Itchy, rough, over-reactive skin like keratosis pilaris, eczema, hives • Dry and cracked skin 	<ul style="list-style-type: none"> • Encapsulated Hyaluronic Acid + Niacinamide • 1% Cortisol G. beta endorphin production • Hamamelis • 5 Marine Algae Extract
Rumination Recovery Balm	<ul style="list-style-type: none"> • Muscle Cream • Body Balm 	Constant overthinking of a situation, event, or idea that can become all-consuming and disrupt rational thinking	<ul style="list-style-type: none"> • Anxiety spirals = cortisol level spiking • Muscles are tense or holding to react to threat 	<ul style="list-style-type: none"> • Muscle tension and knots • Muscle + joint pain • TMJ 	<ul style="list-style-type: none"> • Turmeric Root Stem Cells • Chaga + Agarikon Fungi: adaptogen • Capsicum + Menthol • Arnica Flower

One of the first steps to self-awareness is expanding our emotional vocabulary which is why each product embodies a tried and true human psychological concept: attachment, resilience and intimacy.

Our product lines revolve around Attachment, Resilience and Intimacy rather than acne, anti aging, or hydration. This is an important paradigm shift from what is “wrong” with our skin to, “what we want to nurture for ourselves and bodies?”



This is not a trend, this is a movement. We are leading a new beauty-industry category with a TAM of 115.2B by 2030. As Gen Z comes of age, they will continue to grow as spenders who prioritize inner and outer wellness, sustainability, and the self-care economy.



The next generation consumer products will be driven by the pursuit of mental wellness.

The **Ogilvy's 2022 Gen-Z and Mental Health Report** cited survey results with 70% of Gen-Zers saying their mental health needs the most attention or improvement with the #1 method for care being 'self-care'. 49% say they want to do therapy, which is accessibly expensive for the majority at an average \$150 / per session.

This is why, with each product sale we re-invest 4% into our Emotional Wellbeing research, development and programming to close the self-worth gap. This goes towards our annual The State of Emotional Wellbeing 2023 Report (read [here](#)), monthly mental health programming, the Gen Z Junior Advisory Board leadership management and development, and the development of the digital emotional wellbeing platform to make science and behavior change more accessible and fun.

FUNDRISING DECK JUNE 2023

selfmade IS THE PSYCHODERMATOLOGY LEADER

CONSUMER TREND FEATURES

GLOBAL BIG CONVERSATIONS
MINTEL
THE FUTURE OF BEAUTY & WELLNESS FUTURES

WGSN
2022
KEY TREND 2022
DOPAMINE BEAUTY

FUTURE OF GOOD REPORT
2022
LIGHT YEARS
UNIVERSAL WELLBEING

WGSN
A/W 2022-2023
GLOBAL TREND
HAPPY BEAUTY

WUNDERMAN THOMPSON
THE FUTURE 100
2023
PSYCHODERMATOLOGY

THE WELLBOND
SOON
THE FUTURE

WGSN
A/W 2024 - 2025
BEAUTY FORECAST
EMOTIONAL BEAUTY

AWARD WINNING RECOGNITION

2021
VOGUE
Best Serums
BARRIER

2022
VOGUE
Best Serums
BARRIER

2022
BYRDIE
Eco Beauty Awards
BODY WASH

2023
WELL+GOOD
Changemaker
MENTAL HEALTH

2023
COSMOPOLITAN
Best Lube Awards
MULTIFUNCTIONAL

2023
MINTEL
Best In Class Innovation
MENTAL HEALTH + BODY CARE

2023
NBC NEWS
Wellness Awards
BEST MOISTURIZER

2023
InStyle
Best Bath
BODY SCRUB

NEWS WORTHY + EDITOR FAVORITE

"Changemakers: These are the people changing the future of wellness"
WELL+GOOD

"The Risk and Reward of Psychodermatology"
Beauty Matter

"A De-stressed Mind Equals Better Skin"
REFINERY29

"Make Your Skin Care Mental Health Care with Beauty Brand selfmade"
healthline

"You're About to See selfmade Everywhere"
COSMOPOLITAN

"selfmade Rides the Psychodermatology Wave"
COSMOPOLITAN

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The world is taking notice of our work! We are currently the psychodermatology leader, and have award recognition from beauty industry-leaders publications such as Vogue, Cosmopolitan, and Byrdie.

FUNDRISING DECK JUNE 2023

TRACTION + FINANCIALS

- New Category Creation
- 8 features in consumer + industry trend forecasting
- 4 Industry Awards
- 144% YoY Revenue Growth
- 83% Cost Margin
- Avg 4.8 Star Verified Reviews

2023 - 2027 PROJECTION

Year	Revenue (Millions)	Net Profit (Millions)
2023	\$4.7M	\$1.9M
2024	\$18.6M	\$12.8M
2025	\$47M	\$48.5M
2026	\$118.4M	\$48.5M



Forward-looking projections cannot be guaranteed.

Since launching in 2020 and creating an entirely new beauty category, we've seen excellent traction! We currently have 144% YoY revenue growth with 83% cost margins. Our repeat customer rate is 30% compared to the industry average of 21.8%, and we've received 4 industry awards.

Through completing product development and meeting demand for retail expansion, we plan to reach \$118.4M in revenue by 2027 (not guaranteed).

ADVISORS

- DR. ROBERT BIANCHI-NI, PH.D.**
JOHNSON & JOHNSON / GOLGATE PALMOLIVE / MERCK / RODAN - FIELDS
Research and development expert with stress and skin. Clinical Advisor & selfmade's first investor
- DR. JESHANA JOHNSON, PH.D.**
PRIVATE PRACTICE - THE INTIMACY SEMINARS
Intimacy + Sexual Wellbeing Psychologist and Trauma Conscious Psychosomatic Practitioner
- DR. BYRON YOUNG, MD.**
CITY OF NEW YORK / COUNTY OF LA / UNIV OF COLUMBIA / GOOGLE
Child, Adolescent and Adult Psychologist developing new formats for therapeutic exploration with under served communities
- ALEXA HAMPTON**
CORRELATION VENTURES / POSTPARTUM HEALTH ALLIANCE
Controller and operations leader fund portfolio of \$450M across CPG, tech and health.
- ROBYN WATKINS**
CEO + FOUNDER OF HOLISTIC BEAUTY GROUP
Beauty Innovation partner. Has worked with brands such as Pattern Beauty, Youth to the People, Smashbox

INVESTORS

JUNE 2023

- DEESHA DYER**
Former Obama White House Social Secretary
- MICHAEL MENTE**
CEO of \$178B REVOLVE
- CALAIS CAMPBELL**
Baltimore Ravens, Top 50 NFL Athlete
- NANCY ANN DEPARLE**
Deputy Chief Of Policy For President Obama, Chief Architect Of The Affordable Care Act, CVS Health Director
- JOHNNIE YU**
Gen-Z Investor Listen Venture, Building The Brands Of Tomorrow
- SEMONTI STEPHENS**
Apple Health, Former Press Secretary for Michelle Obama
- LACEY HENDERSON**
Team USA Paralympian + Performance Psychology Consultant
- SARAH PLIMPTON LIEBOWITZ**
CEO, Sustainable Botanicals Int'l
- DENIS STRIEFF**
CFO, TWBA Worldwide
- CAROLINE ZENKEL**
Junior Advisory Board Member + Gen-Z Investor
- MIKE CONTI**
General Manager, Solebis, USA

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We're supported with deep industry expertise from advisors across dermatology, psychological practice, technology and beauty industry. Together they are compelled to change the way we take care and support gen-z in making this brand for them.

Our current investors – not including you ;) – include the CEO of multi-billion dollar retailer REVOLVE, NFL and Paralympic athletes, and the team from the Obama White House.

It's no secret that there is a funding crisis for women and BIPOC. Last year, U.S. startups with all-women teams received 1.9% (or around \$4.5 billion, drop from 2.4% in 2021) out of around the \$238.3 billion in venture capital allocated, according to the latest PitchBook data. While we are bootstrapped, within the venture capital industry only 5-16% of those positions are held by women, 1% of Black women and 2% of Hispanic. By centering mental health, Gen Z and BIPOC - selfmade is built differently. Our initial angel investors are 70% Gen Z and Millennial, while the average age is typically 57 years old. Over 75% of angel investors are white and male vs. nearly 2/3s of selfmade investors are female identifying and 1/3 are BIPOC. Rather than adding few chairs for BIPOC and women at someone else's table, we are building a radically different table

together.

	TYPICAL INVESTORS	OUR INVESTORS
AGE	92% are 41 years old and older Average is 57.6 years old	70% are Gen Z and Millennials
GENDER	78% are male	57% are female identifying
ETHNICITY	88% are white/caucasian	1/3 are Black, Indigenous, people of color
CHECK	Average check is \$25,000 First check written at 48 years old	Average check is \$29,378 Range from \$10K - 150K

Source: Angel Capital Association

Before we launched, we recruited a small and mighty community of Gen Z leaders across the US that formed our first Junior Advisory Board (JAB) who we gathered data, research, and conversations with to influence how the brand showed up in the world for our stakeholder. This included packaging, tone of voice, to what topics and issues they were facing that time. This small community became a year-long board seat around intimate relationships to each other and selfmade, all united in as mental health advocates and beauty enthusiasts. I'm proud to say there have been 3 cohorts and a total of 60 JAB leaders to date building selfmade with us.

JUNIOR ADVISORY BOARD

JUNE 2023

Who is the JAB? A board of Gen Z mental health activists and beauty enthusiasts. They hold the brand accountable in order to further the collective mission to change the way we take care.

CLASS OF '22-'23

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CLASS OF '21-'22

CLASS OF '20-'21

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FUNDRAISING DECK

We're raising \$500K to:

1 Deliver new product and expand categories

- Capture momentum of the psychodermatology market growth
- Meet needs of the 'coming of age' consumer

2 Deliver production release of Habit Stacking Technology

- Connects physical product and digital experience
- Expand community engagement promoting

USE OF FUNDS

Product 53%
RnD, Development, Clinical Studies

Sales + Marketing 19%

Operations 18%

4% of sales reinvested for Emotional Wellbeing Research + Programming

JUNE 2023

social wellbeing

3

Set industry standard for psychodermatology market

- Grow body of research supporting emotion wellbeing data
- Initiate JAB fellowships + programming

Retail, Merchandising, Community Engagement

People
25%

Customer Care, Creative, Admin

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The maximum target on Wefunder is \$1.235M.

We are raising \$500k to capitalize on our first-to-category advantage and deliver the growth we now know we are capable of building with our products and experiences.

With this raise, we will create new products and expand current categories, deliver a production release of Habit Stacking Technology to connect our physical product to a digital experience, and invest in our body of research to solidify psychodermatology as the new beauty category.

FUNDRAISING DECK

JUNE 2023

Together, we are
changing the way
we take care.

JOIN US

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Downloads

[selfmade - brand anthem](#)



[Emotional Wellbeing Report 2023.pdf](#)