

MA
BELLE
BOX

INTRODUCTION





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FOUNDED STORY

MA
BELLE
BOX

Founded in July 2015 by **MARION VIGOT**

Ma Belle Box is a
subscription box

filled with 4-5 travel size / full-size
Beauty products

to help brands reach
new customers based on

Test - Learn & Buy
model





MA
BELLE
BOX

MARKETING TOOL

Ma Belle Box is a
MARKETING TOOL
to build trusted relationship

B E T W E E N

OFFICIAL BEAUTY BRANDS
in Vietnam

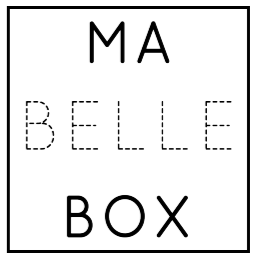
&

NEW & POTENTIAL
CUSTOMERS





TARGET CUSTOMERS



Professional & Educated women ●

18 - 28 ●

Income > \$400 ●

Beauty enthusiast ●

Have a smartphone ●

Enjoy to find beauty information online ●

Website, Blogging, social media

Like to give and receive ●

recommendations on social media

Willing to buy online on website ●

or social media

Spend a dedicated budget per ●

month for beauty

MA
BELLE
BOX

35+ BRAND
PARTNERS



L'ORÉAL

EAU THERMALE
Avène

benefit
SAN FRANCISCO



BIODERMA
LABORATOIRE DERMATOLOGIQUE

VICHY
LABORATOIRES



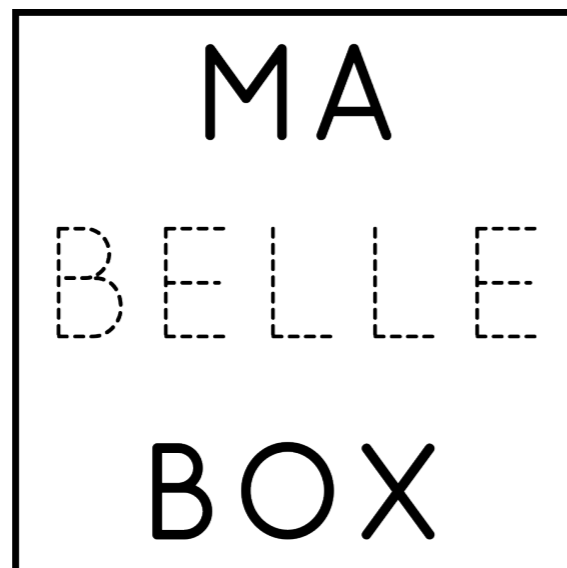
REVLON
PROFESSIONAL



LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE



CONTACT



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