



NYSE

nyse.beauty

AP GROUP LLC

**NYSE — A RUSSIAN COSMETICS BRAND
BORN FROM PROFESSIONAL EXPERTISE:**

**ORIGINALLY, WE DEVELOP AND MANUFACTURE
PIGMENTS AND DEVICES FOR PERMANENT
MAKEUP AND TATTOO.**

The background features a light pink gradient with abstract, glossy pink liquid splashes and droplets. A large, dynamic splash is on the left, while several smooth, rounded droplets of varying sizes are on the right.

**OUR BACKGROUND
IN PERMANENT MAKEUP
DEFINES OUR DNA:**

**WE ARE OBSESSED WITH
LONG-LASTING COLOR
+ HIGH-PERFORMANCE
FORMULAS**

FOUNDER AND FACE OF NYSE BRAND — ALENA PESTOVA

Certified beauty expert and international educator with over 13 years of experience in the beauty industry. World champion in beauty artistry (Worldwide Eyebrows Festival, 2017). Mentor and educator for a new generation of beauty professionals.

Thanks to her deep professional background, Alena understands what clients truly want — results, quality and emotional connection.



follow on instagram:
pestova_alenaa

146K followers

OUR FLAGSHIP PRODUCTS

Background in professional permanent makeup industry defines our DNA — we are obsessed with lasting color, formulas, and performance.

**Long-Lasting cosmetics for lips & eyebrows
+ gentle daily care.**



24-hour lasting lip makeup

Soft texture, natural glow, and all-day wear comfort.



Gel for laminated-look brows

Sculpturing gels with 24h-hold, smooth definition, effortless control.



Daily care you'll want to repeat

Gentle face cleansers and body care that feels sensual and refreshing every day.

24H LIP TINT THAT STAYS ALL DAY



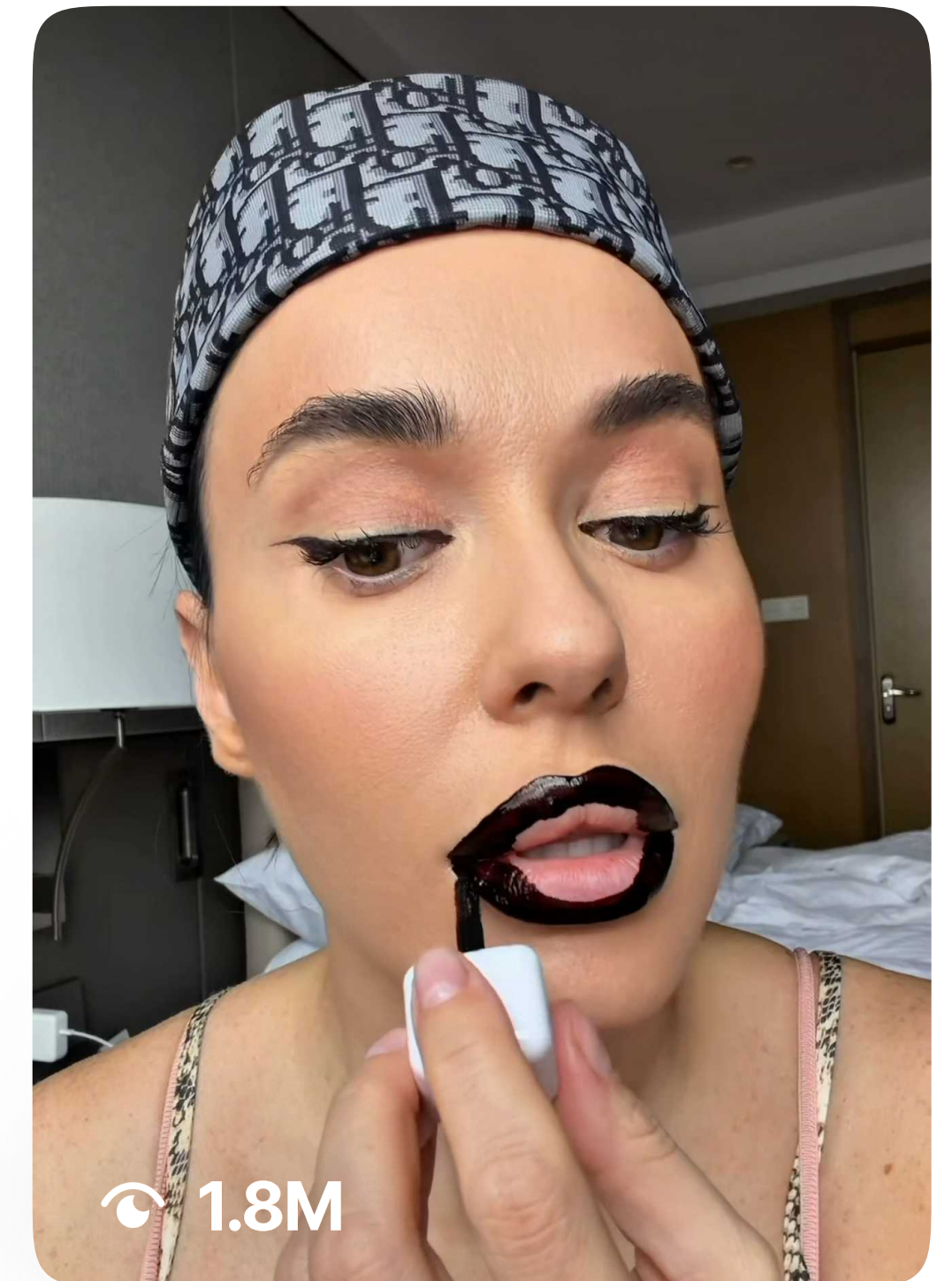
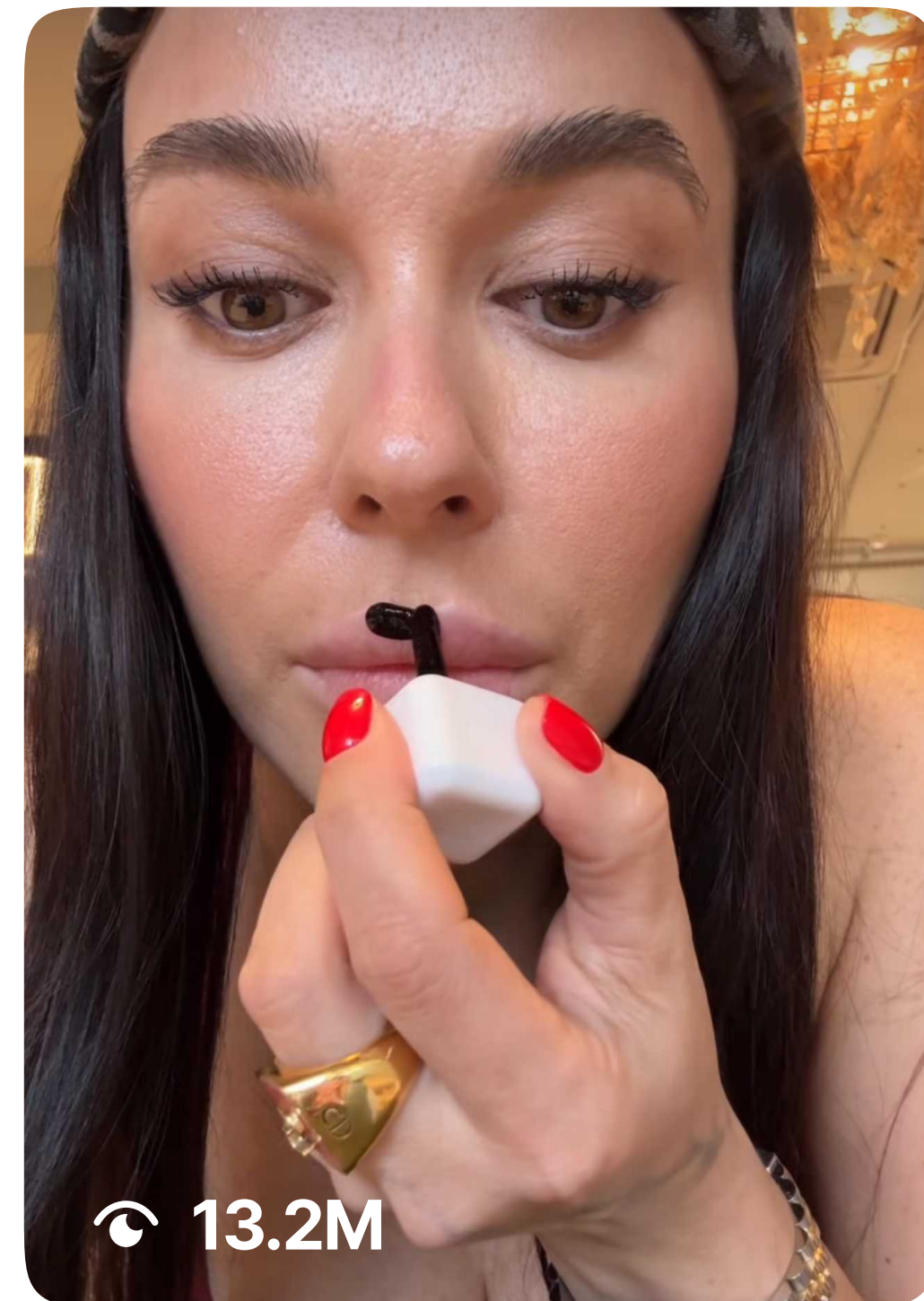
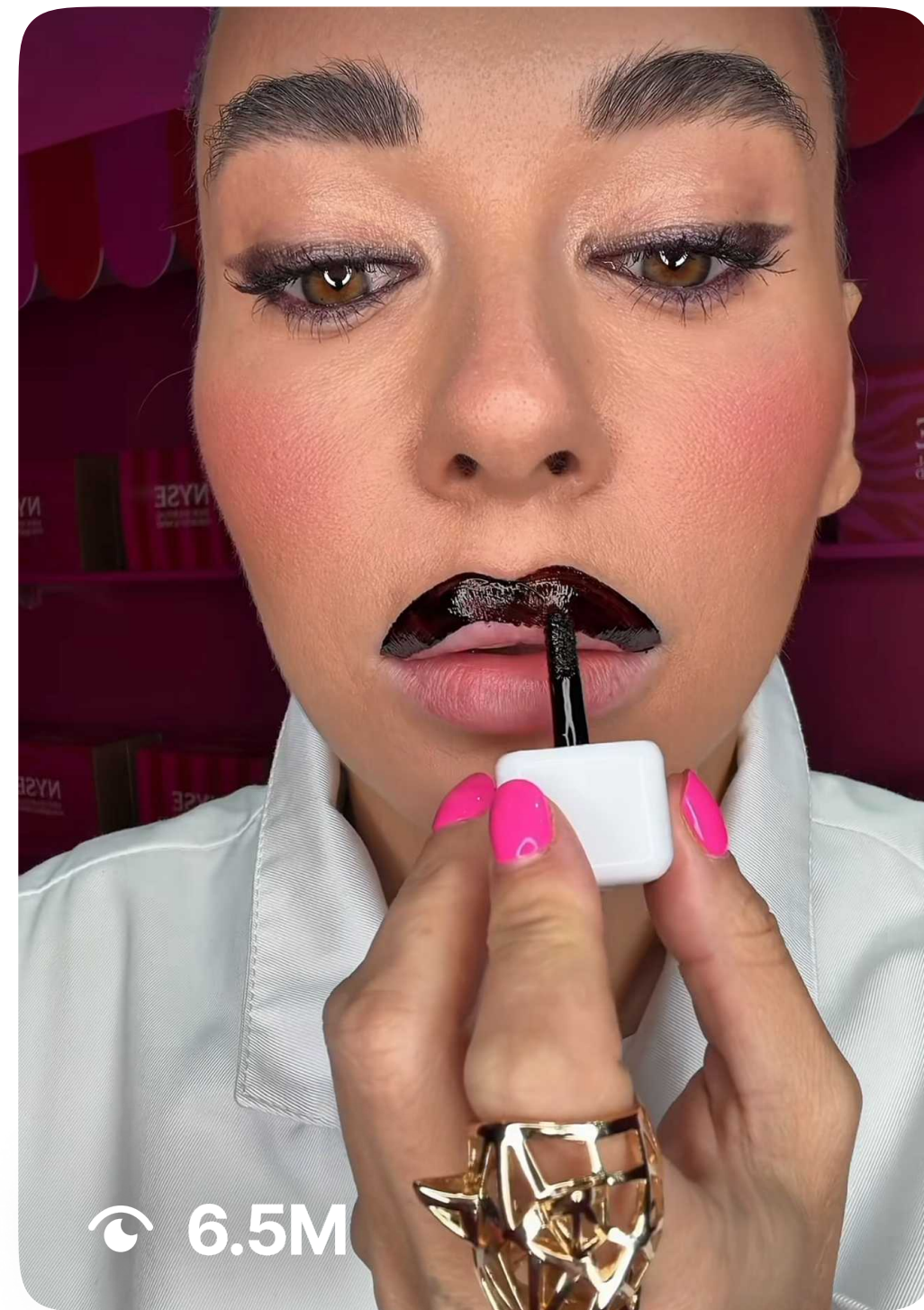
4 ml

**LONG-LASTING. WASHES OFF.
REPLACES PERMANENT MAKEUP.**

Lightweight, transfer-proof tint that lasts up to 24 hours. Soft, comfortable texture available in 6 trendy shades. Key advantage: combines professional pigment technology with skincare-level comfort — ideal for daily use.

trendy 3D-effect

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**NYSE LIP TINT —
THE VIRAL PRODUCT
THAT SELLS ITSELF**

HOW THE NYSE TINT WORKS

apply → wait → rinse

→ wow

→ color stays all day

the product format is simple, visual, viral



Lip Prep

Clean your lips from any skincare and makeup.



First Layer

Apply a thick, even layer of tint over the entire lip surface. A thick layer is important — it creates the base saturation. After 2 minutes, gently remove the tint from the center of the lips (especially if the skin has dry patches) to avoid excessive brightness in these areas.



Setting Time

Let the tint dry completely (5–10 minutes). Do not speed up the drying with a hair dryer — the tint must set naturally.



Removal

Wipe off the remaining tint with a cotton pad moistened with water. Avoid oils and micellar water — they break down long-lasting pigments.



Second Layer (Optional)

If you want a brighter result, repeat the application and removal after 5–10 minutes using a cotton pad with water.

WE FOCUS ON LIP TINT BECAUSE IT WORKS

We don't offer just as a product —
we offer a ready-to-run model:
product + marketing engine.

The Lip Tint is not a SKU. It is a marketing machine.
A system that already proved itself.

We have a launch plan that starts
lifting sales in the very first month:

A creator magnet:

the product format is perfect for creators — simple, visual, viral

apply → wait → rinse

→ wow

→ color stays all day

Videos fly without paid ads

it's the most viral beauty format

→ creators have a huge organic reach

→ high sales

We provide everything you need:

- creator scripts
- video formats
- talking points
- examples of content that already went viral

THE MODEL THAT MAKES TINT GO VIRAL

Other makeup products (liner, lip oil, mascara, brow gel) complete the ecosystem: they drive higher AOV (Average Order Value), repeat purchases, and create a unified shelf that sells as a set.

To enter the market fast,
we need just two moves:

1

engage creators who trigger virality

- 1 mid-size beauty/lifestyle creator
- Several micro creators with 1K–10K followers (PMU, nails, niche experts)

Creators show the key moment: apply → wait → rinse → color stays. This reaction-based content consistently explodes in organic reach — it's one of the strongest viral scenarios in beauty marketing.

2

coordination + clear instructions

- Proper creator briefing
- Proper customer consultation
- Clear demonstration of how the NYSE TINT works

AVAILABLE IN 6 TRENDY SHADES



LT01 — DEEP BERRY



LT02 — WARM NUDE



LT03 — COFFEE



LT04 — RED VELVET



LT05 — DRACULA



LT06 — TEDDY



LT01
DEEP BERRY
розовый



LT02
WARM NUDE
нюдовый



LT03
COFFEE
тёплый коричневый



LT04
RED VELVET
красный



LT05
DRACULA
холодный
тёмно-коричневый



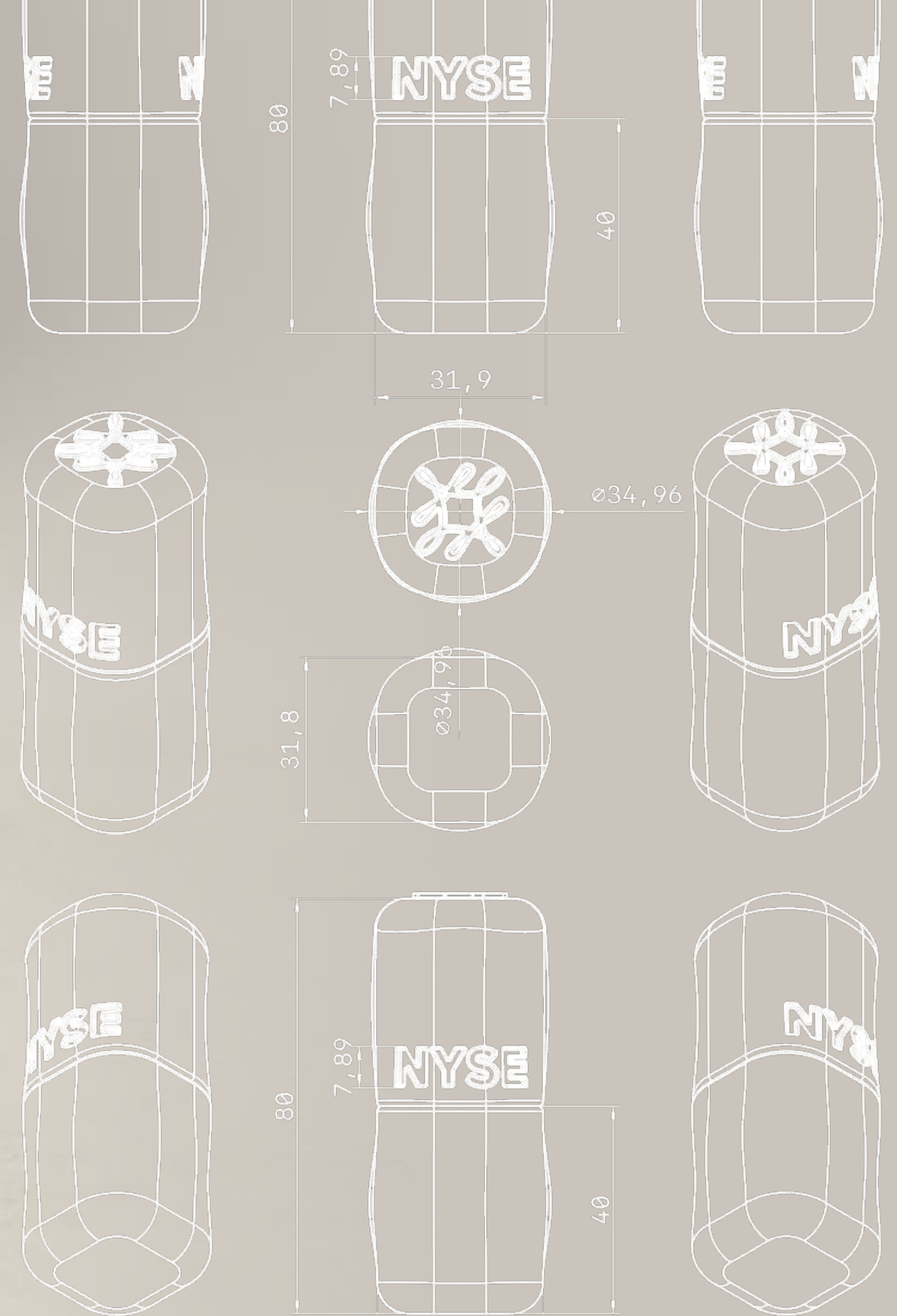
LT06
TEDDY
холодный коричневый

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COMING
SOON:

BRAND NEW
PACKAGING

custom design



LIP MAKEUP TRIO

Products that boost flagship sales. Each item increases average order value, repeat purchases, and customer retention.

LIP TINT 24H



MAKEUP LINER



LIP OIL GLOSS



MAKEUP LINER

0.6 ml

A soft sponge-tip marker that delivers smooth, even application without drying the skin. Removes easily with NYSE Cleansing Gel-Oil, micellar water, or any oil-based cleanser.

A key add-on for NYSE LIP TINT customers. Universal shades — suitable for lips and eyelids, create a trendy natural look, and fit all skin tones → wide target audience.



COFFEE



NATURAL



NUDE



CANDY



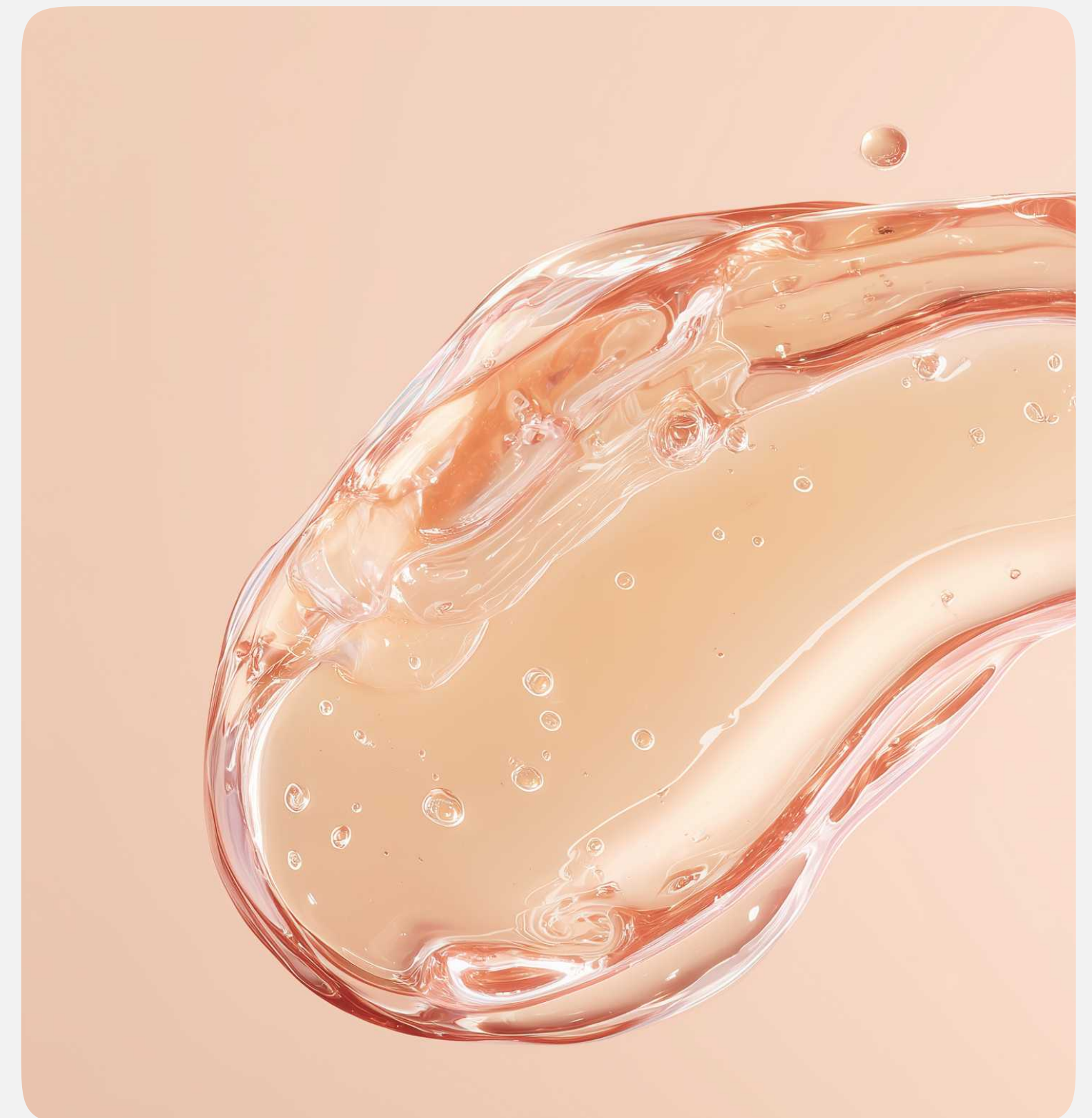
CHERRY

LIP OIL GLOSS

4 ml

“Care + gloss” formula —
high-margin add-on for
NYSE LIP TINT.
Year-round demand,
no seasonality.

Oil cocktail for glossy, healthy lips:
Olive seed oil → nourishes and restores.
Mirabilis extract → deep nutrition + antioxidant protection.
Cherry kernel oil → natural shine.
Sunflower oil → softens and locks in moisture.



**AFTER THE LIP CATEGORY,
OUR LINE CONTINUED TO GROW.
LET'S MOVE TO THE NEXT
PRODUCT GROUPS.**

EYEBROW LINER

0.6 ml

Brow marker creates natural hair-like strokes and lasts up to 12 hours — a microblading effect with zero effort.

The fine brush tip draws thin strokes with light pressure and deeper color with stronger pressure. Water-based formula sets quickly. Ideal for filling gaps and shaping full, defined brows.



CLASSY BRO



DARK STAR



CHOCO MOCO



HOT FIRE

BROW FLOW FIXING GEL

12 ml

Clear strong-hold gel with a laminated-brow effect.

Shapes and fixes even coarse brow hair. Formula includes wax, castor oil, and vitamin E to condition and soften the hair. The asymmetrical brush allows precise placement and perfect shaping.



WATER BASE MASCARA

5.5 ml

Water-based mascara for volume and length without clumping. Light formula with natural waxes lifts the lashes and coats each one evenly. Easy to remove, suitable for sensitive eyes. Nourishing fatty acids prevent dryness and breakage. Classic deep black shade.



CLEANSING OIL GEL

350 ml

A gentle 2-in-1 gel-oil cleanser that dissolves makeup, impurities, and excess sebum while keeping the skin fresh and radiant.

Hyaluronic acid hydrates, almond oil nourishes, and a modern urea derivative locks in moisture for a soft, smooth feel with no tightness. Suitable for all skin types. Non-comedogenic formula, doesn't cause breakouts.

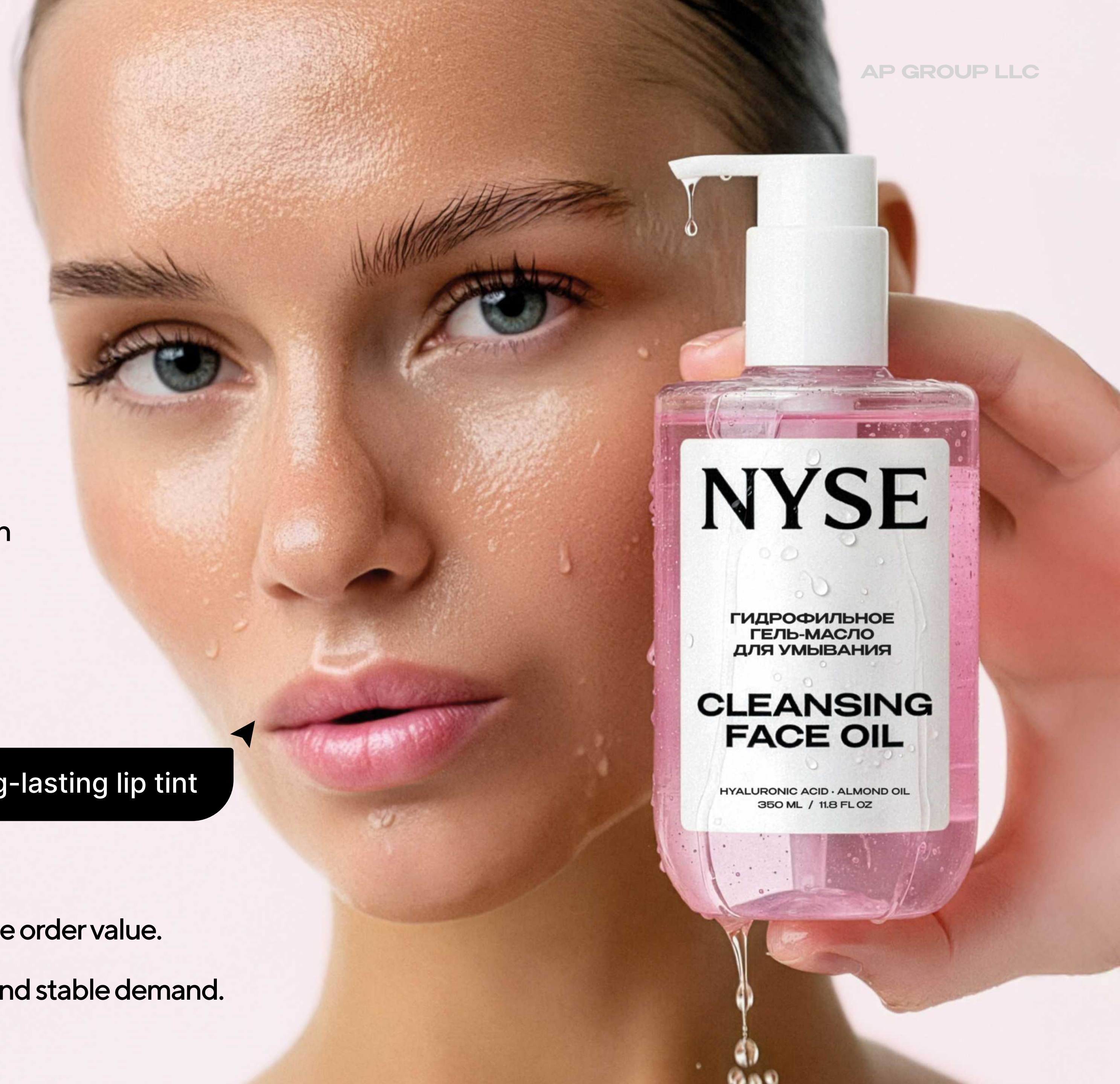
Effectively removes long-lasting makeup — an add-on for NYSE Lip Tint customers.

Large bottle volume — better value for the customer.

removes long-lasting lip tint

A supplement to the NYSE LIP TINT → increases the average order value.

Daily-use category + 2-in-1 format → fast repeat purchases and stable demand.



REPAIRE BALM

30 ml

Moisturizing repair balm — a hydrating and restorative balm for damaged or irritated skin. Intensely nourishes, prevents dehydration, and reduces dryness and discomfort. Accelerates healing and regeneration in cases of burns, abrasions, and irritation caused by cold sores. Fast, visible result → high conversion from testers. Universal “SOS-product” → works for the whole family → wider target audience.



AROMA SOAP

350 ml

A perfumed body and hand cream with deep hydration and gentle care. Natural coconut oil, panthenol, and botanical extracts soften, soothe, protect, and restore the skin barrier.

Tobacco Santal Bergamot — a modern unisex fragrance customers recognize instantly. A proven body-care bestseller that drives impulse purchases.

aroma trend



Tobacco Santal Bergamot



AROMA CREAM

350 ml

A perfumed hand & body cream with gentle care and deep hydration. Natural coconut oil, panthenol, and botanical extracts soften the skin, soothe irritation, protect the barrier, and support recovery.

Tobacco Santal Bergamot — a modern unisex fragrance customers recognize instantly. A proven body-care bestseller that drives impulse purchases.



Tobacco Santal Bergamot



BODY SCRUB

350 g

A salt scrub with almond and coconut oils that delivers visible results from the first use — smooth, polished, renewed skin. Salt crystals exfoliate evenly, nourishing oils keep the skin soft and hydrated, and the warm scent creates a spa-level experience at home.

The scent and spa-like texture make it a “treat-yourself” product customers buy regularly.

Wood Amber Patchouli



BODY BUTTER

250 ml

A rich body butter with shea, avocado, sunflower, and olive oils that melts on the skin and restores softness instantly — even on very dry areas. Seaweed extract and vitamin E strengthen the barrier and add a healthy glow. Premium texture + unisex scent → wider target audience. Daily-use category → fast repeat purchases.

Pure Musk





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