



# LumaClear Labs

"Confidence Starts With Care"

Period 5

Founder: Aaliyah Boyd



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## Executive Summary:

### Business Concept:

LumaClear Labs is a youth-focused skincare company that creates simple, effective, and personalized acne-care kits for teens and young adults ages 13–24. We design each routine around the customer's unique skin type and acne concerns, making clear skin feel achievable rather than overwhelming. Our mission is rooted in building higher self-esteem and confidence, helping young people feel more in control of their skin and proud of the face they see in the mirror.

We solve a major problem many young people face: confusing, harsh, or one-size-fits-all acne products that don't match their real needs. LumaClear Labs offers a tailored approach using gentle formulas that deliver real results without irritation. Our main offering is a customizable acne kit that includes cleansers, treatments, and moisturizers designed to work together as a complete routine.

The business generates revenue through direct-to-consumer sales of personalized kits, individual product refills, and optional subscription plans that keep customers stocked with what works for them. Our long-term goal is to become the most trusted acne-care brand for young people—empowering them to build healthier habits, understand their skin, and feel confident throughout their skincare journey.



### Target Market:

Our target market consists of teens and young adults ages 13–24, who make up roughly 85% of all acne cases and represent the core group we aim to serve. Most of our customers fall within a middle-class income range and shop primarily online, which aligns well with our national e-commerce model. These young consumers lead active, socially connected lives and regularly engage with beauty, wellness, and self-care content across platforms like TikTok, Instagram, and YouTube. They value confidence, convenience, and visible results, and their purchasing decisions are heavily influenced by peer reviews, influencer recommendations, and relatable brands. Acne has a major impact on their daily routines and self-esteem, and many feel overwhelmed by the number of ineffective or harsh products on the market. Because they prefer simple, trustworthy solutions tailored to their needs, they respond strongly to personalized skincare options that feel both accessible and effective. Our positioning directly reflects these expectations, allowing LumaClear Labs to meet this demographic where they already are—online, informed, and looking for real results.

### **Problem & Opportunity:**

People with acne struggle to find skincare that actually works for their skin. The market is crowded with complicated routines, harsh products, and expensive brands that don't deliver results. Many customers, especially teens and young adults, feel frustrated, overwhelmed, and insecure about their skin. They want something simple and effective so they can feel confident. Because of this, many young people end up trying product after product without ever finding a routine that truly fits their needs. The lack of personalized, gentle solutions leaves them feeling stuck and unsure of where to turn next.

### **Solution:**

People with acne often feel overwhelmed by complicated routines and harsh products that don't actually improve their skin, leaving them frustrated and insecure. Our business solves this problem by creating simple but highly effective acne kits designed specifically for acne-prone and sensitive skin. Each kit includes only 3–4 essential products, preventing irritation and helping customers build a routine that is easy to follow and actually works. We also personalize our kits through a short skin-type survey, ensuring customers receive products that match their unique needs. Our formulas are strong enough to treat acne but gentle enough for teens, making them safe and accessible for a wide range of users. What makes our solution better is our focus on customer experience, quality, convenience, and affordability, offering results without the premium price. By combining simplicity, effectiveness, and personalized care, our kits give customers the confidence and clear skin they've been searching for.

Mission -	Vision -
<p>Our mission is to provide teens and young adults with effective, confidence-boosting acne solutions that make clear, healthy skin feel achievable for everyone. We create simple, personalized acne kits designed to meet each customer's unique skin needs, helping them feel more in control of their skincare journey and empowered in their daily lives.</p> <ul style="list-style-type: none"> <li>• We believe skincare should empower, not overwhelm—you set the goals, and we help you reach them with simple, effective clarity.</li> </ul>	<p>Our vision is to become a trusted, go-to acne-care brand that young people consistently reach for both online and in stores. We aim to expand nationwide and eventually grow into an internationally recognized company known for reliability, accessibility, and results-driven skincare that supports confidence and long-term skin health.</p>

- LumaClear Labs designs simple but effective acne kits and products for teens and young adults (13–24). Each kit and product is tailored to the customer's acne concerns and skin type. Our company believes in higher self-esteem and confidence, and we want to be the reason you have a brighter smile on your face. By combining gentle formulas with real results, we aim to make clear skin feel achievable for everyone. Our long-term vision is to empower young people to build healthier habits and feel more in control of their skin journey.

### Goals & Objectives:

*LumaClear Labs* has set several key milestones for its first year to guide the business from development to launch. In the first few months, the company plans to finalize product formulas, complete testing, and launch its website along with a personalized acne quiz to help customers find the right routine. After establishing its online presence, LumaClear Labs aims to set up a subscription system for recurring refills to support long-term customer retention. Throughout the year, the company will focus heavily on marketing by growing its social media presence to 15,000 engaged followers, using this audience to build trust and drive awareness. By the six- to nine-month mark, the goal is to reach 200–300 sales through social media, influencer partnerships, and targeted online marketing. These milestones will help the company track progress, stay organized, and steadily move toward becoming a trusted acne-care brand for teens and young adults.

## **Business Description:**

LumaClear Labs is a skincare company dedicated to creating simple, effective, and confidence-boosting acne solutions for teens and young adults ages 13–24. We design personalized acne kits and individual products that address the unique needs of young people dealing with breakouts, irritation, and the emotional impact acne can have on daily life. Our brand is built on the belief that clear, healthy skin should feel achievable for everyone, and that young people deserve skincare that supports—not overwhelms—their journey toward confidence and self-expression. We operate primarily as an online, direct-to-consumer business, allowing us to reach customers nationwide through the digital platforms, social media, and e-commerce sites they already use. Our audience is highly engaged with online beauty and wellness content and relies on peer reviews, influencer recommendations, and relatable brands when choosing skincare. Because of this, we emphasize transparency, education, and results-driven messaging to build trust and help customers understand their skin type, identify their concerns, and choose the right products.

Personalization is at the core of our business. Each acne kit is tailored to the customer’s skin type, sensitivity level, and breakout patterns, ensuring every routine feels intentional and easy to follow. Our formulas are gentle yet effective, using science-backed ingredients that deliver visible improvements while supporting long-term skin health. By simplifying the skincare process, we help customers avoid the confusion of crowded shelves, conflicting advice, and overwhelming product choices.

LumaClear Labs generates revenue through personalized acne kits, individual product refills, and optional subscription plans that provide consistent access to the products customers rely on. As we grow, we plan to expand into retail partnerships to reach young people in the stores they already shop, strengthening our position as a trusted acne-care brand.

Our long-term vision is to become a nationally—and eventually internationally—recognized brand known for reliability, accessibility, and real results. We aim to be the first choice young people reach for when they need skincare that understands them. By continuing to innovate, expand our product line, and strengthen our digital presence, we plan to build a brand that not only clears skin but also empowers young people to feel confident, capable, and proud of who they are.

## Competitor Analysis:

Competitor Name	Location or Website	What They Do	What They're Known For
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1. CeraVe

- New York City,

CeraVe is a dermatologist-developed skin care brand

Restoring the skin barrier using a blend of three essential ceramides and patented MVE time-release technology

1. Panoxyl

- Johnson City,

Popular skincare brand

Dermatologist-recommended, benzoyl peroxide-based acne treatments that kill bacteria, unclog pores, and treat acne on the face and body

1. La Roche-Posay

- The Nouvelle-Aquitaine region of western France,

Producing, safe, and effective products for sensitive skin

Developed with dermatologists. They are famous for using selenium-rich thermal spring water to soothe skin and for offering high-quality, clinical-grade sunscreens, acne treatments, and barrier-repair creams at affordable, accessible prices

The acne-care market is dominated by major brands like CeraVe, La Roche-Posay, and PanOxyl, all of which are well-known for dermatologist-developed formulas and strong clinical reputations. CeraVe excels at barrier-repairing ceramides, while La Roche-Posay is trusted for its soothing, sensitive-skin-friendly formulas, and PanOxyl is recognized for its powerful benzoyl peroxide treatments. However, these brands often fall short in areas such as formulation elegance, tolerability, and nuance—especially for consumers dealing with hormonal or adult acne. Many of their products rely on harsh percentages, overly strong actives, or textures that feel heavy or outdated. This creates an opportunity for LumaClear Labs to differentiate itself by offering more refined, elegant product textures, lower and more tolerable active percentages, and formulas specifically designed for hormonal and adult acne rather than just general breakouts. By focusing on targeted solutions and a more user-friendly experience, LumaClear Labs can fill the gaps left by larger competitors and better meet the needs of customers seeking effective but gentle acne care.

## Products and Services:

## Main Products and Services:

- **Personalized Acne Starter Kit:** A customized 3-step routine (cleanser, treatment serum, moisturizer) based on skin type, sensitivity, and breakout patterns.
- **Rapid-Relief Spot Treatment:** A fast-acting gel for sudden breakouts, designed to reduce redness and swelling within hours.
- **Balancing Hydration Gel:** Lightweight, non-comedogenic moisturizer designed for oily, acne-prone, and combination skin.
- **Clarifying Cleanser:** A gentle foaming cleanser with exfoliating and calming ingredients.
- **Skin Profile Quiz + Digital Skin Report (Service):** A free or low-cost digital assessment that analyzes skin type, breakout patterns, lifestyle factors, and sensitivity to recommend a personalized routine.

## Barriers to Entry:

- Requires algorithmic personalization and data collection
- Formulation expertise needed to balance efficacy + gentleness  
High trust threshold for teen skincare brands
- Requires stable, high-potency formulas that remain gentle
- Market is crowded with drugstore competitors  
Must demonstrate visible results to stand out
- Requires precise formulation to avoid heaviness or breakouts
- Teens often distrust moisturizers due to fear of "greasiness"  
Must differentiate from generic moisturizers
- Cleanser market is highly saturated
- Must balance exfoliation with sensitivity  
Requires strong brand messaging to stand out
- Requires UX design + algorithm development
- Must maintain data privacy and transparency  
Needs ongoing updates to remain accurate

## Features and Benefits:

- A customized 3-step routine tailored to each customer's skin type and breakout pattern. Benefit: Gives teens a simple, effective routine that reduces confusion and improves skin with consistent use.
- A fast-acting gel that targets sudden breakouts with redness-reducing ingredients. Benefit: Quickly shrinks pimples and boosts confidence before school, events, or photos
- A lightweight, oil-free moisturizer designed for acne-prone and sensitive skin. Benefit: Hydrates without clogging pores, keeping skin calm, smooth, and shine-controlled.
- A gentle foaming cleanser that removes buildup while soothing irritation. Benefit: Prevents new breakouts and leaves skin clean without dryness or stripping.
- An online quiz that analyzes skin type and concerns to recommend a personalized routine. Benefit: Helps customers understand their skin and choose the right products with confidence.

## Pricing Strategy:

- \$45-\$65 per kit depending on customization level
- Subscription option: \$38-\$55 monthly
- \$12-\$18 per tube
  - \$16-\$24 per bottle
  - \$14-\$20 per bottle
  - Free version
  - Premium add-on report: \$4.99-\$7.99

## Product Development Stages:

### 1. Market & User Research

LamaClear Labs studies teen skincare struggles, ingredient preferences, and competitor gaps to understand what young customers actually need. This stage ensures every product idea is backed by real data, not guesswork.

### 2. Formulation & Prototyping

Cosmetic chemists develop early formula samples using gentle, acne-safe ingredients that match the brand's standards. Multiple versions are created and tested for texture, stability, and effectiveness.

### 3. Beta Testing With Teens & Young Adults

Real users test the products and provide feedback on irritation, scent, results, and ease of use. This helps refine formulas and ensures they work well for different skin types and breakout patterns.

### 4. Branding, Packaging & Education

The team designs packaging that feels modern, approachable, and teen-friendly while staying functional and safe. Educational materials are created to help customers understand how to use each product correctly.

### 5. Launch & Post-Launch Optimization

Products are released through the website, social media, and influencer partnerships to reach the target audience. After launch, customer reviews and sales data guide improvements, new formulas, and future product ideas.

## Organization and Management:

### Ownership:

#### Ownership Type: Sole Proprietorship (Founder-Led Startup)

- LumaClear Labs is founded and owned by Aaliyah Boyd, who currently oversees brand vision, product direction, and strategic decision-making.
- As a founder-led business, this structure allows for full creative control, fast decision-making, and a clear, unified direction during early-stage growth.
- As the company expands, ownership may evolve to include equity-based partnerships or leadership roles that support long-term scaling.

#### Team Members and Roles:

- Founder/CEO – Aaliyah Boyd: Leads brand vision, product direction, partnership decisions, and early marketing strategy.
- Product Formulator Partner (Contracted): Develops acne-safe formulas, conducts ingredient research, and supports lab testing.
- Freelance Designer: Creates packaging, branding assets, and visual identity for the product line.
- Social Media/Content Contractor: Produces digital content, manages posting schedules, and supports influencer outreach.
- Retail Employees (Future Store Locations): Provide customer service, manage inventory, and support in-store sales.

#### Roles that will be added as business expands:

- Chief Marketing Officer: Leads influencer partnerships, paid advertising, and youth-focused brand strategy.
- Dermatology Advisor: Ensures formulas meet acne-care standards and support long-term skin health.
- Operations/Supply Chain Manager: Oversees manufacturing, logistics, inventory, and fulfillment.
- Customer Experience Lead: Manages customer support, feedback systems, and community engagement.
- E-Commerce Manager: Optimizes website performance, subscription growth, and personalization tools.
- Retail Partnerships Manager: Builds relationships with national retailers and manages store expansion.

#### Estimated Wages:

- Founder/CEO: \$0-\$20/hr (early stage founders often take minimal pay)
- Product Formulator (Contracted): \$30-\$60/hr depending on experience
- Freelance Designer: \$20-\$35/hr or per-project rate
- Social Media/Content Contractor: \$18-\$30/hr
- Retail Employees: \$14-\$17/hr depending on location
- Future Operations Manager: \$20-\$28/hr
- Customer Experience Lead: \$17-\$22/hr
- E-Commerce Specialist: \$20-\$30/hr
- Chief Marketing Officer (future hire): \$60k-\$90k/year (part-time or full-time depending on growth)

## **Marketing Plan:**

LumaClear Labs earns revenue primarily through the sale of personalized acne-care kits and individual skincare products, which are sold directly to customers through our website, social media platforms, and select retail locations. Our main income comes from these customized kits, which are tailored to each customer's skin type and priced affordably for teens and young adults. In addition to product sales, we offer secondary revenue streams such as monthly or quarterly subscription refills, travel-size kits, and add-on items like pimple patches. As the business grows, we plan to expand into partnerships with pharmacies, beauty stores, dermatology clinics, and school wellness programs, creating additional wholesale and B2B opportunities. These combined revenue channels help ensure steady income while supporting long-term customer loyalty and brand growth. To strengthen our reach, we also plan to introduce limited-edition seasonal kits that encourage repeat purchases and boost brand excitement.

LumaClear Labs will promote its acne-care kits through a strong presence on Instagram and TikTok, collaborating with micro-influencers who create short posts that highlight real results. We will also produce educational content such as tutorials, skincare tips, and before-and-after transformations to build trust and position our brand as a knowledgeable acne-care resource. To expand our reach, the company will run targeted social media ads aimed at teens and young adults who are actively searching for acne solutions online. LumaClear Labs will further strengthen credibility by partnering with dermatologists and estheticians to create expert-backed content that explains our ingredients and routines. These professional collaborations help reassure customers that our products are safe, effective, and science-supported. Together, these marketing activities will increase visibility, attract new customers, and establish LumaClear Labs as a trusted leader in simple, effective acne care.

## Financial Plan:

<b>Costs:</b>	\$
Product Formulation and testing	\$9,000
Initial Manufacturing & Minimum Order Quantities (MOQs)	\$15,000
Packaging & Label Design	\$6,000
Branding & Graphic Design	\$2,500
Website Development	\$4,000
Legal & Regulatory Costs	\$2,500
Insurance	\$1,500
Product Photography	\$1,000
Shipping Supplies	\$800
Initial Marketing Launch Budget	\$4,500
Lease deposit and first months rent	\$15,000
Store Renovation & Build-Out	\$18,000
Furniture & Fixtures	\$10,000
Equipment & Technology	\$3,000
Initial Store Inventory	\$4,500
Grand Opening Marketing	\$2,500

<b>Variable Costs:</b>	<b>Monthly:</b>	<b>Yearly:</b>
Cost of raw ingredients (salicylic acid, niacinamide, aloe, etc.)	\$1,000.00	\$12,000.00
Packaging materials (bottles, tubes, jars, droppers)	\$750.00	\$9,000.00
Labels and printing	\$400.00	\$4,800.00

Batch testing fees	\$350.00	\$4,200.00
Product samples/testers for customers	\$250.00	\$3,000.00
Shipping fees per order	\$850.00	\$10,200.00
Packaging supplies (mailers, boxes, tape, bubble wrap, & filler paper)	\$400.00	\$4,800.00
Fulfillment center pick-and-pack fees	\$450.00	\$5,400.00
Social media ads (TikTok, Instagram)	\$500.00	\$6,000.00
Influencer gifting (free product)	\$400.00	\$4,800.00
Printing flyers, stickers, or small promo cards	\$250.00	\$3,000.00
Seasonal marketing materials (holiday bags, themed stickers)	\$450.00	\$5,400.00
Monthly utilities (electricity, water, Wi-Fi)	\$550.00	\$6,600.00
Cleaning supplies (wipes, sprays, paper towels)	\$250.00	\$3,000.00
Shopping bags (paper or plastic)	\$200.00	\$2,400.00
In-store testers that need replacing	\$150.00	\$1,800.00
Air fresheners or scent diffusers and lightblubs	\$75.00	\$900.00
Hourly wages for part-time staff and full time	\$6,200.00	\$74,400.00
Training materials for new employees	\$250.00	\$3,000.00
Website transaction fees (Shopify, Stripe, PayPal)	\$220.00	\$2,640.00
Printer ink + paper	\$50.00	\$600.00
Pens, sticky notes, clipboards	\$50.00	\$600.00
Hand soap + restroom supplies for the store	\$150.00	\$1,800.00

**Units: 8000 x \$35 per unit**

<b>Sales Numbers -</b>	
Selling Price per unit -	\$182.00
Cost per unit -	\$89.50
Profit per unit -	\$130
<b>Projected Income (Revenue) -</b>	
Year 1	\$280,000
Year 2	\$322,000
Year 3	\$370,300

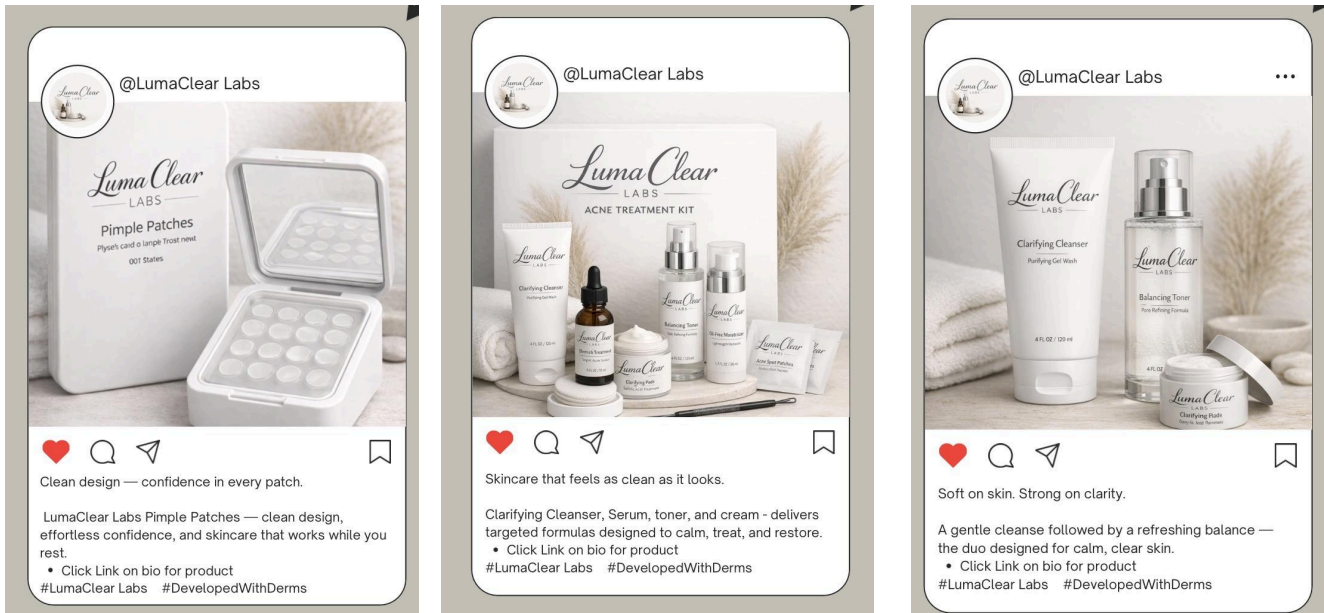
<b>Projected Expenses -</b>	
Year 1	\$170,340
Year 2	\$195,891
Year 3	\$225,275
<b>Profit/Loss -</b>	
Year 1	\$109,660
Year 2	\$126,109
Year 3	\$145,025

LumaClear Labs' expenses focus on producing high-quality, personalized skincare products and maintaining a strong digital presence. Core costs include skincare ingredients, formulation and testing services, packaging materials, and the tools and software needed to design and manage our product line. To sell and deliver our products, we invest in an e-commerce website, payment processing, shipping supplies, fulfillment services, and storage for inventory. Marketing expenses play a major role in reaching our teen and young adult audience, including social media advertising, influencer partnerships, content creation, and product samples. Ongoing operational costs include business insurance, utilities, software subscriptions, customer service tools, and compensation for staff or contractors. These combined expenses ensure we can consistently produce effective products, deliver them efficiently, and maintain the trust and engagement of our customers as we grow.

### **Appendices:**

LumaClear Labs will promote its acne-care kits through a strong presence on Instagram and TikTok, collaborating with micro-influencers who create short posts that highlight real results. We will also produce educational content such as tutorials, skincare tips, and before-and-after transformations to build trust and position our brand as a knowledgeable acne-care resource. To expand our reach, the company will run targeted social media ads aimed at teens and young adults who are actively searching for acne solutions online. LumaClear Labs will further strengthen credibility by partnering with dermatologists and estheticians to create expert-backed content that

explains our ingredients and routines. These professional collaborations help reassure customers that our products are safe, effective, and science-supported. Together, these marketing activities will increase visibility, attract new customers, and establish LumaClear Labs as a trusted leader in simple, effective acne care.



## Explanation Paragraph:

These social media posts are designed for teens and young adults who are highly responsive to digital trends and often discover new products through the content they see online. The goal is to ensure that LumaClear Labs reaches this audience effectively and encourages interest in the product, ultimately supporting brand awareness and sales. Instagram and TikTok are ideal platforms for this demographic because they rely heavily on product content and influencer recommendations, which can quickly shape purchasing decisions. After viewing the post, customers should feel motivated to learn more about the product, engage with the brand's page, or consider trying it as part of their skincare routine.

## Tutorial Video Script (5 mins):

Intro - Hi everyone, welcome back! Today I'm going to show you how to use the LumaClear Labs skincare routine, based on the Acne Treatment Kit and the review of the new pimple patches. This routine is perfect for keeping your skin clean, calm, and cared for. Middle - (Step 1) Okay let's start by putting our hair back so we can apply the clarifying cleanser. Apply a small amount to damp skin and gently massage it into your face with circular motions. This will help remove dirt, oil, and anything sitting on the surface of your skin. Always make sure to wash your hands before you wash your face, this will help to prevent unnecessary breakouts. Okay, now let's rinse it off with warm water and gently pat it off with a clean towel or you can fan your face but of course this will take longer. (Step 2) Now, let's go in with the balancing toner. For this step I recommend just using your hands and rubbing it into your skin gently. Although cotton pads are very popular online right now, using them could activate breakouts. The material on the cotton pads could come off and irritate the skin or could clog pores. This step is very essential, it helps balance your skin and preps it for the next product. (Step 3) As we can see here on my face I have this pimple that is ready to pop. If you have an active spot follow this step with me. Before applying make sure your skin is dry

so that it doesn't glide right off, we also want to make sure all the previous products are fully soaked into the skin. By using the new pimple patches open the container and choose a patch that fits the blemish and gently apply it onto your skin. (Step 4) Okay, now it's time for the last step. We are now going to finish off with the Oil-free moisturizer. Just simply apply a thin layer all over your face to keep your skin hydrated without it feeling too heavy. You want to make sure that you properly apply it so that your skin stays hydrated and stays balanced throughout the day. Outro - Thank you so much for watching this video. That is the full skincare routine for the Acne Treatment Kit. This is just one of the many kits that can be chosen from LumaClear Labs. Make sure to choose a kit that fits your style and needs. Although it might seem like a lot, even taking 10 minutes out of your day will do your skin so much good. If you want to check out more of the kit reviews and tutorials, press subscribe and check out the channel.

## **Email to Dermatologist Clinic:**

Dear Elevated Dermatology Clinic,

My name is Aaliyah Boyd, and I am the founder of LumaClear Labs, a skincare company focused on creating simple, effective, and personalized acne solutions for teens and young adults. Our mission is to make clear, healthy skin feel achievable for every young person by offering routines that are easy to follow and backed by science-supported ingredients.

I am reaching out to explore the possibility of partnering with your clinic. Because you work closely with patients who struggle with acne and related skin concerns, I believe our personalized acne kits could serve as a helpful complement to the care you already provide. Each kit is tailored to the customer's skin type, sensitivity level, and breakout patterns, allowing young patients to maintain a consistent at-home routine that supports the guidance they receive from you.

I would love to discuss the potential of offering LumaClear Labs products for sale within your clinic or as an optional recommendation for patients seeking a simple, structured skincare plan. I would be happy to provide sample kits, ingredient details, and an overview of our personalization process for your review. Your professional insight would also be incredibly valuable as we continue refining our formulas and educational materials.

Thank you for considering this opportunity. I would appreciate the chance to connect further at your convenience and learn more about how we might support your patients' skincare journeys.

Sincerely,

Aaliyah Boyd

Founder, LumaClear Labs