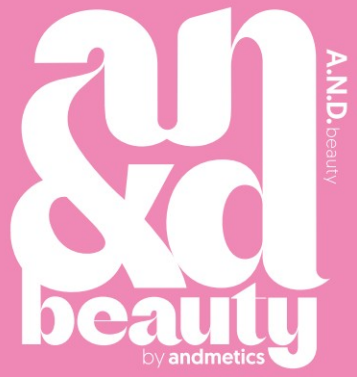
WWW.ANDBEAUTY.WORLD





andmetics®
PROFESSIONAL

WWW.ANDMETICS-PROFESSIONAL.COM

COMPANY & BRAND STRUCTURE

We are an owner-run Austrian company with over 10 years of experience in the development and sale of professional cosmetic solutions.

10



2014

Our brand andmetics was founded in 2014 and has since developed into a well known player in the field of Brow & Waxing - with a strong online and offline presence.

TODAY, OUR COMPANY HAS TWO BRANCHES:

ANDbeauty (Retail)
for customers in brick-and-mortar retail spaces such as e.g. wenn known retailers, pharmacies, conceptstores and of course available in several online stores.

andmetics PROFESSIONAL (B2B)
for professinal studios, schools, beauty- & hair salons and specialist shops

Both brands follow the same benchmarks regarding qualiity & design, but deliver to separte customers and sales strategies.

OUR ROOTS

2014 andmetics

andmetics was founded in Austria in 2014
Our innovation: pre-shaped cold wax strips for the perfect brows - simple, precise and sage. Since then we have developed and extended our portfolio, with a clear focus:

Performance -Products for Brows, Skin & Waxing

strong sales in retail spaces (e.g. BIPA, dm, Müller)

B2B-Expertise with a european network

Inhouse-Development, quick roll-out and scalable products

With the launch of A.N.D. beauty in 2024, in Retail we focus on innovation, clarity and design. We constantly strive for the best re-garding brand and product development.

2024

A.N.D. beauty by andmetics

OUR 2 WORLDS
RETAIL & PROFESSIONAL

A young, modern cosmetics brand for retail and e-commerce. Stylish, easy, intuitive, innovative. Ideal for users searching for wow-effect.

Reliable partner for Brow Artists, Salons, Beauty and Cosmetic-schools. Well known for precise products, great educational material and educational teaching.



RETAIL

THERE ARE MULTIPLE SYNERGIES THAT BOTH BRANDS BENEFIT FROM – KNOW-HOW MEETS CLARITY

B2B

A.N.D. beauty by andmetics

andmetics PROFESSIONAL

A.N.D. BEAUTY & ANDMETICS STANDS

for in-house-development and und being close to the markets.

Our team bundles all key competencies under one roof:

- **Product development & formulation**
- Quality management & Regulatory Affairs
- **Graphic design & brand communication**
- Sales (B2B & Retail) & international partner support
- **Logistics, inventory control & export coordination**
- In-house content production for photo shoots, video and storytelling
- **Marketing, social media management & influencer relations**
- Concept creation & execution of marketing campaigns across global markets

FULL SERVICE


A.N.D. beauty
beauty
by andmetics
MADE FOR YOU
MORE THAN JUST A REGULAR BEAUTY BRAND

OUR 4 PRODUCT CATEGORIES

SUN SKIN WAXING BROWS



PRODUCT CATEGORY SUN

CLEAR SUN BALM SPF 30

Our Clear Sun Balm SPF 30 is your transparent everyday hero: lightweight, invisible, an reliable – no white cast, no residue. Just apply and go.

CLEAR SUN SPRAY SPF 50

Broad-spectrum UVA & UVB filters. deal for body & face. Lightweight, invisible, and reliable – no white cast, no residue.



PRODUCT CATEGORY SUN

HONEY DRIP SPF GLOSS

SPF 30

A nourishing, shimmering lip oil with sun protection—because UV rays don't stop at our delicate lips. Honey Drip SPF Gloss not only looks like liquid gold, it's also worth its weight in gold when it comes to protection.



PRODUCT CATEGORY SUN

LEAVE IN SPF HAIR MIST

SPF 30

The ultra-light 2-phase leave-in spray for healthy summer hair – nourishing like a conditioner, protective like an SPF. The mist acts as a daily hair lifeguard: protects against sun, salt, and chlorine, provides continuous care, and prevents drying out and fading.

The lightweight texture can be applied to wet or dry hair throughout the day. Makes hair soft, manageable, supple, and leaves it with a natural, healthy shine.



PRODUCT CATEGORY SUN

MAGIC MATTE SPF POWDER

An ultra-transparent, mattifying loose powder with SPF – a feather-light all-round powder that adapts to any skin tone without leaving a white cast. The innovative Puff-To-Go container makes touch-ups super easy and provides instant mattifying plus everyday UV protection. Sets makeup, reduces shine, and leaves skin feeling incredibly soft.



PRODUCT CATEGORY SKIN

MAGIC EYE STICK

Instant refreshment for puffy, dry or dull under-eyes – cooling, hydrating and brightening in seconds through caffeine & hyaluronic acid .

HOCL SPRAY

Hypochlorous acid (HOCl) & water - your everyday hero for soothing, cleansing, protecting, and repairing your skin. Dermatologists recommend it, social media loves it.



PRODUCT CATEGORY SKIN

HIGH GLASS SKIN MASK

This mask combines cutting-edge active ingredient technology with the iconic glass skin aesthetic from Korea.

The result is an instantly visible mirror-like glow, plump, smooth skin, and a strengthened skin barrier—in just one application.



PRODUCT CATEGORY SKIN

BLUE LIGHT SHIELD SERUM MIST

A completely new product type: a high-performance serum in mist form. Light as a spray, powerful as a treatment. Packed with active ingredients that are otherwise only found in high-quality serums – making it unique in this category.

The mist protects, repairs, and instantly adds glow. Non-sticky, makeup-friendly, and made for everyday digital life.



PRODUCT CATEGORY SKIN

BLUE LIGHT SHIELD ULTIMATE PRIMER

An ultra-smoothing, silicone-based primer that visibly softens and protects the skin and creates a perfect makeup finish.

Light as a feather, pore-blurring, hydrating, and developed for everyday digital use with smart-phones and laptops. A hybrid of makeup and skincare – “Instant Filter in a Tube.”



PRODUCT CATEGORY SKIN

CALM & RECOVERY FACE JELLY

COMING SOON
SOMMER 2026

The ultra-light, pink gel for heat-stressed, irritated, or sun-damaged skin. Has an immediate cooling, soothing, and hydrating effect—perfect as an after-sun treatment, post-treatment, or daily summer skin reset.

Modern jelly, packed with serum-level active ingredients.



PRODUCT CATEGORY SKIN

COMING SOON
SOMMER 2026

CLAY & SLAY STICK

The clarifying clay stick for face and body. A multitasking hero for clear, balanced skin. The Clay & Slay Stick clarifies, mattifies, and refines pores — mess-free and 100% hygienic.

Can be used as a cleanser, mask, or overnight spot treatment.



PRODUCT CATEGORY WAXING

WAXING

Remove fine hair in Brow-, Lip-, Face- and Body areas. Fast, thorough, and skin-friendly waxing at home.



PRODUCT CATEGORY BROWS



BROW LAMINATION

Transforms your eyebrows into defined, tamed dream brows just like at the Salon-Brows but done at home.

BROW TINT

Add natural-looking depth, shape, and definition to your brows in minutes. Stays on for up to 4 weeks.

