

rūtin^{beauty}

A longevity company that starts with skin.



THE PROBLEM

She does everything right,
and the climate still wins.

Year-round UV

Strong sun, every month of the year.

45°C summers

Heat that regularly passes 45°C.

All-day air-con

Dry, cooled air indoors, all day.

1 in 5

of our founding members has already paid for a clinic or laser treatment, and is still searching for what works.

rūtin founding-member skin quiz · 370 respondents · May–June 2026

Her skin is only where it shows first.



Evidence-led skincare, built for the Gulf.

- 01 Formulas designed for Gulf conditions: sun, heat and dry indoor air.
- 02 A patented hero technology, exclusively licensed to rūtin across the GCC (ex-Qatar).
- 03 A five-product face ritual.
Signature Essence · Renewal Ampoule · Resilience Cream · Precision Eye Cream · Solar Veil SPF50+



Face and neck first. Body next.

WHY WE WIN

The Gulf builds global beauty brands. None of them owns Gulf skincare.

Huda Beauty

UAE · COLOUR

Founder-led content built a global brand.

Kayali

UAE · FRAGRANCE

One category, told through layered storytelling.

Asteri

KSA · BEAUTY

GCC-native and DTC-first.
Proved climate-specific beauty sells.

Shiffa

UAE · SKINCARE

Doctor-led luxury. Authority builds trust.

rūtin takes the playbook that worked into the one category
none of them own.

Exclusive

A patented hero technology, licensed only to rūtin across the GCC.

Repeat

Rituals, sets and refills built for repeat purchase.

One engine

Face, then body, then healthspan, for the same woman.

THE MARKET

Beauty is the category.
Longevity is the wedge.

~\$200B

Global skincare market by 2030

\$12.8B → \$15B

GCC personal luxury, annual sales,
projected to 2027

+17%

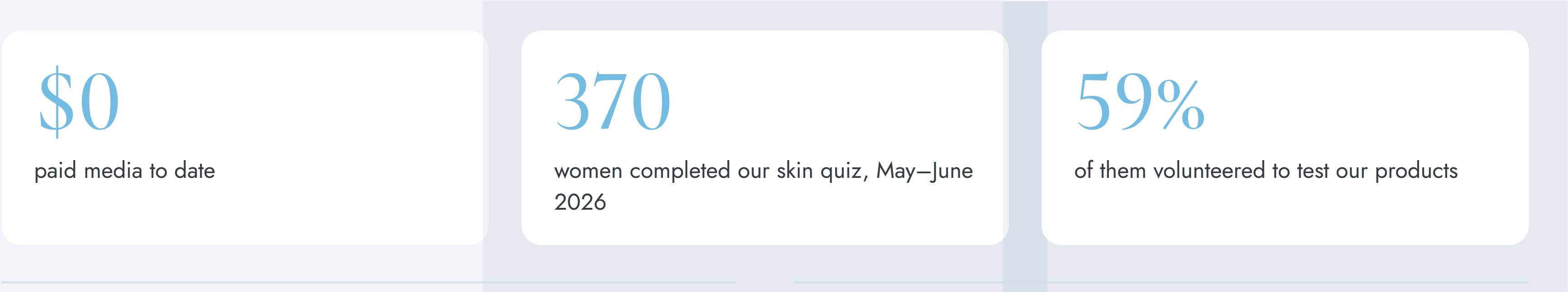
Skincare, year on year: the fastest-growing
beauty category in the GCC

Whitespace. No clinical-prestige skincare brand is built for Gulf conditions. We enter that tier at an accessible price, and we never discount.

Our plan: ~\$50M net revenue by 2031, about 0.3% of the \$15B GCC personal luxury market. The same customer then moves into body, hair, supplements and healthspan.

Sources: Chalhoub Group, GCC Personal Luxury 2024; ResearchAndMarkets, Global Skincare Market Report 2023. The ~\$50M is a management projection. The 0.3% compares the 2031 plan to the 2027 market figure, so it is conservative as the market grows.

Real demand, before launch.



2022–2025	Built with \$80K+ of founder cash and years of unpaid founder time. No outside capital.
Jan 2026	Exclusive GCC licence agreement signed (ex-Qatar). Saudi addendum signed Jul 2026.
2026	Supplier production order signed and advance paid. Kuwait registration in progress.
May 2026	Waitlist launched with \$0 ad spend. Founding tier sealed.

2026	Press coverage in Hia Magazine.
Sep 2026	Third-party valuation from a CMA-licensed Kuwait advisory firm. This round is priced below it.
Sep 2026	A GCC strategic investor is in diligence as intended lead.
Q1 2027	Launch in Kuwait, then GCC expansion.

Built to fund itself, then built to grow.

How it makes money

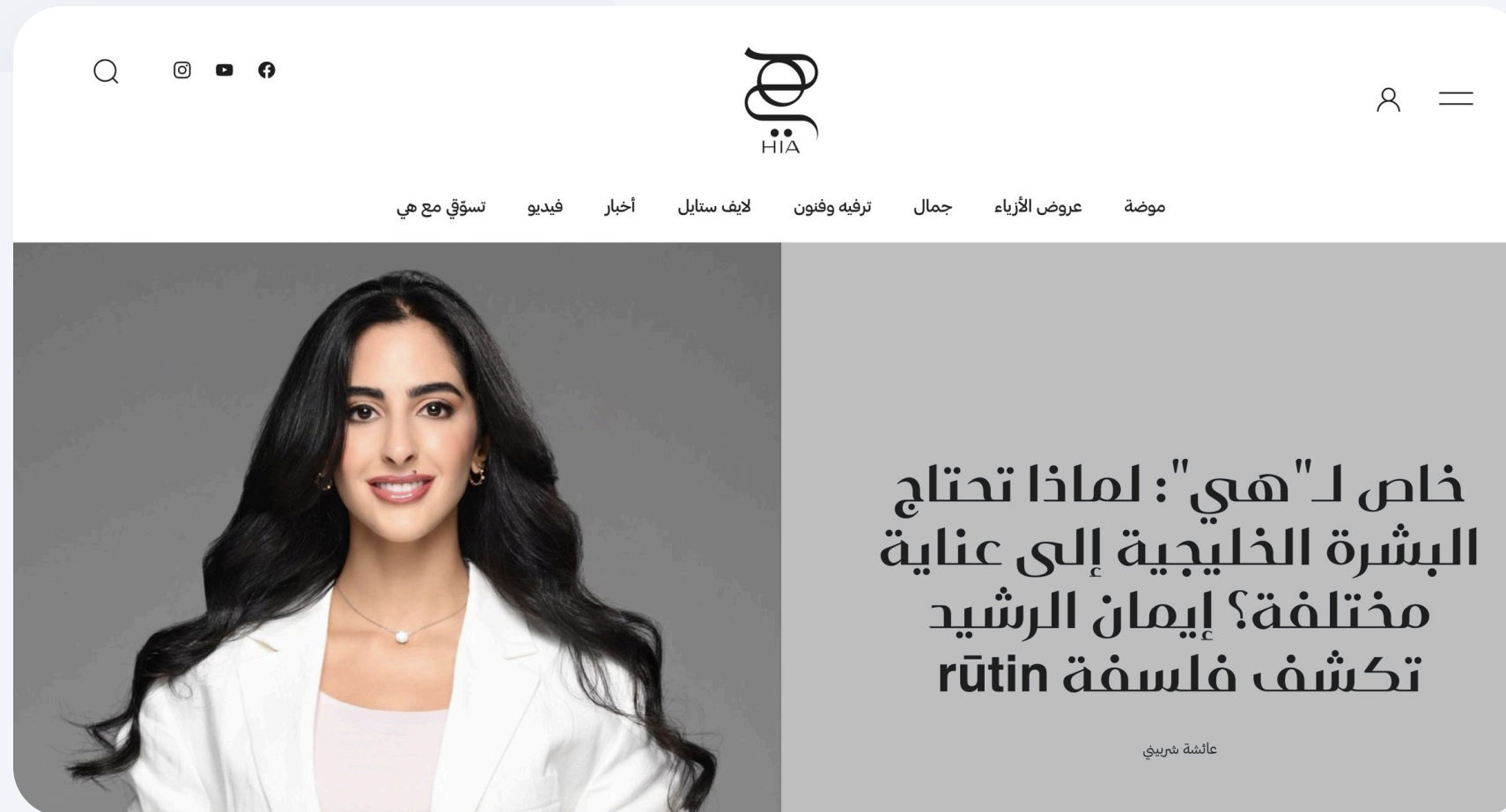
~82% projected gross margin, direct-to-consumer first

0% discounting, ever. Sets are priced products, never a percentage off.

2028 projected first profitable year. Funded through to profit with no second round, even when nine assumptions go wrong at once.

Where it goes

- RAMADAN 2027**
Launch in Kuwait with the Ramadan Protocol: a guided ritual with photo check-ins, ending in our Gulf Ramadan Skin Report.
- THEN**
GCC expansion. Saudi Arabia is upside: our licence covers it, and our valuation includes no uplift for it.
- NEXT**
The rūtin Clock: a score that begins with her skin and tracks how she ages over time.
- BEYOND**
Women's healthspan, built around how a woman's biology changes across her life.



Eman AlRashied

FOUNDER & CEO

Formerly of the Capital Markets Authority, Kuwait.

Former partner and CEO of The Proteges, a mentorship organisation that reached 200,000+ Middle Eastern youth and raised ~\$5M.

Has built and funded rūtin herself for years. Featured in Hia Magazine.

Asset-light model: manufacturing in Korea, fulfilment outsourced.

THE ROUND

\$1.4M

Pre-seed. One round. One price.

Request the investor summary.
rutinbeauty.com

USE OF FUNDS · TO THE Q1 2027 LAUNCH

