

YOUR EVERYDAY SKIN

yes!TM





TM

yes!



ABOUT THE BRAND

yes! is more than just a skincare brand it's a commitment to Your Everyday Skin. Designed for those who appreciate high-end, effective formulations, **yes!** blends luxury with simplicity, ensuring your skin gets the care it deserves. We believe skincare should be effortless yet transformative, empowering you to say YES to healthy, radiant skin every day. With thoughtfully crafted products and a touch of indulgence, we're redefining skincare as a self-care ritual. From morning glow to nighttime renewal, **yes!** is here to elevate your routine. Because when your skin says YES, you feel unstoppable!

VISION AND MISSION

Vision: To redefine skincare through simplicity and science — creating minimal, effective formulations free from unnecessary complexity, so every individual feels confident in their own skin.

Mission: **yes!** is dedicated to crafting high- performance, science-backed formulations using skin-friendly ingredients. We aim to educate and empower consumers with transparency and authenticity, delivering skincare that truly works.

BRAND STORY

We believe in empowering individuals to build their best skin with formulations designed to protect, repair, and enhance over time. Every product is a building block in your skincare journey, working to strengthen, hydrate, and rejuvenate your skin for lasting 3 results. By combining science backed ingredients, we help you future-proof your skin-because healthy, radiant skin is an investment worth making.

JOURNEY

yes! began with a simple yet powerful belief: skincare should be effective and uncomplicated. Our journey started with an in-depth exploration of potent ingredients and cutting-edge skincare science, leading to formulations that deliver results without unnecessary additives.

yes! is a commitment to saying **yes!** to skin health, **yes!** to transparency, and **yes!** to mindful beauty.

TM
yes!



MAIN FOCUSED INGREDIENTS

yes! products are powered by a combination of scientifically backed and naturally derived ingredients designed to address a variety of skin concerns. Our formulations prioritize hydration, repair, brightening, and overall skin health to deliver visible and long-lasting results.

Pentavitin: A plant-derived moisture magnet that binds water to the skin, providing long-lasting hydration and protection against dehydration. It leaves skin feeling soft, nourished, and hydrated for up to 24 hours.

Biopeptide EL: An advanced peptide complex that enhances skin elasticity, improves firmness, and helps reduce the appearance of fine lines and wrinkles for a smoother, more youthful look.

Quad-Ceramide Complex: A powerful blend that mimics the skin's natural lipids. It strengthens the skin barrier, locks in moisture, and protects against environmental stressors.

Alpha Arbutin: A potent skin-brightening ingredient that helps reduce dullness and uneven skin tone, revealing a more radiant and luminous complexion.

Niacinamide: Improves skin texture, minimizes the appearance of pores, and helps even out skin tone while supporting a healthy skin barrier.

AHA (Alpha Hydroxy Acids): Gently exfoliates the skin to remove dead skin cells, promoting smoother texture and a brighter, more radiant appearance.

Vitamin C: Brightens and evens out skin tone while boosting radiance and protecting against environmental damage.

Glutathione: A powerful antioxidant that helps reduce melanin production, promoting a brighter and more even-toned complexion while supporting overall skin health.

Ferulic Acid: Enhances the stability and effectiveness of Vitamin C while providing strong antioxidant protection against signs of aging and environmental stress.

Willow Bark Extract: Soothes and calms the skin, helping reduce redness and irritation while promoting a refreshed, balanced complexion.



COLOUR STORY

yes! embodies a minimal yet vibrant aesthetic that reflects purity, freshness, and confidence. The brand's visual identity is built on carefully selected colors that evoke emotions of tranquillity, trust, and energy. And hence, our packaging isn't just a container; it is a mood booster. Each product is designed to uplift your spirits while you slather on the goodness. From morning to night, **yes!** is there to support your skin's needs.

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CERTIFICATIONS



Cruelty-Free: Kind to your skin, never tested on animals.



Vegan: 100% plant-powered, no animal-derived ingredients.



SLS-Free: Gentle cleansing without harsh sulfates.



Paraben-Free: Pure formulas, free from harmful preservatives.



Dermatologically tested: Clinically proven, for safe and gentle care.

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DAILY DRENCHING MOISTURIZER

BENEFITS

Deep Hydration | Strengthen the skin's barrier

Skin - identical lipid technology



All skin Types



Non-Irritant



Non-Greasy



GLOW BANK ALL IN ONE SERUM

BENEFITS

Gentle Exfoliation | Fast Absorbing
Helps reduce hyperpigmentation



All skin types



Brightening
Power



Hydration
boost



yes!TM

IN THE SHADE SUNSCREEN

BENEFITS

New-Age UV filters | Oxybenzone and Silicon free



All skin Types



Lightweight



Non-Greasy



yes!TM

YOU ARE B-RIGHT VITAMIN-C SERUM

BENEFITS

Brightens and evens skin tone

Antioxidant defense system | Fast Absorbing and Non-Greasy



All skin Types



Reduces fine lines
and Wrinkles



Lightweight



yes!TM

FACE CARDIO CLEANSER

BENEFITS

Gentle yet Effective exfoliation | Hydration and Nourishing formula



All skin Types



Deep cleansing
action



Anti-Pollution
shield



yes!TM

GLOW TINTED HYBRID SUNSCREEN

BENEFITS

Primer-Like Sensory Profile | Dermatological Support | Photo-Stable Hydration



Velvet-Matte
Elastomer Finish



Blue Light (HEV)
Shielding



Broad-Spectrum
Hybrid Defense



yes!

WHITENING & BRIGHTENING MOISTURIZER CREAM

BENEFITS

Non-Comedogenic Emollience | Dermatological Support | Targeted Tyrosinase Inhibition



Cellular Brightening
Complex



Acne-Safe
Radiance



Antioxidant Rich



yes!TM

FACE SCRUB

BENEFITS

Eco-Conscious Polish | Clinical Precision Exfoliation | Enzymatic Catalyst



Songyi Mushroom
Extract



Bio-Brightening
Complex



Sulfate-Free
Hydrogel



yes!TM

HYDRATING BODY LOTION

BENEFITS

Antioxidant Rich | Osmotic Moisture Complex | Breathable Emollience



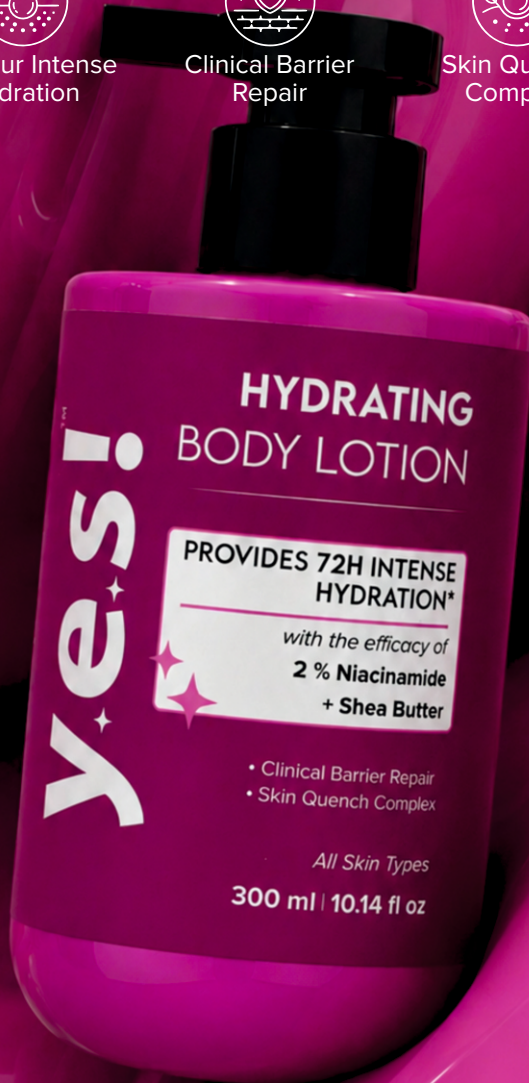
72-Hour Intense
Hydration



Clinical Barrier
Repair



Skin Quench
Complex



yes!TM

DUAL-CLEANSING SHAMPOO + CONDITIONER

BENEFITS

Bio-Active Hydration | Targeted Lipid Replenishment | 24-Hour Moisture Retention



Deep Cleansing
Action



Bio-Active
Hydration



24-Hour Moisture
Retention



yes!TM

SMOOTHENING BODY WASH

BENEFITS

Sulfate-Mitigated Cleansing | Cellular Moisture Lock | Osmotic Hydration



Soft, Smooth &
Hydrated Skin



Barrier-Respecting
Foam



Revive &
Brighten Skin

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COMPLETE BODY CARE RANGE

DUAL-CLEANSING
SHAMPOO
+ CONDITIONER



HYDRATING
BODY LOTION



SMOOTHENING
BODY WASH



yes!TM



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