

Feminism

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bilie

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# billie

- Founded in Nov 2017
- Made by Georgina Gooley

## “Safe, Gentle, Clean”

### What they do?

- Subscription based razor for women
- Ending beauty stereotypes







Billie "empowers women to make their own decisions about when, and even *if*, to shave."







'I like Billie for its vegan, cruelty-free, and gluten-free products, so you can feel extra great about what you're putting on your skin.'





" The razor gives a smooth, close shave, although it's nothing I haven't gotten before from other good-quality razors. My previous Gillette Venus was serving me just fine (before I met Billie"





Lady-bod love.  
Delivered.

MYBILLIE.COM



Happy skin.  
All day.

MYBILLIE.COM

billie

A NEW BODY BRAND



billie  
billie  
billie



billie



THE NEW BODY BRAND



billie



billie



GET STARTED - \$9



# Femvertising



**PRO-**

female messaging  
that inspire

**83 %**

choose brands that  
'do the right thing'

**AIM**

to push gender based  
and beauty stereotypes



Natural beauty

Diversity

No gender biases

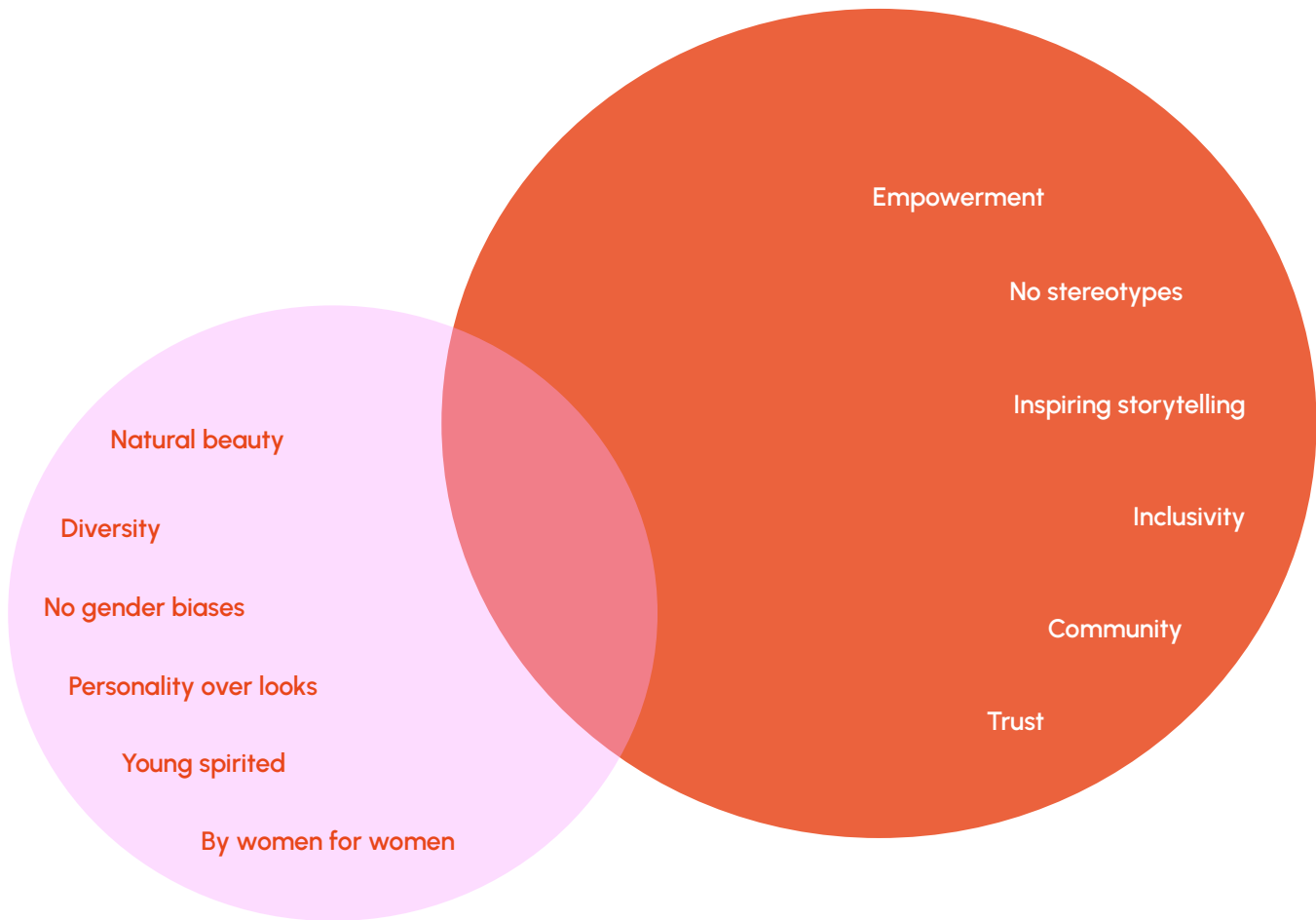
Personality over looks

Young spirited

By women for women



Billie



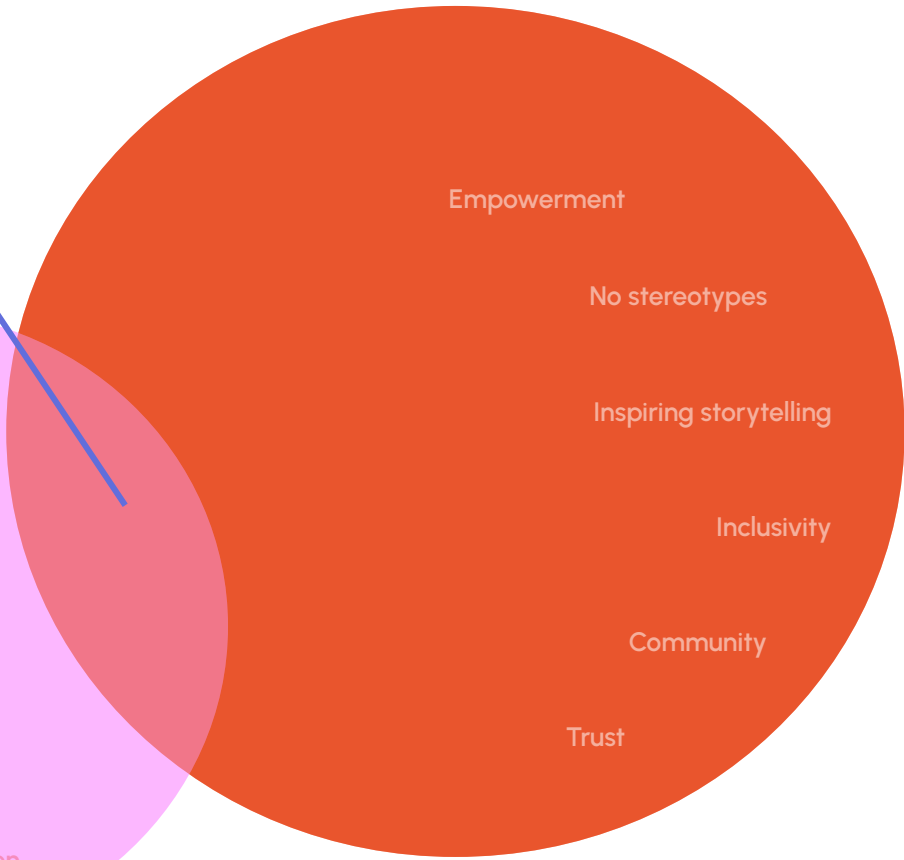
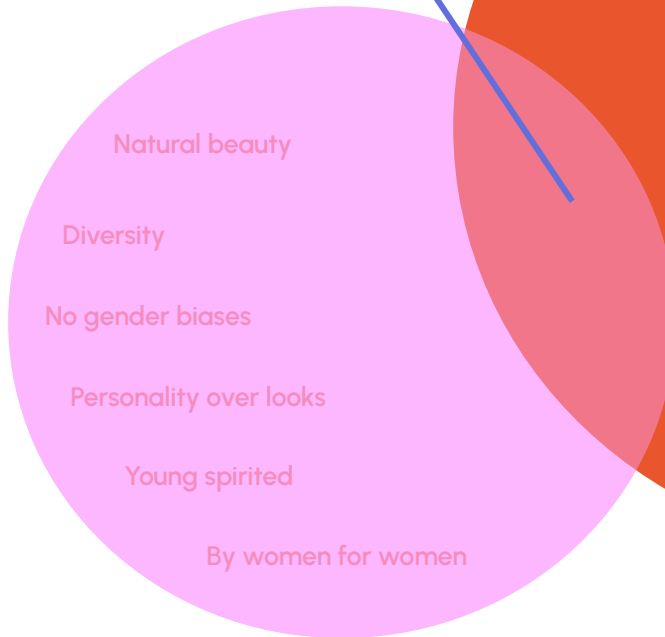
● Billie

Femvertising ●

Women empowerment worldwide

End to beauty stereotypes

Personal storytelling



● Billie

Femvertising ●





**How do we achieve prosperity in  
the garden of feminism?**



**How do we achieve prosperity in the garden of feminism?**



**We take care of the roots.**

# Gen Alpha

Born between 2010 - 2024

Passionate  
about **inclusivity**.

Spending more  
time **online**.

By 2025, this generation will number  
more than **two billion**—the largest  
generation **in history**.





YOUNG  
SPIRIT

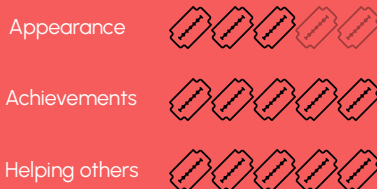
# CATERINA, 14 y.o.

Atlanta, GA  
Middle school student-athlete

## ABOUT

Caterina doesn't feel that showing body hair is one of her insecurities. However, she feels more comfortable wearing swimsuit or shorts when she has shaved beforehand. Caterina's friends started talking about shaving when they were in 6th grade which made her feel like she had to start doing it as well. But as she has gotten older, she started getting more comfortable and not caring as much as she used to.

## PRIORITIES



## INTERESTS

Outdoor activities  
Time with friends  
Movie making

## FAV BRANDS

Cerave, Maybelline,  
Rare Beauty, Secret

“My mom has always told me that body hair is *normal*. But I do gravitate away from wearing shorts if I haven't shaved.”



DREAMER




## Olivia, 13 y.o.

San Diego, CA  
Middle school student

### ABOUT

Olivia feels shy talking about her appearance and especially about body hair. Because it's not something she thinks she can ask her parents or her younger sister about, Olivia finds the answers in blogs and online searches. She wishes there was someone to talk to not only about beauty but 'girl' things in general. When her period started during PE class and everyone was staring at her, she felt embarrassed for being a girl.

### PRIORITIES

- Appearance 
- Achievements 
- Helping others 

### INTERESTS

Physics & Math  
Dogs  
Harry Potter

### FAV BRANDS

Kylie and Rare Beauty,  
but she uses whatever  
her mom buys for her.

“I notice my body hair but I’m not sure if I’m supposed to do anything about it. I don’t think it’s a big insecurity for others.”



ADVOCATE

## ZURI, 14 y.o.

New York, NY

Middle school student

### ABOUT

Zuri doesn't afraid to be loud and advocate for what she feels passionate about. Once you're her friends, she'll be loyal and supportive. Trying to sound more straightforward and decisive, Zuri can be seen as rude and offensive. She thinks her body is HER body and supporting other girls despite their skin color, is one of her missions as a young woman.

### PRIORITIES

Appearance 

Achievements 

Helping others 

### INTERESTS

Cinema  
Skateboarding  
Fashion  
Time with friends

### FAV BRANDS

Bath&Body Works,  
Sephora, CeraVE,  
Maybelline NY

“ I get *angry* when I hear critics about how I look from someone who afaids to stand out. Why he thinks I'd listen?”





At the most vulnerable age,  
girls need to be  
encouraged to learn to *love*  
*their body* because it's the  
root of their *confidence*.



## Strategy Statement :

**Get** teenage girls who are self-conscious about their appearance

**To** not equate body hair to their self-worth

**By** embracing their natural self

**Because** feeling comfortable with their body is the root of confidence they carry on in life.





## purpose

To build a better self with no shame, judgement and extra expenses just because you are a woman.

**Brand**

## product

Eco-friendly razor kits and vegan skin care products.

**EMBRACE  
THE ROOT  
OF POWER**

## desires

To not only look confident and mature but also feel that way.

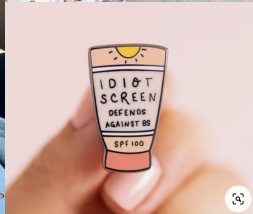
To perceive being a young woman as a strength rather than weakness.

**Consumer**

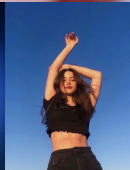
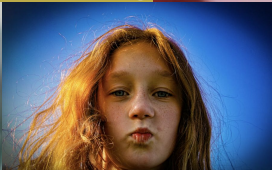
## needs

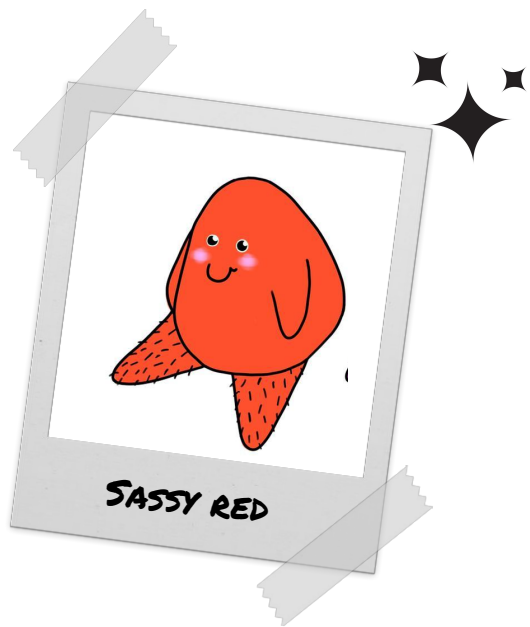
Comforting when body changes are happening.

Encouragement to embrace positive attitude.



YOU DON'T  
NEED TO  
BE PRETTY  
LIKE HER.  
YOU CAN  
BE PRETTY  
LIKE YOU.

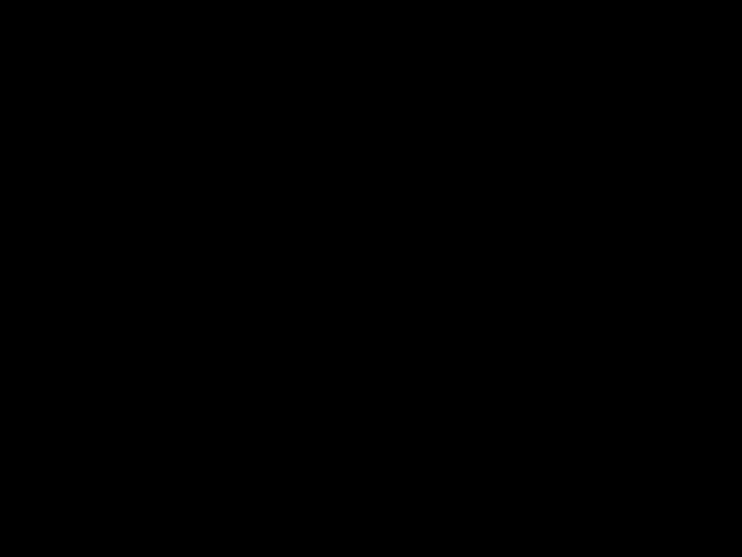




Growing  
Is Glowing



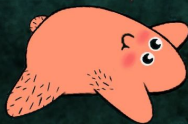




billie

# Growing Is Glowing

For the 283rd time, they were laughing at your joke, not your armpit hair.



Scan to see the hairy scary monster





# Growing Is Glowing

For the 548th time, they're  
laughing at your joke, not  
your stache.

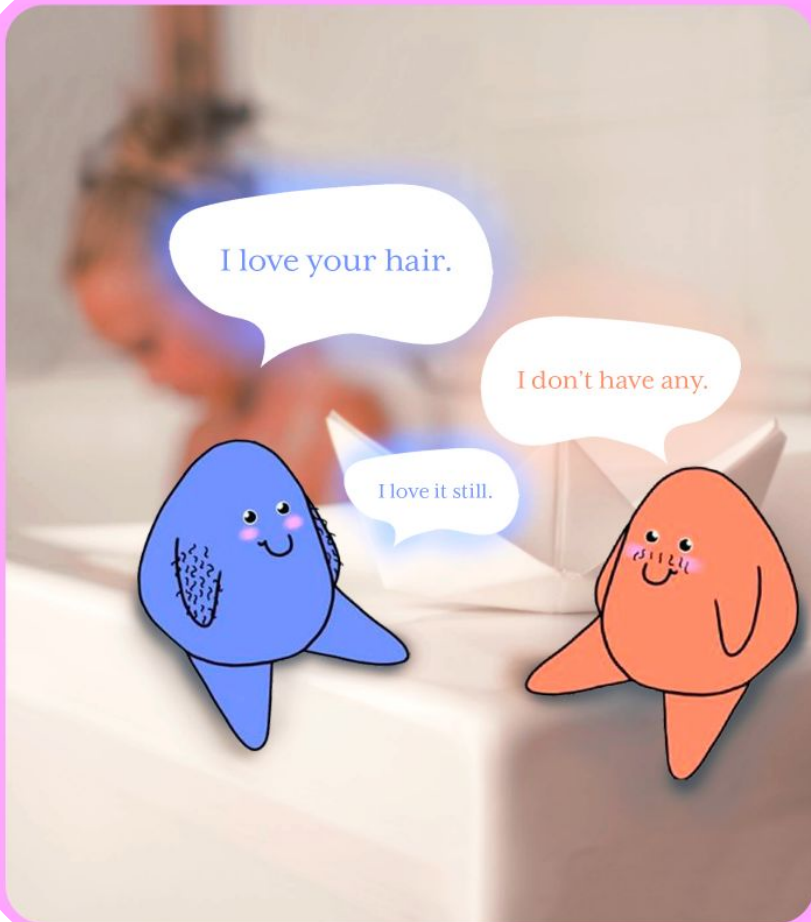


billie



Scan to see the  
hairy scary monster





# Growing Is Glowing

Growing is fun!  
Get your 15% birthday discount.

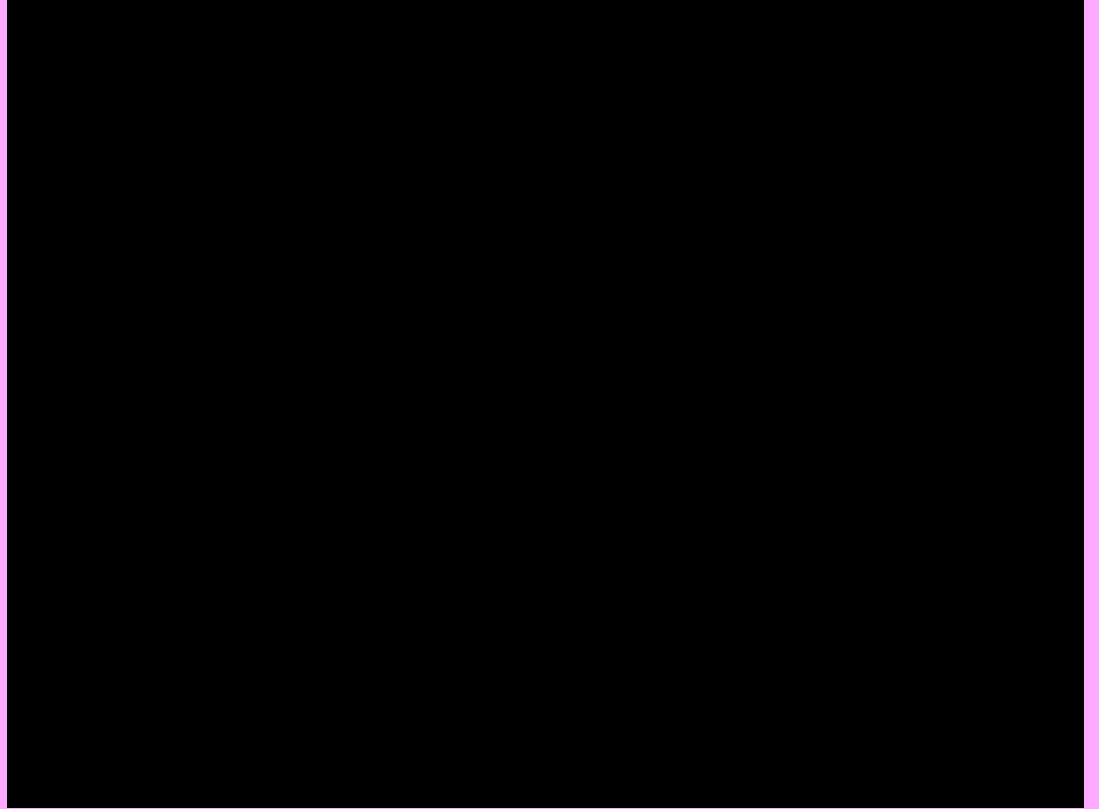
\* for any \$20+ order

[APPLY NOW](#)





# Interactive package



# Phone case







**Thank you!**