



In 2026 more than **200 million people in China** will use socials to shop globally for the premium wellness goods.

Discover how they will spend £2.62m on Perfected.



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MANAGED
SOCIAL STORE
FOR BRITISH
WELLNESS/
SKINCARE BRAND



800 MILLION
PEOPLE USE
SOCIALS TO SHOP
GLOBALLY FOR
WELLNESS
GOODS, OF
WHICH 200
MILLION ARE IN
CHINA



DUELSTONE
MANAGED
20,000
WELLNESS
CREATORS IN
60 COUNTRIES



WELLNESS GOODS
ARE LISTED ON A
SOCIAL STORE SUCH
AS DOUYIN/TIKTOK



WELLNESS GOODS
SHOPPERS VIEWING
THE POSTS BUY ON
THE SOCIAL STORE



WELLNESS GOODS
CREATORS USE THE
GOODS AND POST THE
EXPERIENCE ON
SOCIALS



DUELSTONE GLOBAL SOCIAL SHOPPING MODEL



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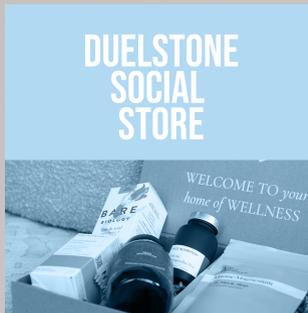


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5000 MATCHA
SELECTION
PACKS AIR
SHIPPED TO
DUELSTONE
FULFILMENT
CENTRE IN CHINA

ALL LOGISTICS,
CUSTOMS
REGISTRATION
AND STORE
LISTING PAGES
ALL MANAGED BY
DUELSTONE



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PERFECTED GLOBAL SOCIAL SHOPPING MODEL FIRST QUARTER



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PERFECTED MATCHA VARIETY PACK

	SINGLE	FIRST QUARTER	FIRST YEAR	FIRST 3 YEARS	
STORE STOCK UNITS	1	5,000	27,500	100,000	
Add stock to store fee	£0.95	£4,750	£26,125	£95,000	3%
STORE SALES					
UK RRP	£35.00	£175,000	£962,500	£3,500,000	
Shopper Discount	£8.75	£43,750	£240,625	£875,000	25%
Shopper Checkout Price	£26.25	£131,250	£721,875	£2,625,000	
STORE COSTS					
Local shipping fee	£0.95	£4,750	£26,125	£95,000	4%
Duelstone store commission	£3.74	£18,703	£102,867	£374,063	14.25%
Social Platform commission	£1.31	£6,563	£36,094	£131,250	5%
Live Sales Creator commission	£10.50	£52,500	£288,750	£1,050,000	40%
STORE PAYOUT					
Perfected settlement	£9.75	£48,734	£268,039	£974,688	37%

3 YEAR PROJECTIONS INCLUDES £2.62M IN STORES SALES AND £974K PAID TO PERFECTED



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“A new era for supplements global expansion has arrived with Duelstone.
I am blown away by the power of this solution.”

Benji Lamb, Global Director, Vitabiotics – UK’s leading wellness brand.

“The return on investment and growth speed through Duelstone is extraordinary.”

Barry Cook, CEO, Emma Hardie natural skincare

“The team at Optibac are delighted with the performance of the Duelstone social shopping and creator platform.”

Jalal Janmohamed, CEO, Optibac probiotics winner of the King’s award for international trade.

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