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WE ARE THE FUTURE OF COSMETICS

plastic-free waterless beauty



A SHAMPOO BOTTLE TAKES 500 YEARS TO BIODEGRADE

Your beauty routine contributes to **plastic waste**, but SOLIDU is trying to find a better way.
We create ethical, innovative & waterless beauty products packaged in 100% **backyard compostable** boxes.



COMPACT
DESIGN



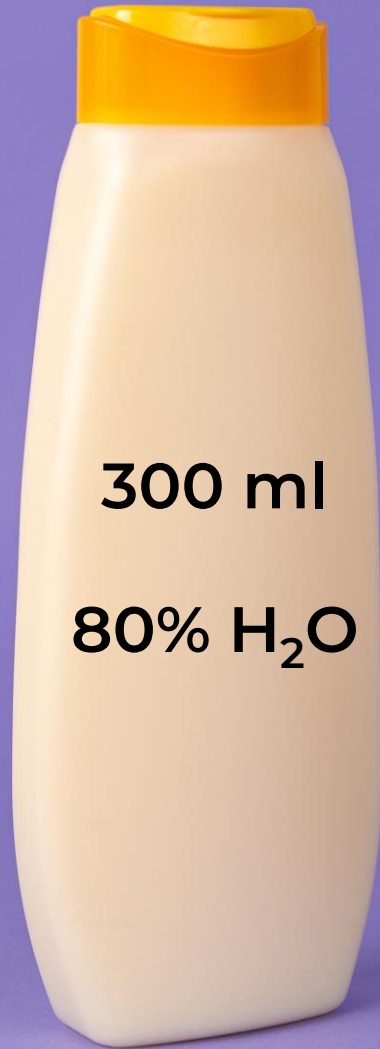
BACKYARD
COMPOSTABLE



ETHICALLY
PRODUCED



PLASTIC-FREE



300 ml

80% H₂O

1 SHAMPOO BAR = 1 BOTTLE
NO PLASTIC, NO PAPER
HOME COMPOSTABLE IN 45 DAYS



WHY SOLID SHAMPOO?



EFFECTIVE

Concentrated formula makes it a highly effective choice for your hair, providing powerful cleansing and nourishment.



BIODEGRADABLE INGREDIENTS

We don't use microplastics, silicones or other ingredients that don't readily biodegrade.



NO WATER

You only get the actives, so you don't pay for water. It also means more compact, cheaper and less polluting transportation.



ZERO WASTE

Our water-free formula ensures that you use every last bit of product, while our biodegradable packaging can be composted after use.



TRAVEL-FRIENDLY

Our lightweight, compact packaging means no more worrying about spilled liquids in your bag or restrictions when packing it in a carry-on for a flight.



LASTING

One shampoo bar lasts just as long, or even longer than a conventional bottle of shampoo.



WHY SOLIDU?

growing trend

With a \$9.7 billion market in 2023, and a predicted \$27.84 billion by 2033, the waterless beauty sector is growing

market gap

There is significant potential to capture market share in an underserved market segment.

demand

Millennials and Gen Z are increasingly seeking out beauty products that offer more than just traditional functions and benefits.

AT A GLANCE



established
2018



team
10



instagram followers
11K



facebook followers
29K



based in
VILNIUS



MRR
30K



market leader in
LITHUANIA



plastic bottles
prevented
320 008



OUR STORY

SOLIDU was born out of a need for simplicity and environmental responsibility. Founder Vaiva, who spent a great portion of her adult life in Shanghai and later traveled around Asia with only one backpack, found herself faced with a difficult decision: what to take and what to leave behind. It was during this journey that Vaiva discovered solid shampoos and the idea for SOLIDU was born.

Upon returning home, Vaiva began learning how to make solid shampoos herself. What began as a unique gift for her friends and family quickly turned into a small retail business operating in street fairs and local events. As clients tried the product, they would come back to buy it for themselves and their loved ones.

Slowly but surely, SOLIDU grew its client base and became the most well-known solid product manufacturer in Lithuania, with a growing presence in the Baltics, Europe, and beyond. Today, SOLIDU is a testament to the power of simplicity, environmental responsibility, and the pursuit of making a positive impact on the world.

TEAM



VAIVA

Founder, CEO

Vaiva started the company in her own kitchen, where she formulated the first products and made her initial sales at markets and fairs. With a background in international sales and marketing, she has also become an expert in accounting, HR, product development, and contract negotiations during her years at SOLIDU.

Vaiva's leadership and passion have made her the driving force behind SOLIDU, inspiring her employees to excel. She is a critical thinker, quick decision maker, and problem solver, always pushing the company forward. Vaiva holds a degree in Chinese studies.



RICHARD

Co-founder, Business Development

Richard is SOLIDU's co-founder and leads our business development efforts. He's the driving force behind our success in reaching new wholesale accounts, with a relentless focus on understanding and meeting their needs.

Thanks to Richard's exceptional relationship-building skills, our exports now make up 50% of our total revenue. He's opened up 15 new markets for SOLIDU and continues to grow the brand with his unwavering enthusiasm.

With a degree in Hospitality Management, Richard brings a unique perspective to the team and is always eager to take on new challenges.



ROBERT

Head of design

Robert has 15+ years of design experience working with major brands, like Huawei, Oppo, Chevrolet, Lego, Hublot and many others.

With his vast experience, he has created the entire SOLIDU brand image, including the unique product shape, labels, and packaging concept.

Robert's sense of design, both functional and visual, can be found in every aspect of the business and makes our products stand out from the competition. He has a degree in Computer Graphics.

LAUNCHED IN **278 LOCATIONS** IN 2023



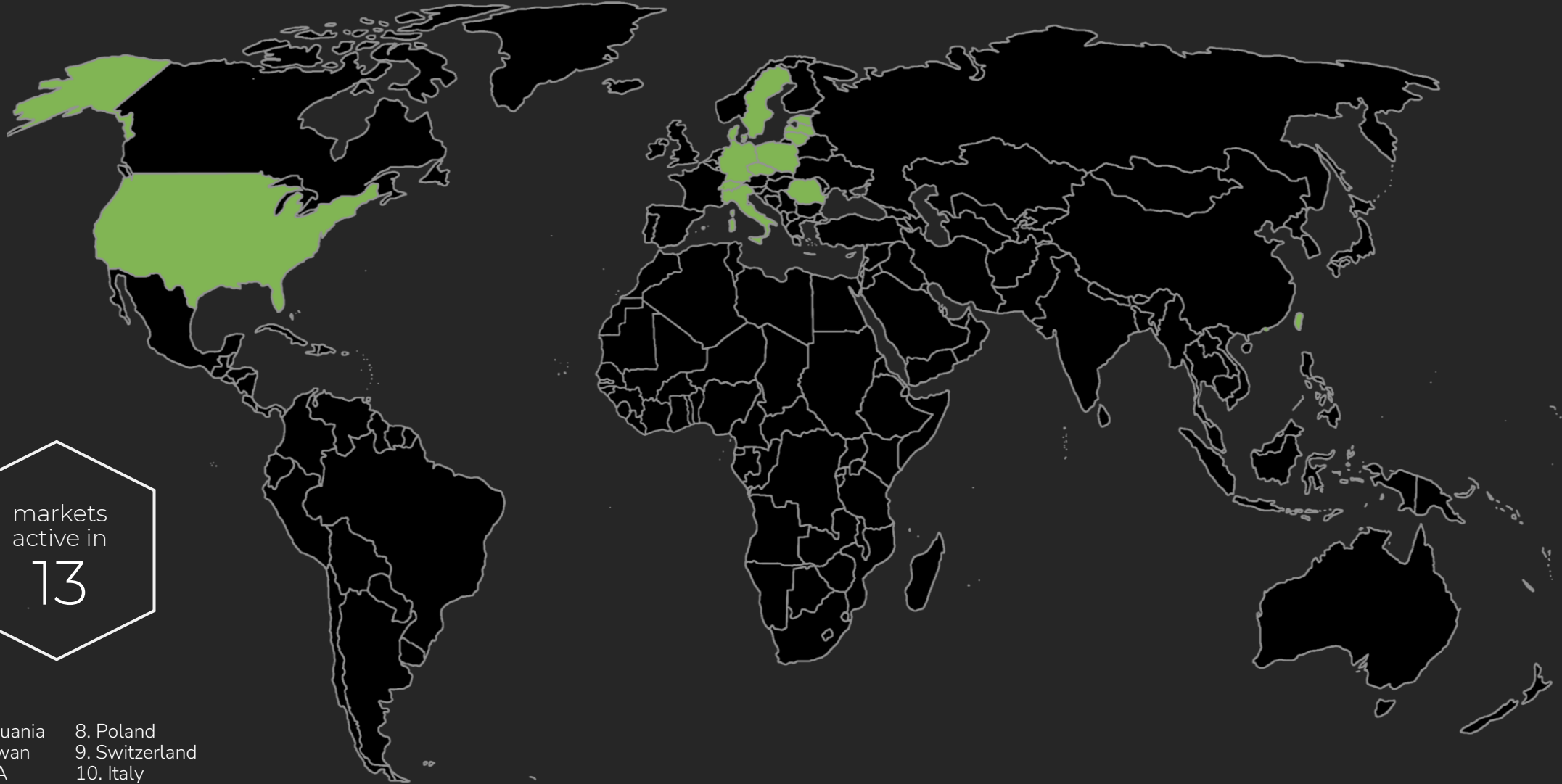
LAUNCHING IN 2024

136 STORES IN MEXICO
20 STORES IN THE USA



markets
active in
13

- | | |
|--------------|----------------|
| 1. Lithuania | 8. Poland |
| 2. Taiwan | 9. Switzerland |
| 3. USA | 10. Italy |
| 4. Germany | 11. Romania |
| 5. Estonia | 12. Denmark |
| 6. Latvia | 13. Sweden |
| 7. Czechia | |



IMPACT TO DATE



60 TONS OF CO2
EMISSIONS SAVED



11 TONS OF
PLASTIC WASTE
PREVENTED



320 008 PLASTIC
BOTTLES
AVOIDED





FUNDING TO DATE

BOOTSTRAPPED TO	1,5M in revenue
SEED ROUND 2022 December	330,000 EUR Impact Ventures (HU) Katalista Ventures (LT) Circle Venture Capital (LT) Angels
CROWDFUNDING 2023 December	130,000 EUR Crowdcube Angels

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ACCOLADES



COSMOPROF

COSMOPROF North America
Las Vegas Cosmotrends Report
2021 – IT'S THYME Body
Butter



CARTIER WOMEN'S
INITIATIVE

Top 5 Women-Run European
Businesses - Cartier Women's
Initiative 2021



THE BALTICS PRESTIGE
AWARDS

Sustainable Cosmetics Retailer
of the Year – The Baltics
Prestige Awards 2021/22



GREENTECH EUROPE 2023
PROGRAM

Top 6 woman-led impact
startup

TESTIMONIALS

“

I am so madly in love with your products, I can't say how much! This is truly the best haircare I've had in the past years. My hair feels so incredibly good that I already bought a second pair.

”

NICO, GERMANY

“

I am blown away, it's amazing. A lot easier to apply than liquid shampoo and the foam is a lot thicker and smoother. On top of everything the scent is so fresh! Will never use liquid shampoo ever again.

”

ZANE, LATVIA

“

Best solid shampoo I've ever tried! This shampoo is just as easy to use as a liquid shampoo. My hair looks healthy and has a lot of volume. I also struggled with an itchy scalp before, this shampoo has helped noticeably with that.

”

LINSEY, UK

