

Good nights make great mornings

Partnership Opportunity | kip&glow





A good night's sleep shouldn't be so hard to come by.

Whether it's hormonal changes, stress, motherhood, or simply modern life - many women find sleep has become harder to catch and easier to disrupt.

Falling asleep is difficult. Staying asleep feels impossible. And waking up tired has become the new normal.



Sleep is broken, and women feel it the most.

1 in 3

women experience
poor sleep regularly

40%

more women than
men suffer from
insomnia

Women are

6 X

more likely to
mouth breathe
during sleep
after age 40





She's done with sleepless nights - and ready for something that actually works.

From new mums and wellness seekers to career-focused women and those navigating hormonal shifts, **kip&glow** resonates with women who want to sleep better and feel brighter.

They're educated, proactive, and wellness-minded - and they're ready to invest in tools that help them feel like themselves again.

Who she is:

- Prioritises sleep as a core part of her beauty and wellness routine
- Navigates modern stress, hormonal shifts, or chaotic schedules
- Values beautiful design, clean ingredients, and brands that understand her
- Seeks non-invasive, effective solutions (and great design doesn't hurt)

She doesn't want gimmicks. She wants sleep she can feel, and mornings she can enjoy.





Mouth breathing at night is wrecking women's rest - and they don't even know it.

Whether from stress, hormones, or congestion, many women are unknowingly mouth breathing while they sleep. It's more common than you'd think - and it's silently ruining rest.

In fact, up to **60% of adults breathe through their mouths at night**, and women over 40 are significantly more likely to do so.

The result?

Dry mouth. Snoring. Fragmented sleep. And waking up feeling far from refreshed.

Here's the catch:

Most women don't think this applies to them.

They think they sleep fine - until they try kip&glow and realise:

"Oh. I've been mouth breathing this whole time."



"I was waking up exhausted, foggy, and frustrated - even after eight hours in bed. When I discovered mouth breathing was the cause, I went deep. I studied the science, trialled everything, and set out to create a gentler, more beautiful solution - one made with women in mind."

Louise Hudson, Founder





Built by women, for the way women actually **live-and sleep.**

kip&glow is founder-led and female-focused, born from lived experience and backed by science.

Created by women navigating sleepless nights, hormonal shifts, and the emotional toll of poor rest, we design sleep products that feel good, work beautifully, and speak her language.

This isn't a trend play.

It's a deeply personal, highly purposeful brand built to support the way women *actually* sleep, live, and care for themselves.

When women see themselves in a product

- **they trust it.**

When retailers launch innovative, solution led products

- **they win loyalty.**





The science is simple: close the mouth, open the nose, breathe better.

Gently taping the mouth and opening the nasal passages supports proper nose breathing - essential for deeper, more restorative sleep.

When we breathe through our nose at night:

- We get more oxygen
- We reduce snoring
- We protect oral health
- We sleep longer and wake up brighter

The problem?

Most products on the market aren't made for women. They're intimidating. Harsh. Industrial-looking. More "DIY mouth lockdown" than soothing sleep ritual.



Sleep care is a fast-growing category and she's ready to shop it.

The **global sleep aid market** is projected to reach **\$112 billion by 2030**, growing at **6.9% CAGR**

→ *[Source: Grand View Research, 2023]*

Consumers are shifting from supplements to **science-backed, non-ingestible solutions** — especially those that fit into beauty & wellness routines

→ *[WGSN Wellness Forecast, 2024]*

TikTok views for “mouth taping” surpassed **500M**, with strong ongoing interest in nasal breathing

→ *[TikTok search data, 2024]*

Sleep care isn't just a trend. It's becoming a core category in wellness and kip&glow is positioned to provide solutions for these driving consumer needs.





It's time to keep your
mouth shut. **Gently.**

kip&glow creates non-invasive sleep products that encourage nose breathing, restoring restful nights and energised mornings.

We started with our Iconic Sleep Tape and Nose Strips - designed for women - to help them breath better and wake brighter.





Better breathing means better sleep - and better mornings.

Our Sleep Tape and Nose Strips work together to gently guide the body into deeper, more restorative sleep:

- Instantly improve airflow
- Reduce dry mouth, snoring & nighttime disruptions
- Ease allergy congestion
- Boost oxygen intake & morning energy
- Jawline definition and oral health
- Brighter, less puffy skin

Designed for comfort. Built for brighter mornings.



Our soft on the skin Sleep Tape

1. Skin-safe silicone adhesive
 - Hypoallergenic and medical-grade
 - Gentle yet secure, made for nightly use
 - Effortless removal with no sticky residue
2. Bespoke 'Double I' shape
 - Slim, vertical design supports gentle mouth closure
 - No full coverage, no forcing, no discomfort
 - Tailored to women's facial structure and sleep patterns
3. Non-woven polyester top layer
 - Soft, breathable, and ultra-light
 - Moves with the skin, never pulls
 - Comfortable enough to forget it's there



Our highly effective Nose Strip

1. Skin-safe acrylic adhesive

- Firmer hold for consistent tension
- Keeps the strip in place all night
- Removes cleanly - no irritation or residue

2. Flexible core

- Gently lifts the nasal passages
- Supports smooth, easy breathing
- Helps reduce snoring and congestion

3. Non-woven polyester top layer

- Soft, breathable, and featherlight
- Moves naturally with the skin
- Matches the Sleep Tape in colour and finish for a seamless, elevated look





Not just a product. A nightly pause.

kip&glow slips effortlessly into her evening routine right between skincare and sleep.

From the sleek shape of our Sleep Tape to the optional storage tin, every detail is designed to feel good, look beautiful, and live proudly on her bedside table or bathroom shelf.

It's not clinical or disruptive, it's calming, considered, and part of her ritual.

One minute. Two steps. A better night's sleep.

"10 out of 10 for gorge branding alone"

Georgia Day, Beauty & Wellness Writer at Vogue





Best: Sleep tape

Why we love it

- ✓ Materials are gentle and don't cause irritation
- ✓ Shape is safe and risk free

The press is already captivated...

kip&glow was recently featured in *The Independent* as one of the best tried and tested sleep aids.

"You'll want a brand that will a) work well and b) not mess with your skin. The kip&glow tape checks both boxes and is one of my personal favourites."

Emilie Lavinia, Fitness and Wellbeing Editor at The Independent

<https://www.independent.co.uk/indybest/best-sleep-aids-uk-b2074656.html>

The  INDEPENDENT



What our customers are saying:



"As someone who needs 8+ hours sleep a night, adding @kipandglow to my sleep routine has made my quality of sleep even better."

- Madeline M



"Nose strip addict! Wearing these at night was like turning the air on for the first time. Hello sleep! I'm just disappointed I have to take it off to go to work 😊😴🛌"

- Ruth H



"Noticed a difference from the first night I wore them! Lots more deep sleep and woke up feeling refreshed!"

- Lucy J



"Sleep has never been this dreamy! No more midnight wake-ups and I'm even waking an hour earlier feeling more rested than before. Talk about a dream come true! Highly recommend if you're chasing that deeper sleep and refreshed morning glow."

- Elaine H



"kip&glow has completely transformed my nights. The results are honestly incredible. I wake up refreshed, clear-headed, and full of energy."

- Fran M



Let's make it easy to say **yes.**

Sleep Tape – 30-night supply | RRP £28

Nose Strips – 30-night supply | RRP £24

Reusable Storage Tin – RRP £12



Lead time: 3-5 weeks

Built-in repeat purchase

These are daily-use essentials designed to become part of her nightly ritual.
Expect high engagement and strong re-purchase potential





We're here to help sell it, not just stock it.

From UGC-ready launch campaigns to influencer collabs and shelf talkers, we've got everything your team needs to educate and excite.

Staff training? Social-ready assets? How-to guides? **All included.**

Plus - kip&glow products are intentionally designed for daily use, making them highly habit-forming and ideal for repeat purchase.

That means loyal customers - and consistent sell-through - for our partners.



Introducing Vitamin Patches: AM & PM rituals



kip&glow began by reframing sleep as self-care - not a clinical problem, but a nightly ritual.

Now, we expand the category.

We're introducing two non-ingestible vitamin patches designed to support women through both halves of the day:

- **Sleep Patch** – evening wind-down
- **Energy Patch** – morning lift

Together, they complete the 24-hour ritual.

Launching: April 2026



Sleep Patch

Positioning: A patch designed for your wind-down ritual.
Worn overnight

Formulation includes:

- Magnesium glycinate
- L-theanine
- Passionflower extract
- Hops extract
- Low-dose ashwagandha
- Chamomile aromatherapy

A carefully curated blend of vitamins and natural ingredients, designed to sit within a calming evening routine. Powerful in formulation, gentle in feel.



Energy Patch



Positioning: A patch to elevate your morning
Worn for up to 8 hours

Formulation includes:

- Low-dose natural caffeine (3mg)
- Vitamin B12 (Methylcobalamin)
- Vitamin B6 (P5P)
- Vitamin B5
- L-theanine
- Taurine
- Rhodiola rosea extract

A considered blend of vitamins, adaptogens and natural ingredients designed to support a more energised start - and carry through the day.





We'd love to bring **kip&glow** to your shelves.

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www.kipanglow.com

[@kipandglow](https://www.instagram.com/kipandglow)