



BELLAMIANTA

BRAND DECK

www.bellamianta.com





Linda Stinson
CEO

OUR BRAND STORY

The brand that brings the *Glow*

Bellamianta is Ireland's leading luxury tanning, skincare, and cosmetics brand. Founded in 2015 by Linda Stinson after her own tanning disaster on her wedding day, the brand was created to deliver clean, high-performance beauty that cares for the skin.

Our philosophy, '**Beauty meets Skincare**', runs through every product from radiant tans to transformative lashes and lips infused with innovation, inclusivity, and skin-loving ingredients. At Bellamianta, we believe 'Being You is Beautiful'.

Our name, meaning '**Beautiful Aspirations**', reflects our mission to empower confidence and bring the glow, inside and out.

www.bellamianta.com



**#1 BEST SELLING
TANNING BRAND IN BOOTS
IRELAND**

**WINNERS
GLOBAL AWARD
WINNERS**



**EXPORT
55% OF OUR
BUSINESS IS
EXPORT**

**WORLDWIDE
SOLD IN OVER 5000
LOCATIONS**

**TAN
FORMULATED AND
MANUFACTURED IN
IRELAND**

2025/26 HIGHLIGHTS



OVER
1 MILLION BOTTLES
SOLD OF LIQUID GOLD



LAUNCHED INTO
7 COUNTRIES



ACRYLIC STANDS LAUNCHED
INTO RETAILERS ACROSS
IRELAND



NO 1 TANNING BRAND IN
BOOTS IRELAND



BUSINESS GROWTH
30% ON LAST YEAR



NEW STORE OPENING IN
**RUSHMERE SHOPPING
CENTRE**



EXPANDED OUR WAREHOUSE
AND OFFICE SPACE TO OVER
20,000 SQUARE FOOT



MADE IN
IRELAND



AWARD
WINNING



VEGAN

WE ARE
PROUD
TO BE



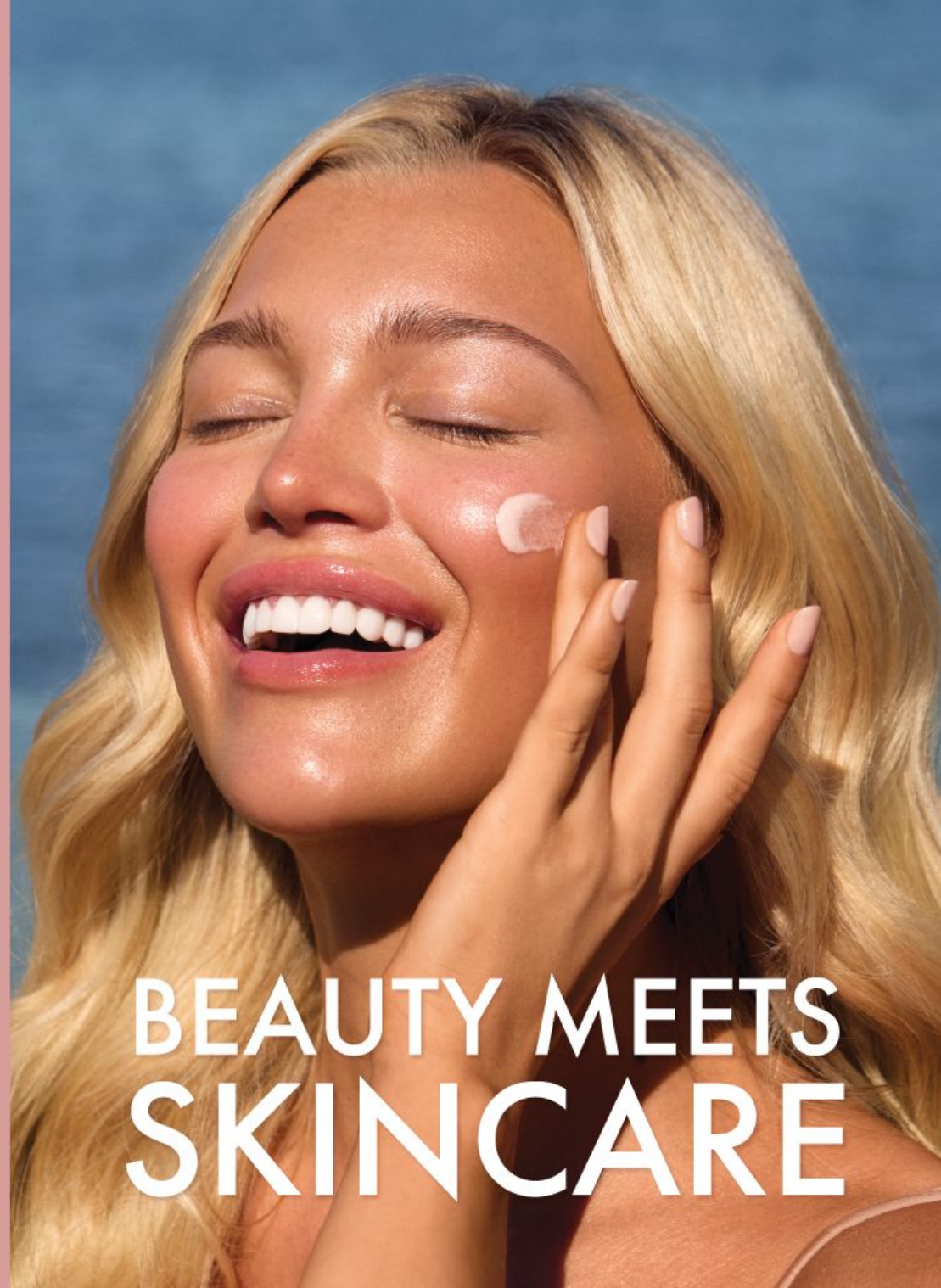
SUITABLE FOR
ALL SKIN TYPES



SAFE DURING
PREGNANCY



PETA
APPROVED



BEAUTY MEETS
SKINCARE

OUR MISSION

At Bellamianta, our mission is to create clean, innovative, and inclusive beauty solutions that nourish the skin while enhancing natural beauty.

Guided by the belief that **'Being You is Beautiful'**, we deliver products that inspire confidence, embody luxury, and truly make us **The Brand That 'Brings the Glow'.**



OUR VISION

To be the leading luxury beauty brand that merges tanning, skincare, and cosmetics into one seamless experience. Empowering everyone to feel confident, radiant, and celebrated in their own skin, while delivering high performance beauty that cares for the skin beneath.



WHAT MAKES BELLAMIANTA UNIQUE



COMPLETELY CRUELTY FREE

We are proud to be a PETA Approved brand.



SKIN LOVING FORMULA

Our formula is packed with skin loving ingredients, such as Mango Extract, Goji Berry Extract, Vitamins A, B, & C & Hyaluronic Acid.



FREE FROM HARSH CHEMICALS

Bellamianta's Tanning Formula contains NO Parabens, GMOs, alcohol, perfumes or animal derivatives, creating the cleanest formula without compromising on performance.



SAFE TO USE DURING PREGNANCY

Our formula is safe to use while pregnant, or whilst receiving chemotherapy.

www.bellamianta.com



DIGITAL CONTENT

We work closely with our stockists to provide you with up-to-date digital content to keep your customers coming back for more.



INSTAGRAM FEED POSTS

www.bellamianta.com



OUR SOCIALS

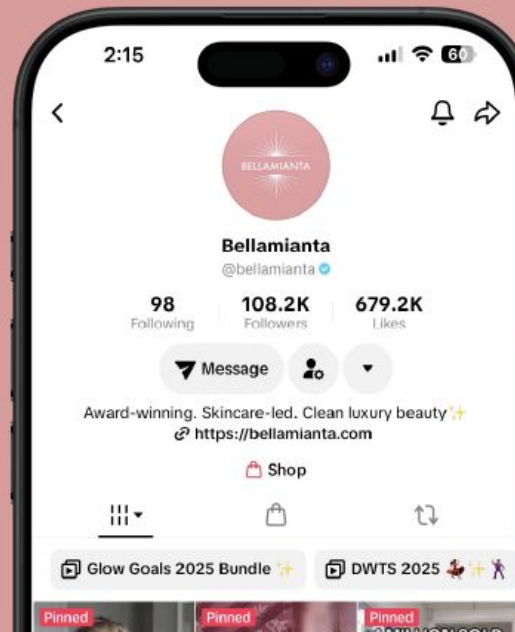
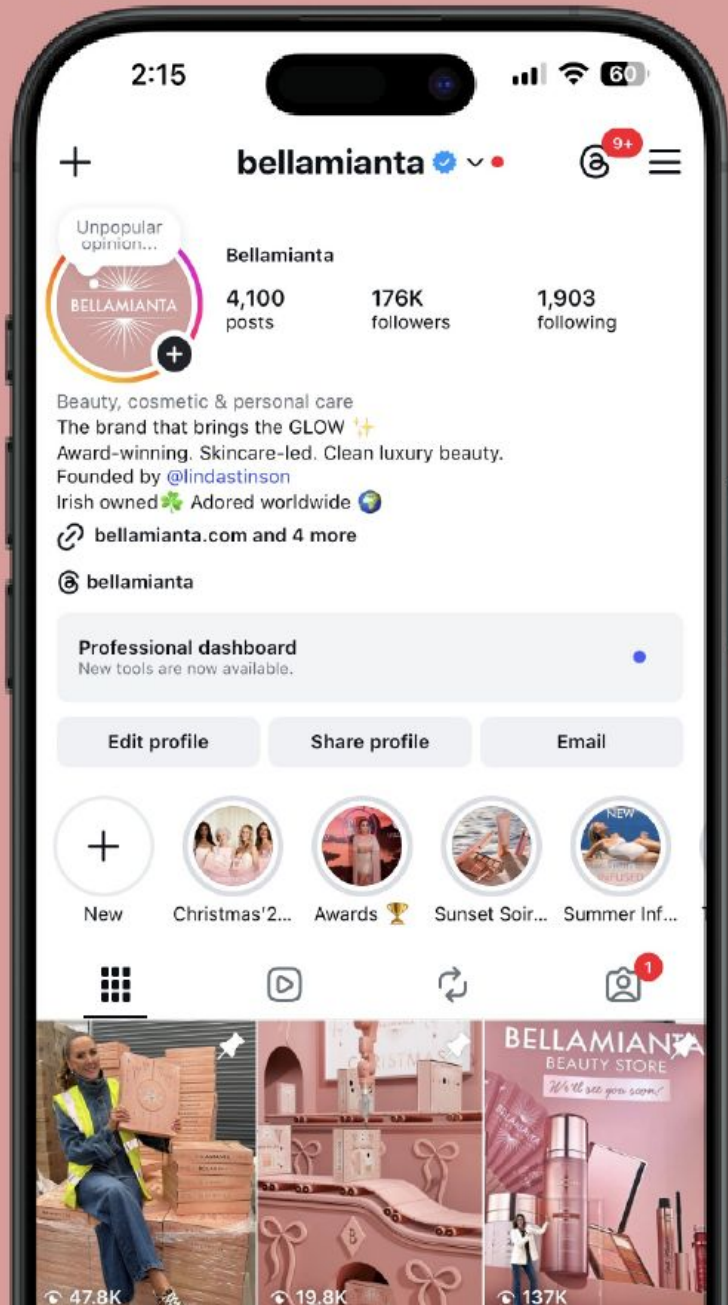
AGE DEMOGRAPHICS

INSTAGRAM

18-24	10.5%
25-34	44.5%
35-44	26%
45-54	10.5%
54+	8.5%

TIKTOK

18-24	25.8%
25-34	29.1%
35-44	24.1%
45-54	14.3%
54+	6.7%



INFLUENCER PARTNERSHIPS

We work closely with influencers who love our products and continue to support our brand through promotion on their social channels, sharing hints and tips, as well as own personal thoughts - helping drive sales and boost brand awareness.



Laura Anderson

@lauraanderson1x
1.5M



Clara Batten

@clara_batten_
235K



Gerry Lavery

@gerrylavz_
80.4K



Shannon Mitchell

@shannon_mitch
136K



Emma Kearney

@emmakearney99
271K



Louise McDonnell

@louisemcdonnell_
160K



Danielle Collins

@daniellcollins1_
64.4K



Brooke Scullion

@brookescullion
55.9K

OUR PRODUCTS





Hero TANNING PRODUCTS

Award winning for a reason! Bellamianta's famous tanning and glow range is vegan, cruelty free, made in Ireland, and sure to provide a glow that lasts up to 7 days!

#1



LIQUID GOLD

- Dries in 60 seconds
- Golden olive tone
- Ready to wear colour
- Streak free
- Easy to use
- Even wear off

Over **ONE MILLION**
bottles sold worldwide!

£19.99/ €22.00

#2



TANNING MOUSSE

- Dries in 60 seconds
- Lasts Up to 7 Days
- Golden Olive Tone
- Ready to wear colour
- Streak free
- Easy to use
- Even wear off

£22.00/ €25.00

#3



BRONZING POWDER

- Enhances skin's natural radiance
 - Ultra-fine particles
 - Infused with light reflecting pigments
 - Suitable for face & body
- A must have in your tanning collection

£19.99/ €25.00

#4



TANNING OIL

- Lightweight & Fast absorbing
- Golden Olive Tone
- Streak free
- Skin loving ingredients

Our **CLEANEST**
FORMULA yet!

£24.99/ €29.99



Hero SKINCARE PRODUCTS

Bellamianta's Skincare Collection combines luxurious tanning with advanced skincare benefits to deliver a radiant, healthy glow.

#1



TAN DREAMS SLEEP MASK

- Overnight tanning
- Rich, creamy formula
- Contains hyaluronic acid
- Contains Vitamin B5
- Contains ceramides
- Hydrates and plumps the skin

£22.00/ €25.00

#2



HYALURONIC FACE TANNING SERUM

- Intensely hydrates and plumps
- Smooths out fine lines
- Reduces wrinkles in 1 month
- Improves uneven skin tone
- Vitamins B, C & E

£34.99/ €39.99

#3



BUTTER ME UP BODY BUTTER

- Ultra hydrating formula
- Nourishing Butters
- Vitamin-rich extracts
- Skin-enhancing benefits
- Lightweight texture
- Radiance boost
- Tanning prep & prolongation

£16.99/ €19.99



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Hero COSMETICS PRODUCTS

Being you is beautiful! Bellamianta invites you to step into a world of radiant beauty, innovatively crafted with the highest quality ingredients and suitable for all skin types.

#1



LASH ILLUSION TUBING MASCARA

- False-lash effect
- Smudge proof
- Waterproof
- Curved silicone wand
- Conditioning formula
- Available in 3 shades

£19.99/ €23.99

#2



GLOWBASE

- Bursting with skin loving ingredients
 - 3 in 1 Primer, Illuminator and Serum
- Provides luminosity and sheer coverage
- Available in 6 shades

£18/ €21

#3



DREAMY CREAMY CONCEALER

- Full coverage look
 - Improves the appearance of dark circles, fine lines and imperfections
- Long-lasting formula
- Available in 9 shades

£14.99/ €16.99

#4



MAGIC KISS LIP BALM

- Long lasting hydration
- 110 Gorgeous shades
- Glossy, non sticky finish
- Confidence in every swipe
- Gentle Formula

£15/ €18



A GROWING BRAND

We are stocked in leading global retailers in more than 8 countries. With our partnerships rapidly growing, and our own store set to open by the end of 2025.

TESCO

QVC

Boots



Debenhams

freemans

 **JUSTMYLOOK**

boohoo

amazon

DUNNES
STORES

GORDONS
CHEMISTS

OUR AWARDS



NEW LAUNCH ACTIVITY



SUNSET SOIRÉE COLLECTION

CHRISTMAS 2025 LAUNCH

TOP 10 BEST SELLING PRODUCTS

1.



LASH ILLUSION
MASCARA

2.



LIQUID GOLD

3.



TANNING
MOUSSE

4.



BRONZING
POWDER

5.



TANNING OIL

6.



GLOWBASE

7.



BRONZE
SCULPTING BALM

8.



TAN DREAMS
SLEEP MASK

9.



SUMMER INFUSED
MOUSSE

10.



LUXURY KABUKI
BRUSH



CHRISTMAS 2026

48% SAVING

Glimmering Glow

SUMMER
INFUSED
COLLECTION



£49.99 / €54.99

50% SAVING

Beauty Boudoir

FULL FACE
COLLECTION



£54.99 / €59.99

40% SAVING

The Golden Trilogy

AVAILABLE
IN 3
SHADES



£29.99 / €34.99

27% SAVING

Prime & Perfect Duo

2 NEW
PRODUCTS



£29.99 / €34.99

50% SAVING

Perfect Pout

NEW
LIP PLUMPING
SERUM



£19.99 / €23.99

29% SAVING

Flutter & Pout

NEW
LIP PLUMPING
OIL



£24.99 / €29.99

33% SAVING

Kiss Kiss

NEW
LIP OIL DUO



£19.99/€23.99

BELLAMIANITA



1000mm wide

POS

We provide our clients with Strut Cards, Posters, Leaflets and FDSU's (Free-standing FSDU and countertop unit when applicable).

We have over 4000 locations in retailers, salons, pharmacies and independent stores including Boots, Superdrug, Dunnes and Chemist Warehouse across Northern Ireland, Ireland and the UK.



CDU



A photograph of four women standing in a row on a rooftop terrace. They are all wearing gold, sequined, short-sleeved dresses. The woman on the far left has dark hair and is smiling, with her hand on her hip. The second woman from the left has blonde hair and is also smiling. The third woman has dark hair and is smiling, with her hand on her hip. The woman on the far right has blonde hair and is smiling, with her hand on her hip. They are standing in front of a large, rectangular swimming pool. The background shows a sunset sky with orange and yellow hues, and a view of a city and green hills in the distance. The text "THANK YOU" is overlaid in the center of the image.

THANK YOU