

huni

YUCATAN HERBAL

Premium honey-powered hair & body care brand.

Built on 23 years of repeat demand in 500+ luxury hotels.

Proven product. Proven supply. Proven demand.

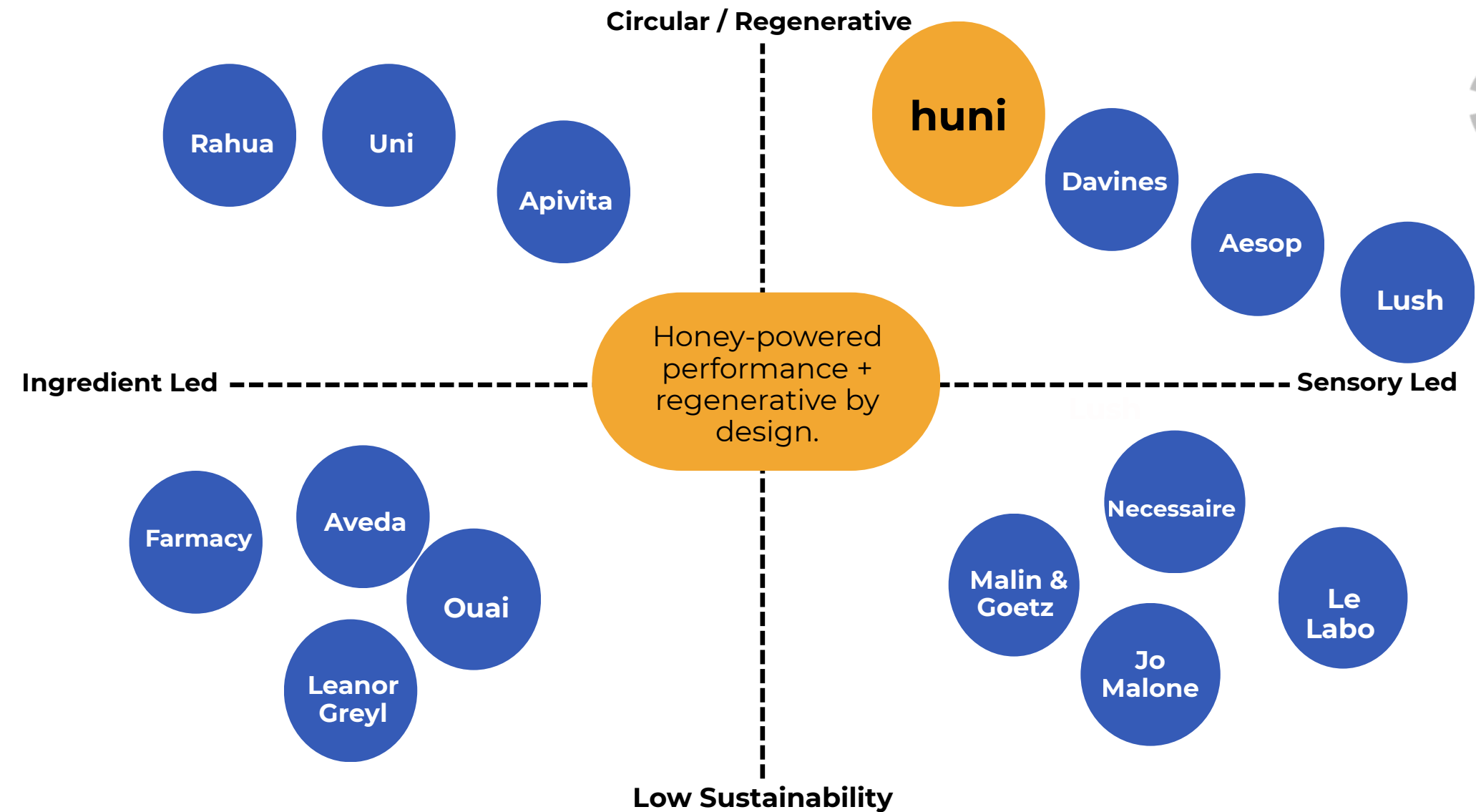
Curated in Mexico's Yucatan Peninsula.



THE RETAIL CLUSTER

Why customers choose **huni**

- Functional honey performance
- Premium sensory experience
- Regenerative by design



A premium honey-based brand combining ingredient performance, sensory experience and regenerative design.



WHY IT WILL SELL

Proven demand, **the £4m secret ready for retail**

£4m

**annual
hospitality
revenue**

+500

luxury hotels

**23+
years**

**manufacturing
expertise**

**5*
reviews**

**guests repeatedly
ask where they
can buy**

“*Discovered this shampoo at a hotel in Bacalar, Mexico and absolutely fell in love with it. We were sad we weren't able to buy it after running out of what we bought while there. **5* review***”

hoteles xcaret
SITIO OFICIAL


BELMOND

 **HYATT
REGENCY**

 **OUR HABITAS**

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THE BRAND

Made in Mexico

- Crafted in the Yucatan Peninsula
- 23 years formulation expertise
- Direct beekeeper relationships, supporting Mayan communities
- Locally sourced botanicals
- Produced by Yucatan Herbal



WHY HONEY

Performance, experience and provenance - in one product



Proven performance

- Honey used at functional levels (5–15%).
- Clinically backed hydration and skin improvement (+29.7% *moisturisation improvement*).

Premium sensory experience

- Rich texture, natural scent, elevated daily ritual.
- Designed to bring skincare-level quality to hair & body care.

Authentic origin & formulation

- Organic Mayan honey, vertically sourced
- Clean, gentle formulations for daily use



huni combines in one performance, sensory luxury and provenance.

Source: PubMed 2024

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WHY CUSTOMERS CHOOSE HUNI Beeauty that regenerates

Launch Collection

Shampoo (hero)

Deep hydration and nourishment from honey



Conditioner (support)

Premium sensorial experience (texture, scent, ritual)



Body Wash (support)

Clean, gentle formulations suitable for daily use



Future expansion

Golden Melt™ – 3 in 1 honey oil

Hive Polish™ – honey & salt scrub

Repair Nectar™ – Melipona honey mask



Designed for instant shelf communication and strong sell-through.

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THE HUNI CUSTOMER

Premium, ingredient-conscious consumers, who are underserved in haircare

WHO ARE THEY

- 25–45, urban, affluent
- £50–£120k+ household income
- London, NYC, LA, Mexico City, Dubai

WHAT THEY WANT

- High-performance products that feel luxurious
- Elevated everyday rituals (not basic routines)
- Brand provenance

WHAT SHE BUYS

- Shops premium beauty retailers
- Spends £30–£80 per product
- Priorities ingredient quality & experience

Why huni wins

Honey = **proven, natural performance active**

Sensory = **texture, scent, ritual**

Origin = **unique, culturally rich, vertically sourced growth**

She has premium skincare — but compromised haircare

DIFFERENTIATION

Why customers notice **huni**

- ✓ Honey as a functional active
- ✓ Distinctive shelf presence
- ✓ Regenerative packaging
- ✓ Strong gifting potential
- ✓ Clear hero ingredient story



Supports pollinator health through sourcing and packaging.

UNIT ECONOMICS

Premium pricing with strong retail margins

£24-28 Suggested RRP

<£12 Wholesale price

~60% retail margin

Existing facility producing 472 tonnes of shampoo (alone) annually.



DEMAND ENGINE

Built in customer discovery flywheel



+500

hotels sampling
network



Beauty Retail

Natural trial shapes
purchase behaviour



DTC

Supports brand
demand



Repeat Purchase

Repeat purchase

Designed to drive customers from hotels into retail.

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Beeauty for the bees



Bee kind to your body and the planet

LAUNCH SUPPORT PLAN

How we drive demand

Awareness

PR + influencer seeding

Trial

Hotel network + sampling

Conversion

Retail activations

Retention

DTC and subscriptions

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WHY PARTNER WITH US

Proven in 500+ luxury hotels

- ✓ Proven product
- ✓ Proven demand
- ✓ Proven supply
- ✓ Premium margins
- ✓ Purpose-led differentiation

Ready to scale for retail, launching in Q4 2026.

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