

WE SHUT IT

Beauty Bulb Live London · 7 October 2026

The sleep shelf just got a personality



The brand

We Shut It isn't just a product,
it's a sleep movement.

We turned mouth tape from an
embarrassing medical hack into a
beauty-wellness flex.

- **Bold + cheeky:** not your usual mouth-tape.
- **Identity-first:** you don't just use it. You become part of the Shut It Club.
- **Cult-worthy:** drop culture, exclusive designs, and insider language create FOMO and belonging.
- **Skincare-meets-sleepcare:** hydration, beauty, and rest wrapped in one nightly ritual.



**LET'S BE HONEST,
MOUTH-BREATHING
IS A MENACE.**

WE SHUT IT

**No more dry mouth, cracked lips,
poor sleep quality, snoring, or even
negative long-term health effects.**

2026

WSI Hero Product

Hyaluronic Acid Infused Mouth Tape

- 1 Built-in hydration.**
Mouth tape dripping in hyaluronic acid.
- 2 Comfort meets science.**
Medical-grade bamboo that moves with you.
- 3 Skin safe. Drama-free.**
Grip: hypoallergenic, non-irritating, always gentle.
- 4 Each tape speaks.**
Stamped with an affirmation to seal in your peace.
- 5 Community**
Not just mouth-tape. An identity for the We Shut It Club.



Benefits of Mouth Taping

- 1 Healthier Mouth, Happier Morning**
Supports oral health & hydration
- 2 Breathe Like a Pro**
Improves airflow + oxygen uptake
- 3 Calm Mind, Calm Body**
Promotes relaxation before sleep
- 4 Deeper, Better Sleep**
Enhances sleep quality & recovery
- 5 Wake Up Snatched**
Improves facial definition over time
- 6 Snore No More**
Reduces nighttime snoring
- 7 Effortless Breathing**
Increases breathing efficiency

THE RANGE

THE WSI COLLECTION



MOUTH TAPES

30 Bamboo tapes infused with hyaluronic acid, stamped with an affirmation. The hero SKU.



NASAL STRIPS

30 strips infused with hyaluronic acid. Gently open nasal passages to support easy airflow through the night.



MOUTH STRIPS – NEW

64 hyaluronic & collagen strips. One for light, two for full. The entry SKU.

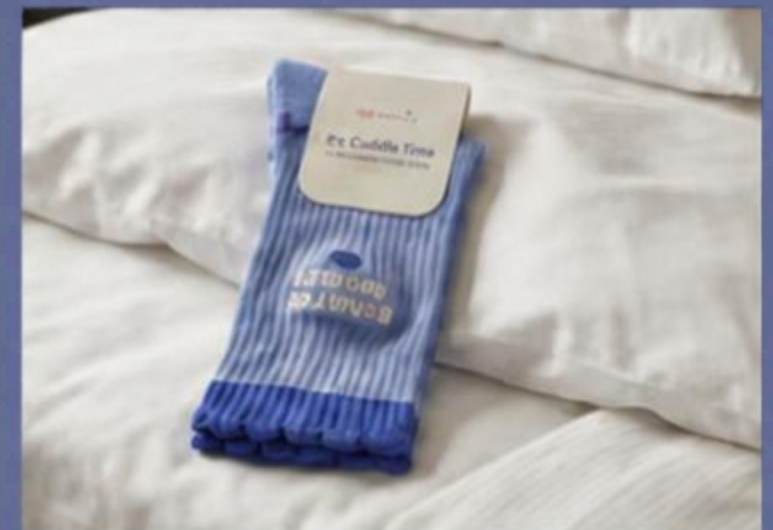
FACE TAPES – NEW

128 bamboo tapes infused with hyaluronic acid. An non-invasive beauty treatment for overnight skincare they can wear.



MUGWORTH SOCKS

A warming botanical blend that signals the body it's time to switch off.



THE GLOWING CASE

A chic bedside tin that keeps the nightly ritual together and looks good doing it.



The Category

The numbers

- Mouth tape market: \$2.75B (2024) → \$4.76B (2030)
- 9.6% CAGR — a niche breaking into the mainstream.
- Europe = 30% of global share. The UK is the growth pocket.

Why now

- TikTok took mouth taping mainstream. Sleepmaxxing is the beauty trend of the year.
- Skincare-meets-sleepcare is a new gifting category and nobody owns it on shelf yet.
- Customers want the design-led version. No one wants medical tape on their bedside table.



What it means for your shelf?

- A hero SKU that has personality & improves sleep
- Gift-able, impulse-priced & long shelf life.
- Packaging that stops people in the aisle and that customers post.
- A category customers are already searching for, with no design-led brand on the shelf.

Our Edge

THE MARKET

- ✗ Clinical, purely functional products
- ✗ Plastic-heavy
- ✗ No emotional connection
- ✗ Little unique innovation

WE SHUT IT

- ✓ Infused with hyaluronic acid for hydration + lip care
- ✓ Bamboo-based & skin-safe
- ✓ Affirmation-stamped for self-love and ritual
- ✓ Limited-edition drops to create excitement
- ✓ Turns a functional sleep hack into a collectible, desirable ritual



FEATURED IN

METRO · GOOD HOUSEKEEPING · HELLO! · STYLIST · GET THE GLOSS

GET THE GLOSS

HERR OBER

Good Housekeeping

WELSH COUNTRY
Your Countryside Magazine for Wales

METRO

THE
STYLIST
GROUP

HELLO!

WHAT WE BRING TO YOUR SHELF

We don't just ship stock. We bring the customer to it, the content, the creators and the story that make a new category sell.

Content pack - Product photography, Reels and UGC ready for your channels, free to use.

Creator seeding - UK creators gifted and briefed around your launch, tagging your store.

Press & story - Metro, Good Housekeeping, HELLO!, Stylist, Get The Gloss. We bring the sleep story to your launch.

Launch moment - In-store or online activation on our channels, driving customers to you.

Education in the box - Every pack explains the ritual, so it sells without a trained team.

ONE RANGE, FOUR WAYS TO SELL IT

Hero SKU · Gifting · Impulse · Online

Hero SKU - Affirmation Mouth Tape at £27.99 on the sleep or skincare shelf.

Gifting - Tape, socks and the case make a ready-made gift edit.

Impulse - Cuddle Socks and the Glowing Case at the till.

Online - Product pages, copy and imagery ready for your e-comm.

THE COMMERCIALS

MOQ & Wholesale % - open for discussion

			RRP
AFFIRMATION MOUTH TAPE 30-Day Box · Hyaluronic acid · Bamboo · 6 affirmations		Hero SKU	£27.99
FACE TAPES 128 bamboo fibre tapes · Smooths lines overnight		Beauty & gifting	£18.99
NASAL STRIPS 30-Day Pack		Sleep & wellness	£18.99
CUDDLE SOCKS Mugworth Sleep Sock		Sleep & wellness	£12.00
THE MOUTH STRIPS 64 bamboo strips		Sleep & wellness	£17.99
THE GLOWING CASE Bedside case for nightly essentials		Add-on	£8.00



LAUNCHING VALENTINE'S 2027

Sexy Talk

A soft & spicy game for two

36 playful mouth tapes. Play it soft or turn up the heat. Consent card in every box.

The Valentine's SKU: the gift nobody else on the shelf can offer.

RRP £32.99 · 18+ · 2 players

First access for retail partners.



Behind WE SHUT IT

Pei created We Shut It after years of restless nights, exhaustion, and mouth tapes that felt clinical and embarrassing. She wanted something beautiful, sustainable and effective. A product she could be proud to use.

Her vision: turn mouth taping into a self-care ritual, not a secret. A nightly practice that hydrates, heals and elevates, just like the rest of your skincare.



Pei Chan
Founder & CEO

NEXT STEPS

LET'S PUT IT ON A SHELF.

- 1 SAMPLES TO YOUR BUYING TEAM**
Feel the product. We'll send the full range for your team to try.
- 2 AGREE RANGE & TERMS**
Pick the SKUs, confirm quantities and the first order.
- 3 LAUNCH WITH SUPPORT**
Content, creators and a launch moment on our channels.



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