



A Beauty Destination Designed for Kids

Vegan & Cruelty Free

2026 / 2027



**Trusted by Parents.
Loved by Kids.**

A colourful collection of cosmetics, beauty accessories and gifting created especially for kids and tweens.

Fun, easy to use and designed with younger beauty lovers in mind, Mini Me combines playful, trend-led products with accessible price points in a range kids genuinely want to discover and collect.

Vegan & Cruelty-Free

- Makeup
- Nails
- Bath & Body
- Beauty
- Tools
- Hair
- Accessories
- Sleep
- Stationery
- Seasonal
- Gifting



Why Mini Me? Made for Kids. Made for Retail.

Mini Me brings together colourful, trend-led products kids want with the accessibility and reassurance parents are looking for.

AGE-APPROPRIATE

An easy introduction to beauty, designed with younger beauty lovers in mind.

AFFORDABLE

Accessible price points with strong gifting appeal.

TREND-LED

Playful products, characters and collections designed to excite and inspire.

ALWAYS EVOLVING

Ongoing NPD and seasonal launches keep the range fresh throughout the year.



BYS
mini me

Retail

From a Single Collection to a Full Mini Me Destination.

Mini Me is designed to be flexible, easy to merchandise and instantly recognisable in-store.

From individual hangsell products and compact displays to end caps, FSDUs and full branded destinations, retailers can build Mini Me to suit their space, customer and category.

HANGSELL

Easy to merchandise. Easy to shop.

SRT / COUNTER

Focused collections and gifting.

END CAP / FSDU

High-impact branded destinations.

FULL RANGE

A complete Mini Me world in-store.



Partnership

More Than a Range. A Retail Partnership.

We don't just supply product. We help bring Mini Me to life. Our in-house creative and marketing team develops original content to support Mini Me across retail, digital and social channels, helping our partners launch, promote and grow the brand.

Campaign Photography · Video & Reels · Social Content ·
eCommerce Imagery · Retail Marketing · Seasonal Campaigns

Always Something New.

An ongoing pipeline of new products, collections and seasonal launches keeps Mini Me fresh, relevant and evolving throughout the year.

Let's build something fun together.

We'd love to explore how BYS Mini Me could work for your customers.

- 📍 **BYS Mini Me | Melbourne, Australia**
- 🌐 **www.bys.com.au/category/bys-mini-me**
- ✉ **sales@bys.com.au**

Proudly Australian. Proudly Cruelty-Free.



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mini me