

STAND OUT

HAND + FOOT CARE



Driving category growth through
enhanced retail

HAND + FOOT CARE OPPORTUNITY



Achieve category growth by offering specialist, ingredient-led hand and foot care that delivers visible results. Driving frequency in the category at a higher price.

- **£971m** estimated UK retail value sales of hand, body and foot care.
- **Long term growth +15.3%** forecast growth in UK retail value (2026-31).
- **Growing +7.6% YOY.**
- **Growth is being driven by routine expansion, and demand for fast, visible results.**
- Foot care is 31% of the category, **opportunity to expand this category.**
- Consumers are **seeking strong efficacy**, sensorial appeal and accessible pricing.

Sources: Mintel Hand, Body, and Footcare -UK- 2026 and Vogue Business Tracker 2026

HAND + FOOT CARE OPPORTUNITY

CONSUMER TRENDS



Skinification of bodycare with multi-step routines - a **holistic approach to wellness**.

Focus on efficacy - actively searching for ingredients that target specific concerns.

Google searches and social media engagement show that consumers are increasingly choosing products based on ingredients vs. brand.

Increasingly willing to mix prestige and mass into their beauty routines*.

Desire for trusted, professional-backed brands to create at-home wellness experiences.

Seeking proud-to-own, beautifully packaged products.
Everyday wellness and self-care rituals.

Rising appetite for affordable luxury and at-home care.
Ingredient- and performance-led beauty choices.

*McKinsey 2026

WHY *Mii*?

TRUSTED PROFESSIONAL HERITAGE

Decades of industry expertise and credibility. Winning in the spa/salon market and now looking to expand into retail.

INGREDIENT-LED SPECIALIST CARE

High quality active ingredients and anti-oxidants to deliver visible results.

AWARD-WINNING RESULTS

Quality formulas trusted by professionals and consumers.

ACCESSIBLE PRICING

Exceptional performance without the premium price tag.

STRONG BRAND LOYALTY + ADVOCACY

Loved by professionals and consumers alike.

GLOBAL REACH

Available in 2,000+ UK salons and 25+ international markets.



CHAMPNEYS

THE DORCHESTER SPA



IN DEMAND INGREDIENTS

Our skin-first nourishing formulas contain a multitude of high quality active ingredients and anti-oxidants to deliver visible results.

High search, high social engagement key ingredients consumers are looking for but missing from many brands within the category.

Glycolic Acid and Vitamin C rank among the top 5 skincare Google searches.



Uplifting signature fragrances for a complete wellness approach.



FEMALE BUYING POWER

74% of female shoppers said they'd be more likely to choose a BUY WOMEN BUILT brand.

Female-built brands carrying the Buy Women Built identity are showing significant growth in market performance.

Buy Women Built brands are growing **10x faster** than total FMCG in the UK.

Buy Women Built: **+30% growth** year-on-year.
FMCG total market: **+3% growth** year-on-year.

To date, Buy Women Built-affiliated brands have contributed an estimated £90 million in incremental growth.

Ocado and Wholefoods have dedicated spotlights for BUY WOMEN BUILT.





“I created Mii with one goal in mind - to offer people of all ages effortless, **results driven** products that will leave them feeling **confident, uplifted** and at their very best.”

Susan Gerrard, **Founder**

FOUNDER SUSAN GERRARD

Since 1992, Susan has personally trained thousands of manicurists in how to care for natural nails and helped raise industry standards.

In 2016, Susan was awarded a Lifetime Achievement Award for her contribution to the professional beauty industry.

In 2018, Susan launched the Susan Gerrard Beauty Academy, providing professionally accredited training for beauty professionals.

In 2021, Susan achieved her ambition to launch her own Manicure and Pedicure range.

In 2023, OK! magazine selected Susan Gerrard to appear in their Female Founders edit of inspirational entrepreneurs.

Proud member of Buy Women Built.





CATEGORY STAND OUT

FILLS A CLEAR CATEGORY GAP

Fills category gaps, allowing customers to purchase their full manicure and pedicure routine, increasing average basket value and encouraging trading up from entry level products.

BRINGS PROFESSIONAL EXPERTISE TO THE RETAIL SPACE

Professional heritage, spa-quality hand and foot care with proven results, bridging beauty, wellness and affordable luxury.

Mii professional treatments are offered across a nationwide range of salons and spas creating strong brand awareness and loyalty.

EXCLUSIVITY

Mii is not in mass high street retailers, so provides customers an exclusive and convenient purchasing option.

BUILT FOR GIFTING + DISCOVERY

Modern, stylish packaging for gifting and a beautiful on-shelf bathroom aesthetic - broad sales appeal.



Mii bridges the gap between high-priced specialist prestige and mass-market functional care, combining professional-quality, skin-loving formulas with an accessible-premium positioning.

HAND + FOOT CARE CATEGORY

LUXURY/GIFTING

Margaret Dabbs
LONDON

Aēsop®

L'OCCITANE
EN PROVENCE

MOLTON BROWN
LONDON

ESPA

THE RETREAT
RESTORE & NURTURE YOUR WELLBEING

BATHING +
BODY CARE

Mii

footlogix®
PEDICEUTICALS

WELEDA

SENSPA

SANCTUARY
SPA

GUARANTEED
O'Keeffe's®
HARDWORKING SKINCARE

NIVEA®

E45

PALMER'S®

Kind
Natured

AFFORDABLE/EVERYDAY

SPECIALIST
HAND + FOOT
SKINCARE

LOVE FOR *Mii*

TATLER

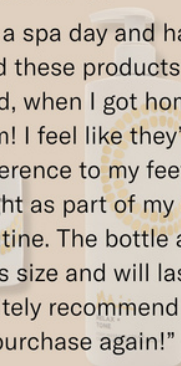
Renowned nail artist Abena Robinson exclusively used **Mii Manicure + Pedicure** products for the fashion editorial.

'Minding the manor'

NOURISHING FOOT DUO



"I recently went to a spa day and had a pedicure, they used these products and I was so impressed, when I got home I had to order them! I feel like they've made a huge difference to my feet. I use them every night as part of my skin and body care routine. The bottle and tub are a generous size and will last a while. Would definitely recommend and will certainly purchase again!"



GRAZIA

"Say goodbye to poorly maintained manicures for good."

Nourish + Nurture Nail and Cuticle Oil Pen

Good Housekeeping*

"Expect nourished nails...
...the results also showed that it's chip-resistant
– perfect for tidy, polished nails"
Colour Confidence Nail Polish

SOFT + SUPPLE HAND CREAM



"This is luxury in a pot. I have very dry hands & this just works!
Smells delightful too 😊"



SHEERLUXE

"It's great on cracked heels."

Remove + Smooth Callus Peel

The Telegraph

"....deeply nourishing and smells lovely,
so is a pleasure to use."

Nourish + Nurture Nail and Cuticle Oil

BEAUTY BIBLE

LONDON
FASHION
WEEK

THE BRIDAL *Beauty* CO.

AWARD WINNING BEAUTY BOXES | VOTED UK'S BEST BEAUTY BOX COMPANY

AWARD WINNERS



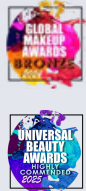
REFINE + PAMPER INTENSIVE CUTICLE CREAM

“It’s not heavy and oily, it absorbs into skin quickly, massaging Mii Cuticle Cream into my nails every night has really helped.”



GLOSS+GO FAST DRYING TOPCOAT

“A great topcoat with a nice glossy finish that really helped nail polish last. The brush was a good size and it was easy to apply.”



HEAL + PROTECT INTENSE HEEL CREAM

“Such a therapeutic blend of nourishing plant oils and Shea Butter - simply gorgeous.”



COLOUR CONFIDENCE NAIL POLISH

“Easy to apply and quick to dry; a great nail polish formula.”



NOURISH + NURTURE CUTICLE OIL

“Smells amazing and works so well softens your cuticles in seconds love it.”



CARE + CARESS HAND SERUM

“Powerful, effective, and perfect for hydration on the go.”
Sophia Stylianou
Celebrity Manicurist.



SOFT + SUPPLE HAND CREAM

“It provides the perfect amount of hydration without leaving the skin feeling oily. Perfect for deep hydration backstage.”
Abena Robinson
Celebrity Manicurist.

RANGE PROPOSAL

CARE SETS



HAND + CUTICLE SET
£30.00



HAND + FOOT CARE SET
£30.00

CUTICLE CARE



CUTICLE CREAM
£15.00



CUTICLE OIL
£8.50 - £15.50

HAND CARE



HAND CREAM
£12.00



HAND SERUM
£13.50 - £29.00

FOOT CARE



FOOT SCRUB
£10.00



HEEL CREAM
£17.50



CALLUS
PEEL
£25.00



GLASS
FOOT FILE
£8.50

BRAND ACTIVATION



1. HIGH-IMPACT SHELF PRESENCE

Dedicated branded shelf trays and POS materials.

Clear navigation by category and key benefits.

Strong price communication and launch messaging.

Best sellers positioned at eye level.

2. LAUNCH PROMOTION

Introductory offers for the first 4–8 weeks (e.g. 20% off selected hero SKUs or a multibuy mechanic).

Focus on products that are easiest for trial and repurchase.

Feature promotions across the retailer's leaflet, app, website and shelf-edge communication.

3. SECONDARY DISPLAYS

FSDUs, end caps or counter displays where appropriate.

Placement in high-traffic areas to increase visibility and awareness beyond the main fixture.

4. CONSUMER EDUCATION

Shelf talkers highlighting key product benefits.

QR codes linking to product demonstrations, reviews and the brand story.

Simple, clear messaging that can be easily understood.

5. DIGITAL SUPPORT

Retailer website banners and category features.

Social media and influencer activity driving consumers into stores.

Geo-targeted digital campaigns around key stores, where possible.

6. MEASUREMENT & OPTIMISATION

Weekly review of sales, stock levels and promotional performance.

Monitor best-selling SKUs and adjust facings accordingly.

Gather feedback from store teams and consumers to refine execution.



FULL RANGE OVERVIEW

HAND + CUTICLE OVERVIEW



NOURISH + NURTURE CUTICLE TREATMENT OIL

£11.00 - 9ml / £15.50 - 14ml / £8.50 - PEN

- Hydrating cuticle and nail treatment.
- Encourages healthy nail growth.
- Leaves cuticles instantly nourished and moisturised.
- With Sweet Almond Oil, Lemon Oil, Vitamins E and F.



REFINE + PAMPER INTENSIVE CUTICLE CREAM

£15.00 - 15ml

- Super nourishing cream to soften and hydrate cuticles.
- Enriched with Shea Butter, Aloe Vera, calming Camomile, and Thyme to lock in moisture and protect the skin.
- Antioxidant Blueberry and Buddleja Davidii



CARE + CARESS HAND SERUM

£13.50 - 50ml / £29.00 - 100ml

- Deeply nourishing hand serum to restore a more youthful appearance.
- Contains hydrating trio of Hyaluronic Acid, Panthenol and Sweet Almond Oil to soften and firm skin.
- Boosted by the multi-vitamin benefits of C and E and calming Chamomile and Thyme.



SOFT + SUPPLE HAND CREAM

£9.75 - 50ml / £12.00 100ml / £ 22.00 - 300ml

- Velvety rich hand cream that easily absorbs.
- Formulated with Panthenol, Shea Butter, Coconut, Sweet Almond Oil, Niacinamide and nourishing Wheat Protein to deliver maximum moisture.
- Boosted by the multi-vitamin benefits of C, E and Blueberry, calming Chamomile and Thyme, Aloe and the antioxidant properties of Buddleja Davidii.



LOVE + HYDRATE HAND MASK

£37.00 - 300ml

- Luxuriously rich formula plumps and hydrates, restoring suppleness, creating a healthy and smooth texture.
- Enriched with Hyaluronic Acid, Niacinamide, Red Algae and Vitamins C and E.



BRIGHTEN + RENEW HAND EXFOLIANT

£32.00 - 300ml

- Skin-loving exfoliator to reveal softer, smoother, brighter skin.
- Combines natural Pumice and Glycolic and Lactic Acid, moisturising Panthenol, softening Shea Butter and skin-loving Sweet Almond Oil, to simultaneously protect and help skin retain moisture.
- Boosted by multi-vitamins and antioxidants

Prices specified are recommended retail

FOOT CARE OVERVIEW

NEW Product Innovation



GLASS FOOT FILE £8.50

- Dual-action nano glass gently and precisely exfoliates for irresistibly smooth feet.
- Removes calluses and rough skin in seconds for instant salon-worthy results at home
- Durable, long-lasting and easy to use.
- Ergonomic design sits comfortably in the palm of your hand for effortless control.
- Washable for a hygienic finish every time.



REMOVE + SMOOTH CALLUS PEEL £25.00 - 100ml

- Banish dry skin and calluses.
- Advanced formula is enriched with Glycolic Acid, Calendula Extract and Pomegranate Seed Oil.
- Formulated as a micro-mist to penetrate quickly.



REFRESH + REVIVE FOOT SPRITZ £5.50 - 50ml / £18.00 - 300ml

- Instantly revives and invigorates tired and achy legs, ankles and feet.
- Intensive formula with Witch Hazel to cleanse, Icelandic Moss Extract to leave skin feeling soothed and moisturised, Thyme to calm, Aloe to leave feet feeling smooth and moisturised, plus the antioxidant benefits of Rosemary.



REVEAL + RESTORE FOOT SCRUB £10.00 100ml / £32.00 - 300ml

- Rejuvenating foot and leg scrub.
- Combines natural Pumice and Apricot Seeds with Glycolic and Lactic Acid.
- Active with Panthenol, Shea Butter, Sweet Almond Oil and Olive Oil to condition and protect, and boosted by the multi-vitamin benefits of C and E.



HEAL + PROTECT HEEL CREAM £17.50 - 100ml / £35.00 - 300ml

- Deeply nourishing therapeutic treatment cream helps relieve and repair dry, cracked heels.
- Nurturing complex of Sweet Almond Oil, Coconut Oil, Argan Oil, Olive Oil and Shea Butter, all boosted by the multi-vitamin benefits of C and E.
- Enriched with Icelandic Moss Extract to soothe and moisturise, Thyme to calm, Aloe to smooth and Rosemary for its antioxidant benefits.



RELAX + TONE BODY CREAM £10.00 100ml / £38.00 - 500ml

- Melts into skin to relieve rough, dry areas.
- Non-greasy formula.
- Smooths, soothes and conditions.
- Enriched with Panthenol, Hyaluronic Acid and Shea Butter.

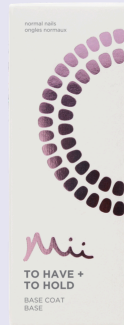
NAIL CARE OVERVIEW



COLOUR CONFIDENCE NAIL POLISH

£9.00 - 9ml / £13.50 - 14ml

- Turbo-charged colour and care.
- Unique vita-care complex enriched formula - Vitamins A, B5, C and E.
- Fast drying, super shiny durable wear.
- Specially engineered pro-glide brush, for smoother application.
- Available in 200+ shades.



TO HAVE + TO HOLD BASE COAT

£10.00 - 9ml / £14.50 - 14ml

- Caring and protecting base coat for normal nails.
- Packed with vitamin-rich Bamboo, Sunflower Seed Oil, Goji and White Tea Extracts.
- Helps to support nail growth whilst balancing moisture to promote healthier-looking nails.



BOOST + BENEFIT BASE COAT

£13.00 - 9ml / £19.50 - 14ml

- Restore and revive weak or damaged nails.
- Packed with a triple cocktail of hydrating AHAs, Vitamin B5 to maintain moisture, Vitamin C to nourish and protect along with Patented Hexanal to condition.



PRESERVE + PROTECT BASE COAT

£10.00 - 9ml / £14.50 - 14ml

- Conditioner for brittle nails.
- Unique 4-Resin Complex keeps nails durable, helping to prevent splitting or breaking whilst offering maximum protection.
- Infused with Argan Oil, Patented Hexanal, Wheat Proteins and Vitamin E.



STRONG + STABLE BASE COAT

£13.00 - 9ml / £19.50 - 14ml

- Strengthen and repair soft, flaking and thin nails.
- Infused with Pistacia Resin Oil, the regenerating formula reinforces weak nails which refuse to grow.
- Provides a smooth canvas for longer-lasting nail colour.



SHINE + SHIELD TOP COAT

£11.00 - 9ml / £14.50 - 14ml

- Fast-drying, easy glide glaze formula for a gel-like finish.
- Protective high gloss, mirror shine.
- Long-lasting, chip-resistant wear.
- Protects against UV light to prevent colour from fading.



GLOSS + GO TOPCOAT

£11.00 - 9ml / £14.50 - 14ml

- Express drying, hard-wearing top coat.
- Protective high gloss, mirror shine.
- Long-lasting, chip-resistant wear.
- Protects against UV light to prevent colour from fading.

Prices specified are recommended retail

CARE SETS



CARE + CONDITION HAND AND CUTICLE SET £30.00 - SAVE £14.00

- The ultimate nourishing trio, expertly designed for an intensively hydrating hand and nail care ritual.
- Contains: Nourish + Nurture Cuticle Oil 14ml, Refine + Pamper Cuticle Cream 15ml, Care + Caress Hand Serum 50ml.



DISCOVER MII NOURISHING HAND AND FOOT CARE SET £30.00 - SAVE £9.00

- Nourish hands and revive tired feet, designed for effortless self-care at home or on the go.
- Contains: Care + Caress Hand Serum 50ml, Soft + Supple Hand Cream 50ml, Nourish + Nurture Cuticle Oil Pen, Refresh + Revive Foot Spritz 50ml, Emery board.



RESCUE + REPAIR NAIL TREATMENT SET £30.00 - SAVE £5.00

- A prescriptive mini trio set designed for the ultimate targeted care for damaged nails.
- Contains: Boost + Benefit Base Coat 9ml, Nourish + Nurture Cuticle Oil 9ml, Shine + Shield Top Coat 9ml.

ASK FOR MORE DETAILS ON OUR FULL OFFERING

Prices specified are recommended retail

DISPLAY *Mii*



Compact versatile displays work perfectly as eye-catching impulse-buy touchpoints.

SHOWCASE *Mi*



INFOGRAPHICS



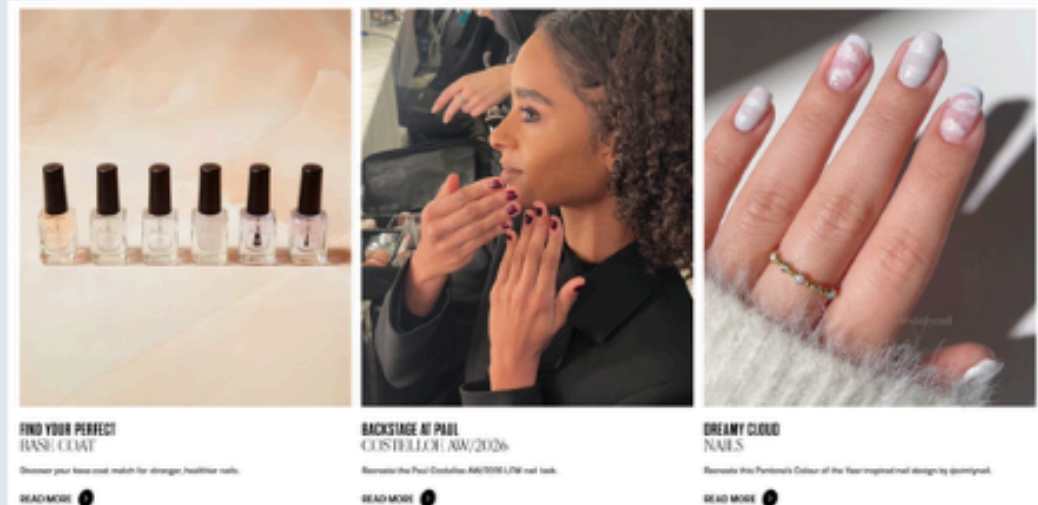
USER TRIALS



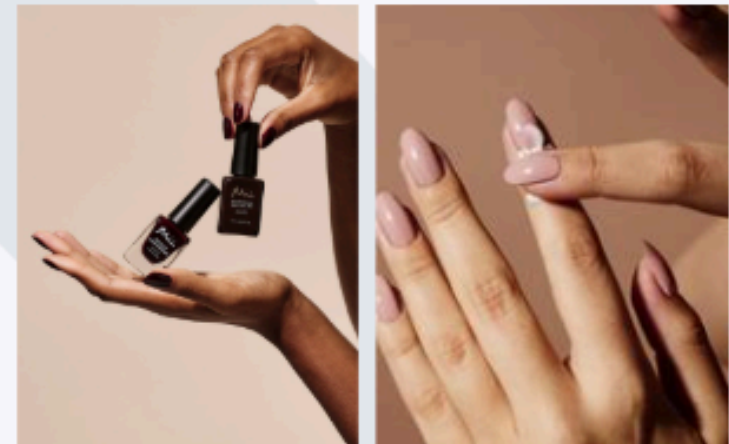
UGC & SOCIAL CONTENT



INGREDIENT EDUCATION



BLOGS & EXPERT TIPS



MODEL IMAGERY



SWATCH & TEXTURE IMAGERY

FOLLOW *Mii*



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ETHICALLY SOURCED
& SUSTAINABLE
INGREDIENTS



VEGAN



NOT TESTED
ON ANIMALS