



HRHMAYLIU ROYAL BEAUTY OIL BUSINESS PROPOSAL

Executive Summary

HRHMayLiu™ Royal Beauty Oil, under the patronage of HRH May Liu of the Royal Family Liu, offers premium skincare rooted in ancient Han Dynasty legacy. This proposal requests **\$5 million** in phased investments to execute a robust global marketing strategy — scaling from exclusive markets to global dominance.

1. Opportunity & Brand Prestige

Heritage & Royalty

HRH May Liu, 73rd descendant of the Han Dynasty and esteemed member of the Art & Humanity Consul, lends unmatched credibility and cultural depth royalfamilyliu.com. The sole creator of royal house of Liu crest and owner of Royal Han Palace and HRHMAYLIU brand.

Product Excellence

Royal Beauty Oil aligns with the royal seal of quality and traditional Chinese elegance — a premium offering in the lucrative global beauty sphere.

Growing Market

The clean beauty segment is expanding at ~8–10% annually worldwide. Consumers now pay premium for brands with authenticity and heritage.

2. Fund Allocation & Phased Strategy

Total Target: **\$5M**

Phase I - Establishment & Initial Launch (\$1.5M)

Category	Budget
Brand Assets	\$300K
Digital Setup	\$200K
Content & Comms	\$300K
Trade Shows & PR	\$300K
Key Market Sampling	\$400K

Phase II - Regional Rollout (\$1.5M)

Category	Budget
Retail Partnerships	\$500K
Regional Influencer Campaigns	\$400K
Local Events & In-Store Marketing	\$600K

Phase III - Global Scale (\$2M)

North America/EU Launch: \$800K

Asia Expansion (Japan, Korea): \$600K

Emerging Market Pilots: \$600K

3. Marketing & Sales Playbook

Digital-first approach – Luxury e-commerce, SEO, PPC

Influencer-driven storytelling – Partner with beauty tastemakers

Heritage-focused content – Create video content linking to Han Dynasty legacy

Retail rollouts – High-end department stores, spa chains

Flagship presence – Pop-ups in global luxury locations

4. Projected ROI (5-Year Outlook)

Year 1 revenue: \$1M

Year 3: \$10M+

Year 5: \$25M+

Estimated net margin: 20–25% after COGS and marketing.

5. Competitive Differentiators

Royal endorsement & cultural heritage – Unmatched storytelling

High-quality, natural ingredients – Aligns with consumer trends

Founder's philanthropic positioning – Strong CSR appeal

Recommendation by global royalty gives built-in prestige

6. Use of Funds & Investor Benefits

Funds allocated to digital, retail, influencers, PR, packaging, and personnel

Investors receive structured equity, milestone-based funding release

Detailed financial tracking, quarterly reports, and performance-based tranches

7. Exit & Returns

Potential exit via acquisition by luxury beauty corporations within 5 years, or seeking public offering in Nasdaq or NYSE stock exchange.

Diversification options: fragrance line, spa/services, royal heritage collectibles

8. Team & Leadership

HRH May Liu – Brand visionary, royalty, and founder

HRH May Liu is a distinguished royal figure, creative visionary, and the founder of HRH Royal Beauty Oil, a luxury skincare brand inspired by ancient royal beauty rituals. As a direct descendant of the Han Dynasty's imperial lineage, HRH May Liu blends her regal heritage with a forward-thinking entrepreneurial spirit to redefine modern beauty. With a background as an award-winning filmmaker, designer, and philanthropist, she brings authenticity, elegance, and cultural depth to every endeavor. Through HRH Royal Beauty Oil, she channels centuries of wisdom into a timeless, radiant product line fit for queens — and created for everyone.

Her Major achievement including:

- Over 30+ awards in International Film Festivals;
- The president's Lifetime Achievement Award winner issued by White house.
- The world 100 most Successful woman award winner by Global Trade Chamber.
- Founder of Miss Economic World pageant and Superstar Art Foundation since 2019.
- Book in Amazon: Royal Family Liu's History and Decryption of Han Culture
- Seen on FOX, NBC, CBS, Forbes NewYork, Times Square big screen, FAB UK, Superstar magazine.

Senior Marketing Team – Global beauty branding ambassadors

Advisory Board – Experts in luxury retail, PR, USA, Middle east, Asian/Western markets

9. Risks & Mitigation

Market competition — differentiate through heritage and authenticity

Regulatory complexity — predefined entry strategy for each region

Cash flow demands — phased investment tied to KPI milestones

10. Next Steps

Finalize term sheet and partnership agreement

Funding Phase within 7 days after agreement.

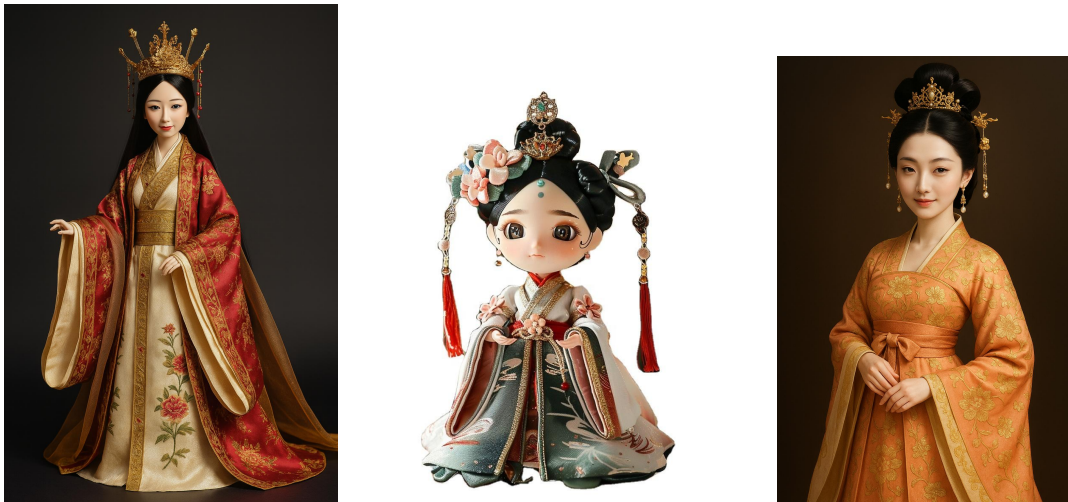
Begin market entry in 3 key regions simultaneously

About HRHMAYLIU gift product

The HRHMayLiu brand is expanding its luxury identity into a unique merchandise line with the Princess May Doll Collection—a limited-edition series of collectible dolls modeled after HRH May Liu herself. Each doll features Princess May in meticulously designed costumes representing various Chinese dynasties, showcasing the richness of royal heritage and fashion through the ages.

This doll series is not just a toy—it’s a cultural artifact and an artistic tribute to imperial history, elegance, and feminine strength. The production plan includes high-quality materials, historically accurate costumes, and premium packaging, turning each doll into a display-worthy collector’s item.

As part of the brand’s customer engagement strategy, these exclusive dolls will be offered as rewards and loyalty gifts for customers and VIP members of HRH Royal Beauty Oil. This cross-promotion not only celebrates HRH May Liu’s legacy but also elevates the customer experience with a touch of royal fantasy and timeless beauty.



(illustration design to be determined)

Key Highlights:

Collectible dolls featuring HRH May Liu in traditional Chinese dynasty attire (Han, Tang, Ming, Qing, etc.)

Limited-edition production with luxury packaging;

Offered as loyalty rewards or special gifts with HRH Royal Beauty Oil purchases;

Designed to inspire cultural appreciation, beauty, and empowerment;

This merchandise line strategically fuses beauty, culture, and storytelling—positioning the HRHMayLiu brand as a pioneer in luxury lifestyle experiences.

ABOUT HRHMAYLIU ROYAL BEAUTY OIL

HRHMayLiu™ Royal Beauty Oil is a rare fusion of **royal heritage and modern luxury**. With \$5M, we can build a globally recognized brand — because when royalty meets skincare, consumers take notice. We will make this brand to be comparable to the top rank high class brand like Gucci, Versace etc, in skincare oil product, we are in absolute advanced position.

PRODUCT CATALOGUE



HRHMAYLIU

ROYAL BEAUTY OIL

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HRHMAYLIU Royal Beauty Oil is a royal ancient beauty secret formula, infused with 100% pure natural plant extracts. Its unique formula uses a secret recipe from the Han Dynasty palace, combining natural herbal extracts and floral essential oils to smoothe stress, fight wrinkles, and emit a lasting fragrance.

HRHMAYLIU Royal Beauty Oil is exclusively formulated with 6 different fragrances, and is named after the temperament of ancient and modern goddesses. Use them to show your innate unique goddess charm.

****Unique Fragrance Selection:****

1. Oshun-Orange Blossom Fruit
2. Yang Yu Huan-Rose+Jasmine+Yilan Flower
3. Helen of Troy-Lavender Lemon Tea
4. Athena-Peppermint Ginger Lemon
5. Cleopatra-Cinnamon Clove Jasmine
6. Artemis-Pine Grapefruit

ROYAL SKINCARE SERIES





OSHUN

Oshun: A goddess from the Yoruba culture in West Africa, Oshun governs love, fertility, and rivers.

Oshun's Abundance:

A sweet and vibrant fragrance, blending the essence of rivers and the earth, symbolizing love and fertility, emanating warmth and harmony.

Fragrance Profile:

Sweet orange blossom and fruity notes.

Capacity: 10ML

Product Features:

100% natural plant extracts with no added chemicals. Relieves stress, anxiety, and depression, promoting happiness and calmness. Quickly absorbed by the skin, smooths wrinkles, and repairs and nourishes nails or hair. Long-lasting fragrance, eliminating the need for extra lotion or perfume. Ideal for travel or as a gift, packaged in a royal handmade embroidered gift pouch.

Directions for Use:

After cleansing, apply an appropriate amount of the product to areas such as temples, wrinkles, calloused skin, or split ends of hair. Gently massage until fully absorbed to enhance nutrient absorption and promote skin relaxation.



Purchasing Website: <https://royalfamilyliu.com/hrhmayliu>



YANG YU HUAN

A famous beauty of the Tang Dynasty in China, one of the Four Great Beauties. She was renowned for her voluptuous and charming appearance, and was deeply favored by Emperor Xuanzong of Tang.

Yang Yu Huan's Luxury:

A full-bodied floral fragrance that exudes confidence and nobility.

Fragrance Profile:

Rose, jasmine, and ylang-ylang floral notes.

Capacity: 10ML

Product Features:

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HELEN OF TROY

Helen of Troy: In Greek mythology, the Queen of Sparta, renowned as "the most beautiful woman." Her beauty was the cause of the Trojan War.

Helen of Troy's Romantic:

A gentle and delicate fragrance, showcasing an ethereal, romantic elegance.

Fragrance Profile: Lavender and lemon tea notes.

Capacity: 10ML

Product Features:

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ATHENA

Athena is the goddess of wisdom and war in Greek mythology, often symbolizing wisdom and rationality.

Athena's Wisdom:

A fresh and powerful fragrance, exuding an air of rationality and intelligence, representing unwavering courage in the face of challenges.

Fragrance Profile:

Mint, ginger, and lemongrass notes.

Capacity: 10ML

Product Features:

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CLEOPATRA

Cleopatra is the last pharaoh of Egypt, was renowned for her beauty, wisdom, and political acumen.

Cleopatra's Seduction:

A bold and passionate fragrance, capturing irresistible allure and charm.

Fragrance Profile: Cinnamon, rosemary, and jasmine notes.

Capacity: 10ML

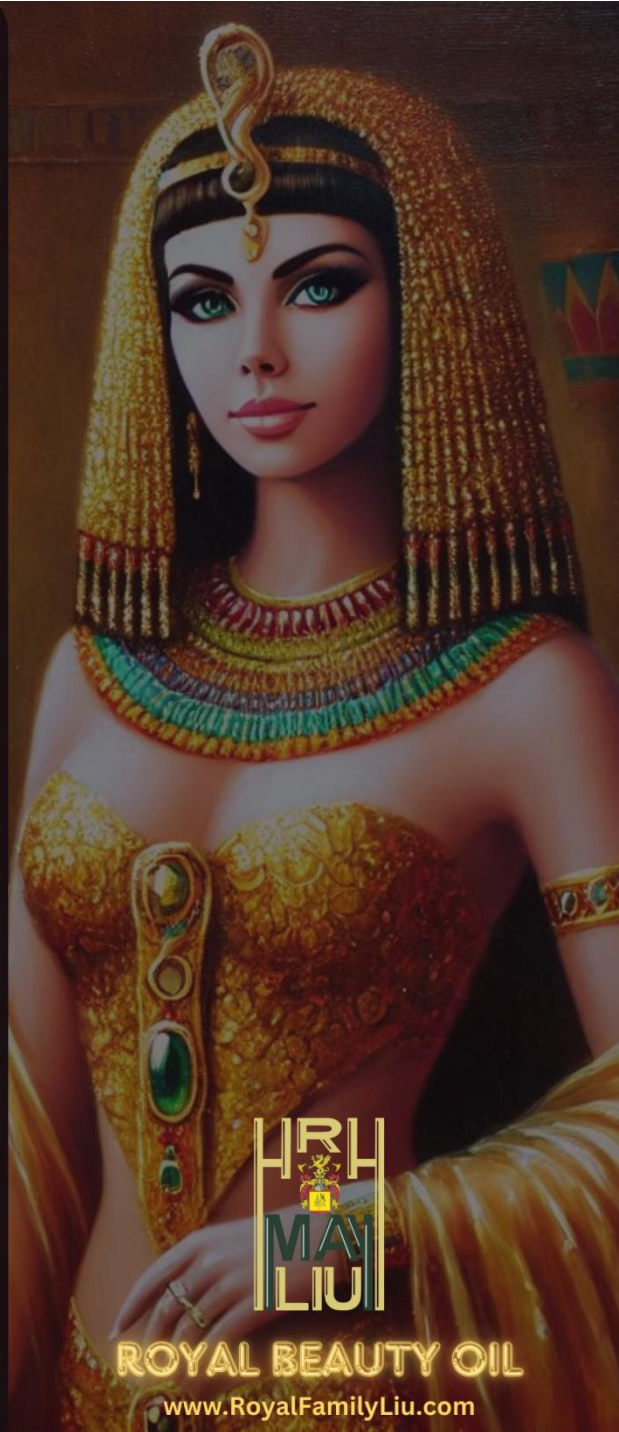
Product Features:

100% natural plant extracts with no added chemicals. Relieves stress, anxiety, and depression, promoting happiness and calmness. Quickly absorbed by the skin, smooths wrinkles, and repairs and nourishes nails or hair. Long-lasting fragrance, eliminating the need for extra lotion or perfume. Ideal for travel or as a gift, packaged in a royal handmade embroidered gift pouch.

Directions for Use:

After cleansing, apply an appropriate amount of the product to areas such as temples, wrinkles, calloused skin, or split ends of hair.

Gently massage until fully absorbed to enhance nutrient absorption and promote skin relaxation.



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ARTEMIS

Artemis: In Greek mythology, Artemis is the goddess of the hunt, wild animals, the moon, and chastity.

Artemis's Nature:

A wild and earthy fragrance, reflecting a free-spirited soul, symbolizing the beauty and strength of nature.

Fragrance Profile: Pine, grapefruit, and thyme notes.

Capacity: 10ML

Product Features:

100% natural plant extracts with no added chemicals. Relieves stress, anxiety, and depression, promoting happiness and calmness. Quickly absorbed by the skin, smooths wrinkles, and repairs and nourishes nails or hair. Long-lasting fragrance, eliminating the need for extra lotion or perfume. Ideal for travel or as a gift, packaged in a royal handmade embroidered gift pouch.

Directions for Use:

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HOLY ANOINTING OIL

Psalms 23:5 – "You anoint my head with oil; my cup overflows."

Isaiah 61:1 – "The Spirit of the Sovereign Lord is on me, because the Lord has anointed me to proclaim good news to the poor."

James 5:14 – "Is anyone among you sick? Let them call the elders of the church to pray over them and anoint them with oil in the name of the Lord."

Fragrance Profile: Myrrh, Cinnamon, Cassia, olive oil etc.

Capacity: 10ML

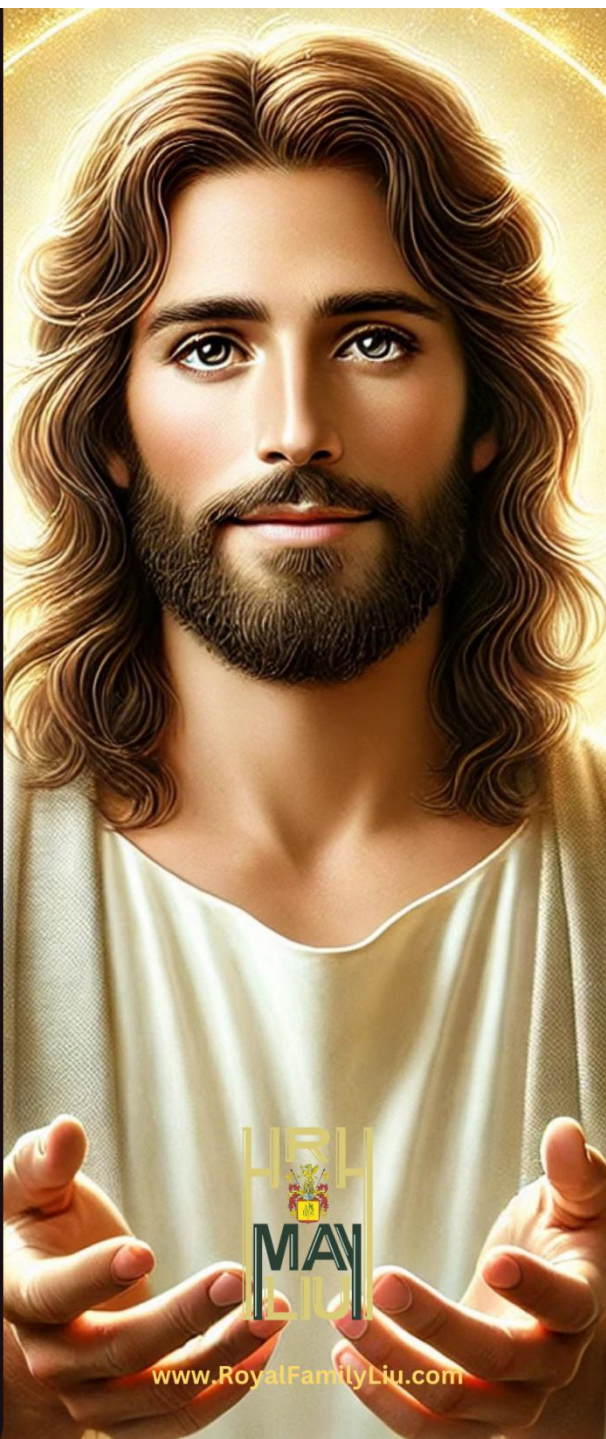
Product Features:

100% natural plant extracts with no added chemicals. Relieves stress, anxiety, and depression, promoting happiness and calmness. Quickly absorbed by the skin, smooths wrinkles, and repairs and nourishes nails or hair.

Ideal size for travel and for praying, packaged in a royal gift pouch.

Directions for Use:

After cleansing, apply an appropriate amount of the product to areas of the skin. Gently massage until fully absorbed to enhance nutrient absorption and promote skin relaxation.



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