



*CRAFTING
TOMORROW'S
BRANDS AS A*
**'COLLECTIVE
VISION'**



We're, Humanizing Brand Interactions.

At **D4C** (*direct for consumer*)

We place consumers at the core of our brands, integrating them into our journey through Web3 technology. With gamified experiences and NFT governance, we empower our community to inspire innovation.

As our brands evolve with the people, endless possibilities emerge, making every interaction a step toward shaping the future together.

on that note,
introducing the first **D4C** brand.



supskin[®]

World's first true hybrid DAO skincare brand,
made in 

Where community governance meets the creator economy, this innovative model fosters transparency, community involvement, and authenticity, redefining skincare through personalized and interactive experiences.

Sunscreens

Toners

Moisturisers

Cleansers

Serums

SHOP ONLINE
@
sup.skin





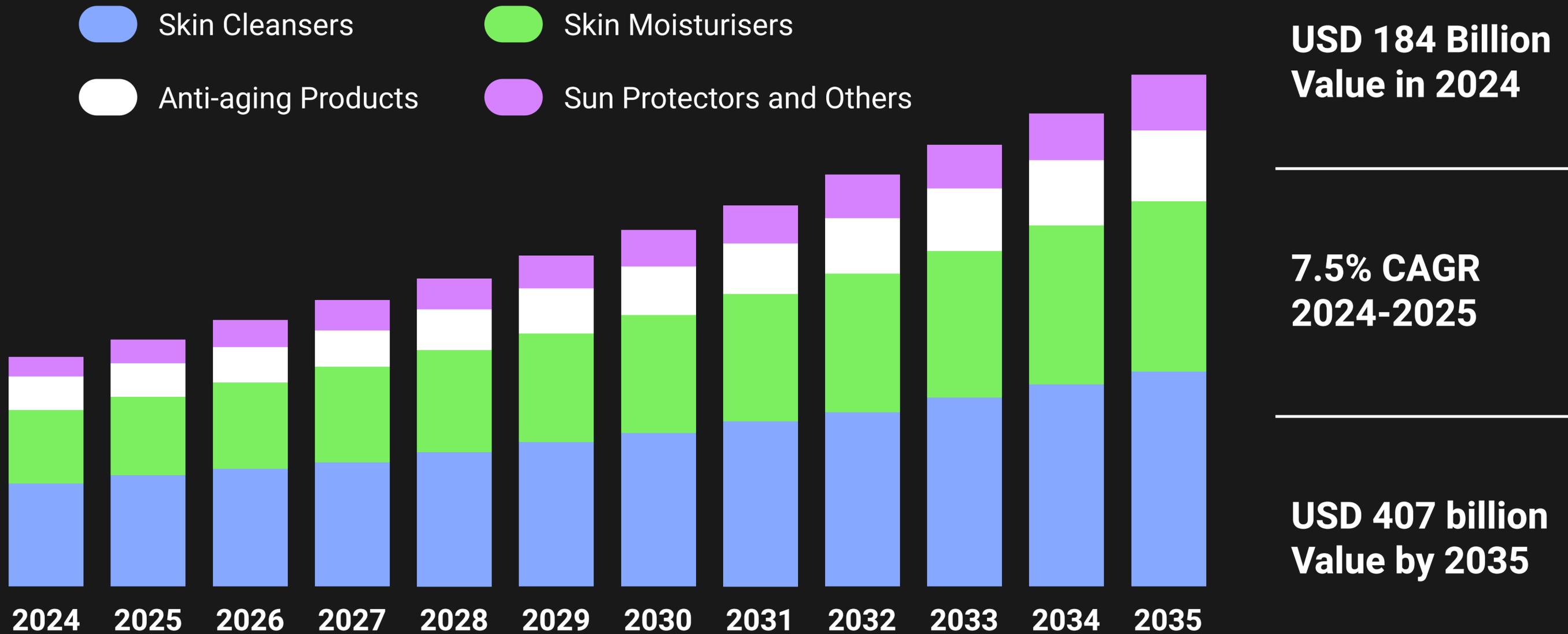
“sup?” Beyond Value, The Ultimate Phygital Bridge

“Sup?” is more than a brand; it’s a billion-dollar bridge connecting the physical and digital worlds. This globally resonant hook is the perfect foundation for consumer-centric brands, fostering deep community engagement. With its universal appeal and emotional finesse, “Sup?” transcends value, positioning Supskin at the forefront of the Phygital ecosystem.



Skincare Market

Type of product by Application, 2024-2035 (USD Billion)



The global skincare market is set for significant growth, expanding from US\$184 billion in 2024 to US\$407 billion by 2035, with a CAGR of 7.5%.

TECH OVERVIEW

High quality user feedback datasets with top-notch privacy systems deliver immersive user experiences

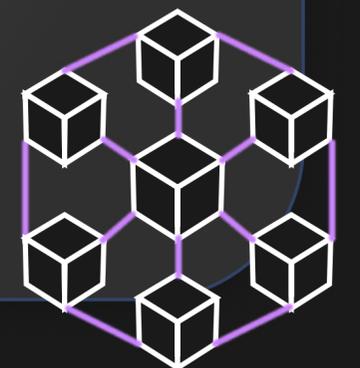
Gamification

Gamification boosts user engagement and retention by integrating game-like elements, such as rewards and challenges, into the brand's ecosystem. Examples include loyalty points and interactive voting.



Blockchain and Decentralized Anonymity

Blockchain ensures transparency by allowing consumers to verify product authenticity, fostering brand trust. Decentralized anonymity enables private, honest feedback through anonymous voting, protecting user privacy.



☆☆☆ **Superve NFT holders**

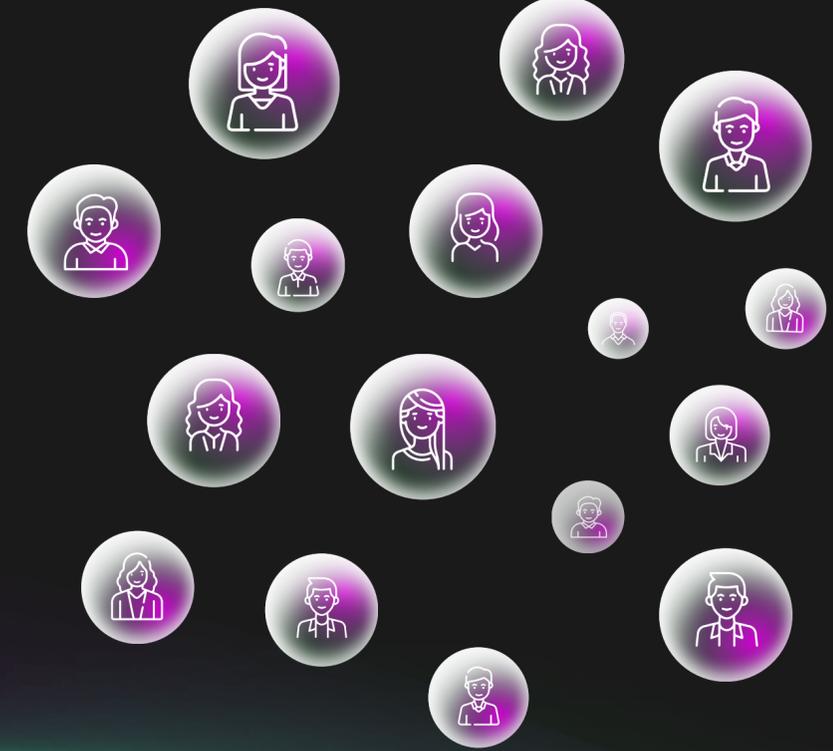
shaping our brand one comment/vote at a time—oh, and they get rewarded too!

 **On-Chain Transparent Governance**

We ensure fair, clear decisions with reliable and secure tech—no fuss.

 **Focus on the Four Essentials**

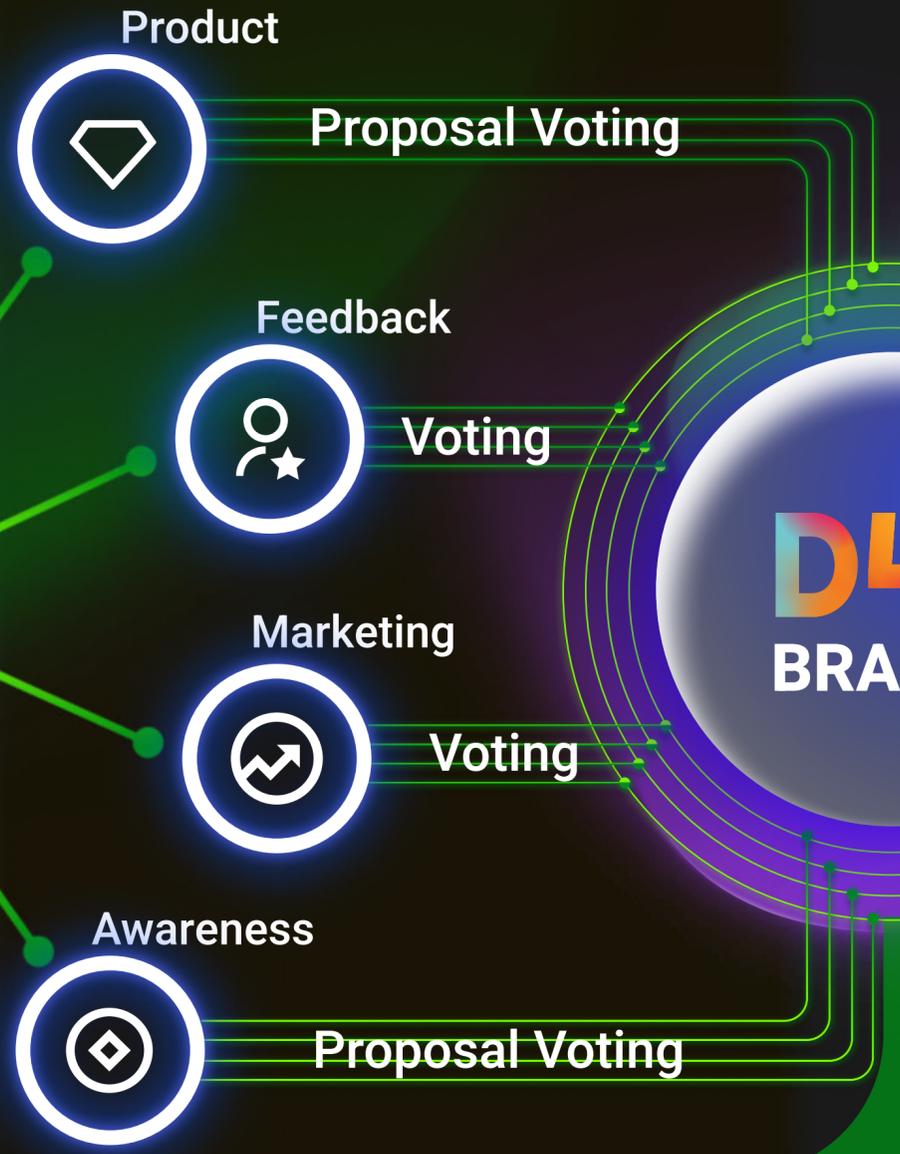
We keep it real at D4C Brands, focusing on genuine principles at our core.



Superve NFT holders



ON-CHAIN GOVERNANCE



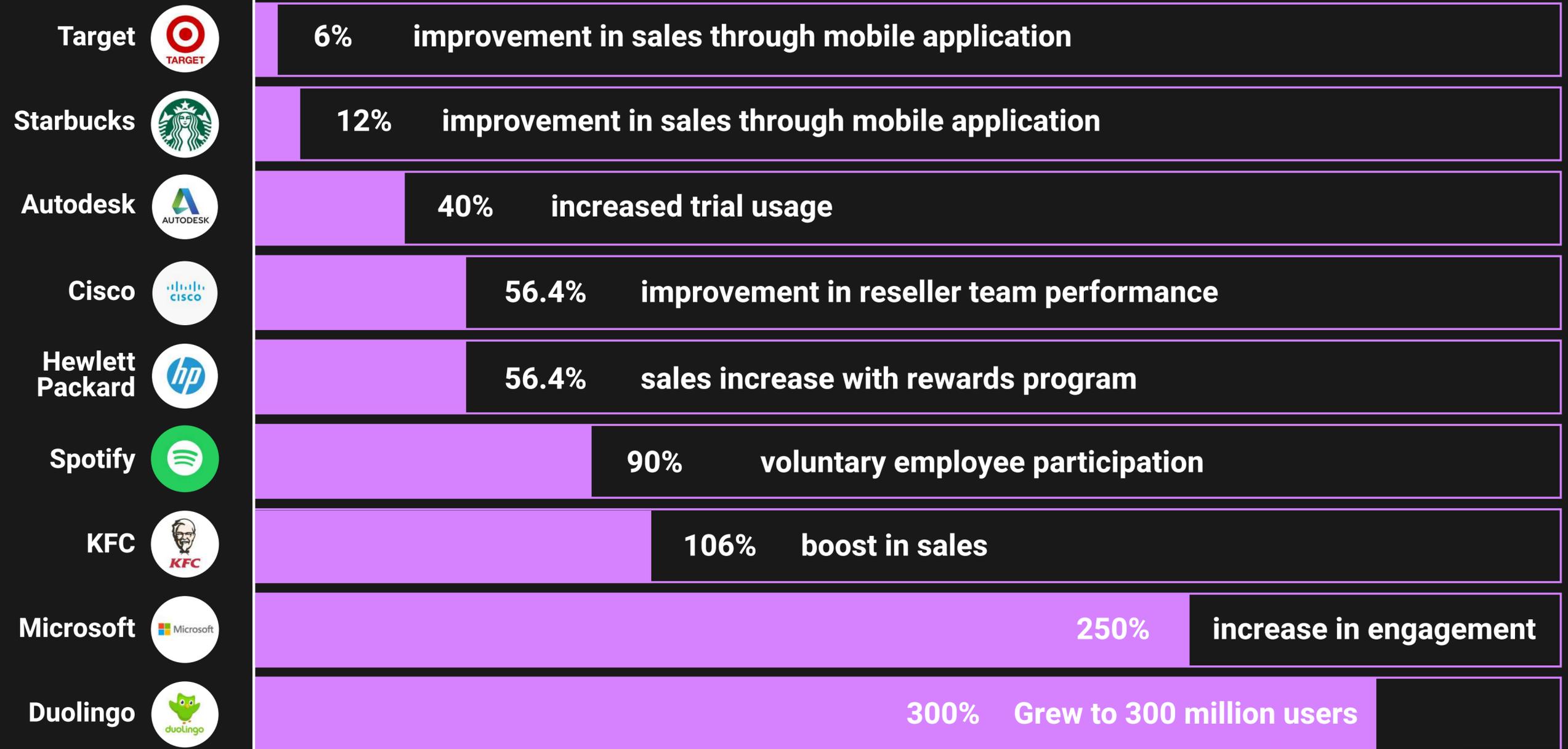
We give back to our consumers, making sure they share in the success they help create.

Built by the community, for the community.



Harnessing the Power of Gamification:

Companies showing Growth



Percentage of Growth

Promising KPI Outcomes

immersive systems offer deeper interactions resulting - better retention at much lower costs

Sustainability at the Core

Envision brands that cares as much as you do. D4C prioritizes eco-friendly practices, reducing our carbon footprint by 50%. We believe sustainability isn't just a choice; it's the future, and we're leading the way with conscious, decentralized supply chains.

Transforming Customer Acquisition Costs

Transform costs into advocacy with D4C, we replace expensive ads with authentic, community-driven campaigns. This lowers acquisition costs and builds lasting connections through referrals

Growing Revenue Through Collective Power

Picture 60% of new customers coming from organic, community-driven channels, driving a 25% revenue increase with Web3 loyalty programs.

Turning Engagement into Loyalty

Boost participation 5x and double customer retention with gamified NFT governance and meaningful community interactions.

Empowering Conversations, Building Connections

Convert 80% of engaged community members into paying customers. Encourages mutual benefits, enhancing socio-economic impact and community development.

Leading the Market with Heart

Capture 60% of the global Web3 market by 2026, with an NPS of 70+ through community-centric brand building.

Supverse NFT Collection

Key features and exclusive benefits

Key Features

- Total 14 Collections: 9999 unique artworks / per collection.
- Character Lineup: 14 hero characters + 6 villains, inspired by India's diverse culture.
- Storyline: Integrated with an upcoming digital art comic series / TBA
- Distributed in 4 exclusive invite-only phases.
- Free to Mint: No cost to mint for invited users /



Exclusive Benefits

- Governance rights within the Supskin ecosystem + access to upcoming D4C brands.
- Access to exclusive deals and discounts.
- Personalized rewards and immersive user experiences.
- Community-Centric: Designed to empower users and shape the SUPVERSE.



SUPVERSE SLIDE

The importance of Art in our ethos

"Art is the soul of D4C. It's more than just visuals—it forges deep connections, blending creativity with authenticity to create meaningful experiences that resonate with our community."



A TRUE SUPER APP

The Sup?rise! app and its super features

Integrated E-Commerce & Brand Access

Seamlessly browse, purchase, and manage skincare products while enjoying exclusive access to Supskin's full product range, new releases, and personalized recommendations, all on one platform for a streamlined, convenient experience.



Consumer Engagement

Features like gamified experiences, community forums, and feedback systems foster user interaction, community, and direct brand connection, leveraging DAO-based voting powered by FMCGDAO LLC.

Transparent User Experience

Blockchain technology ensures full visibility into product origins, ingredients, and manufacturing, building trust through quality and authenticity.

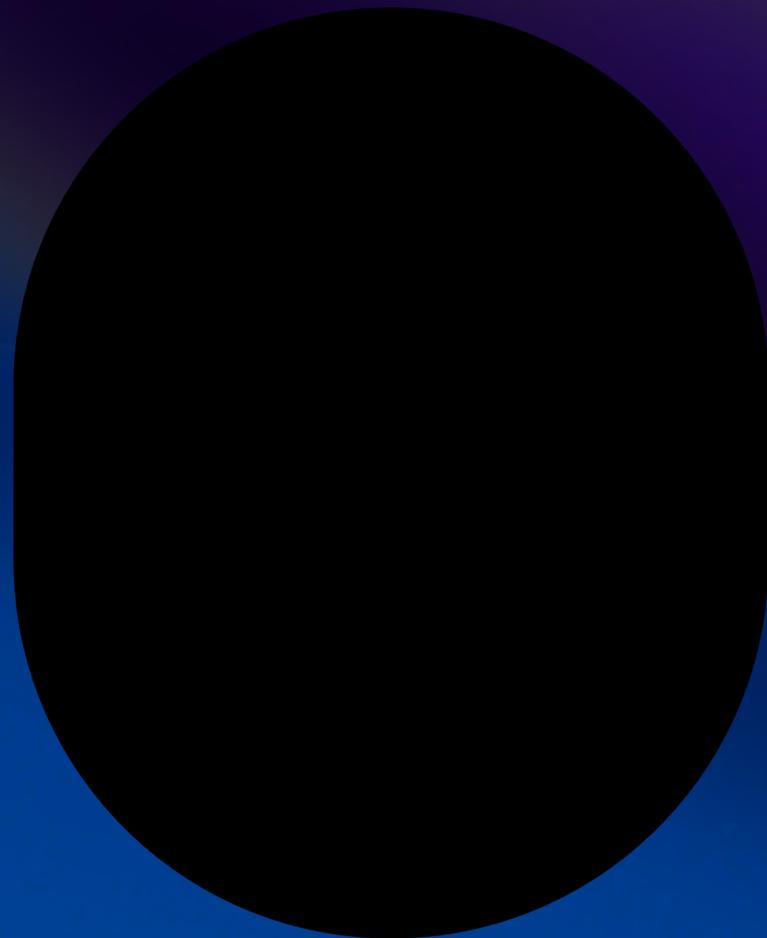
PRODUCT ROLLOUT

Roadmap phase-1



FOUNDER AND THE TEAM

Meet our team



Abhishek Pandaay
Founder

Pioneer, Founder Abhishek Pandaay's Background

Abhishek Pandaay brings a rich legacy to the brand, rooted in a family business with five decades of expertise in Manufacturing + design, marketing. This extensive experience underscores a deep understanding of market dynamics, consumer needs, and industry trends. His leadership blends traditional craftsmanship with modern innovation, driving the brand's vision and growth.

FOUNDER AND THE TEAM

Meet our super team



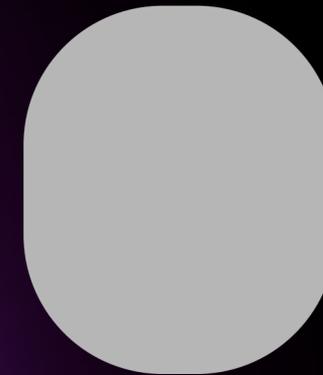
Tarun K
CTO



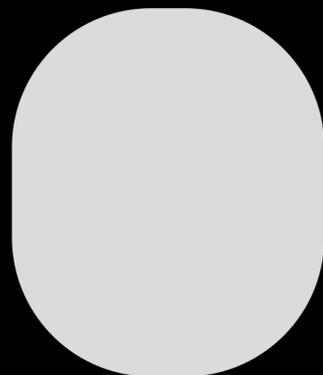
**Hung (iBom)
Nguyen**
Design Lead UI/UX



Neel Gurung
Lead Concept
Artist



Anushka Datta
Senior Graphic
Designer



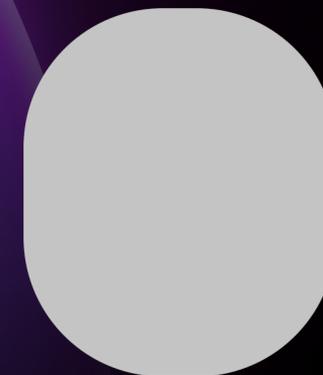
Hanish
Senior Front-End
Developer



Siddharth Sehgal
Senior Back-End
Developer



Mohit Garg
Blockchain
Developer



Guneet Awal
Production
Coordinator

We invite investors, partners, and customers to join our transformative journey with D4C Brands and Supskin. Partner with us to be at the forefront of redefining brands through cutting-edge technology and visionary approaches.

Contact Information: For inquiries, investment opportunities, or partnership discussions, please reach out to us



www.d4c.io



business@d4c.io



+91 9584 345 345