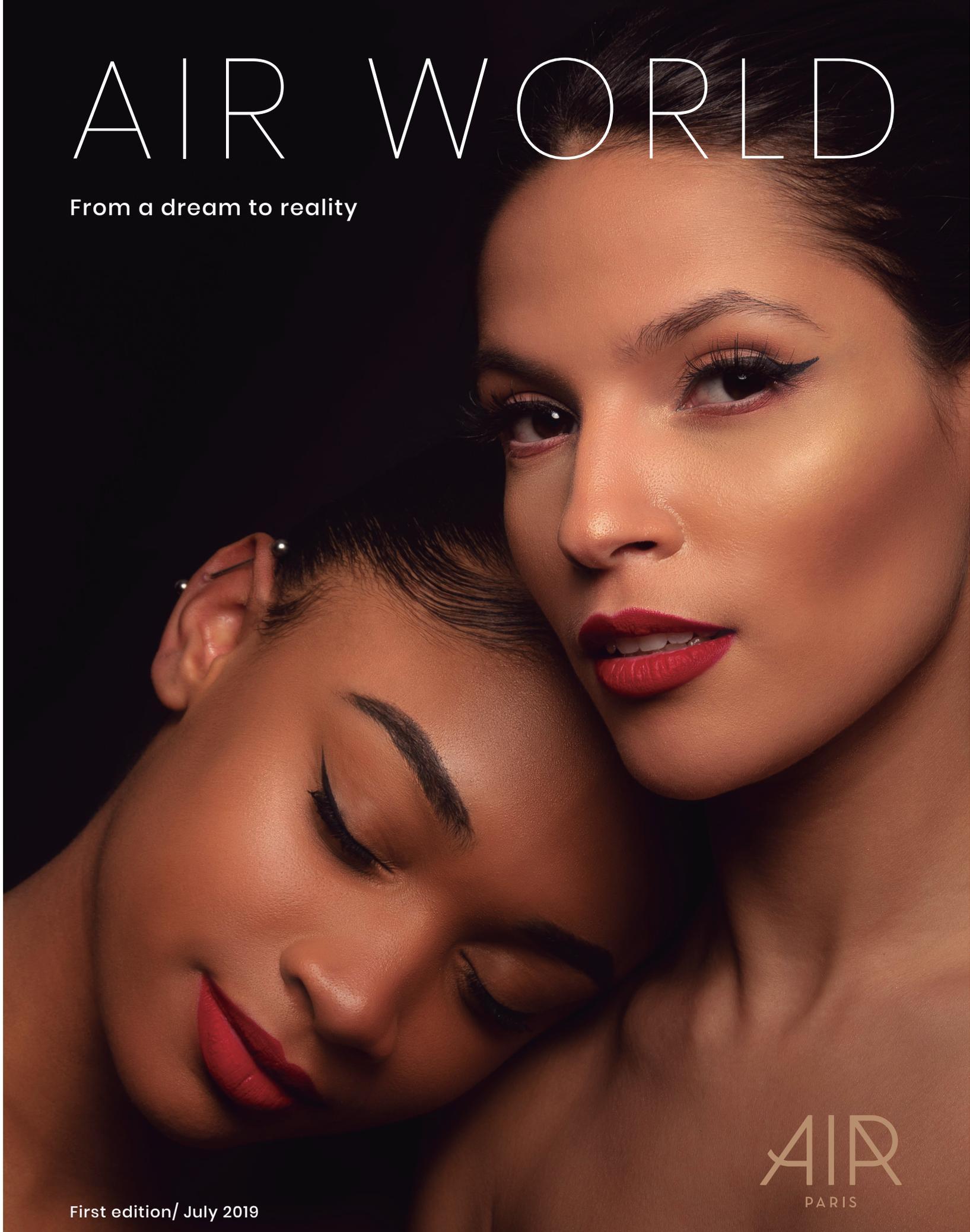


# AIR WORLD

From a dream to reality



First edition/ July 2019

AIR  
PARIS

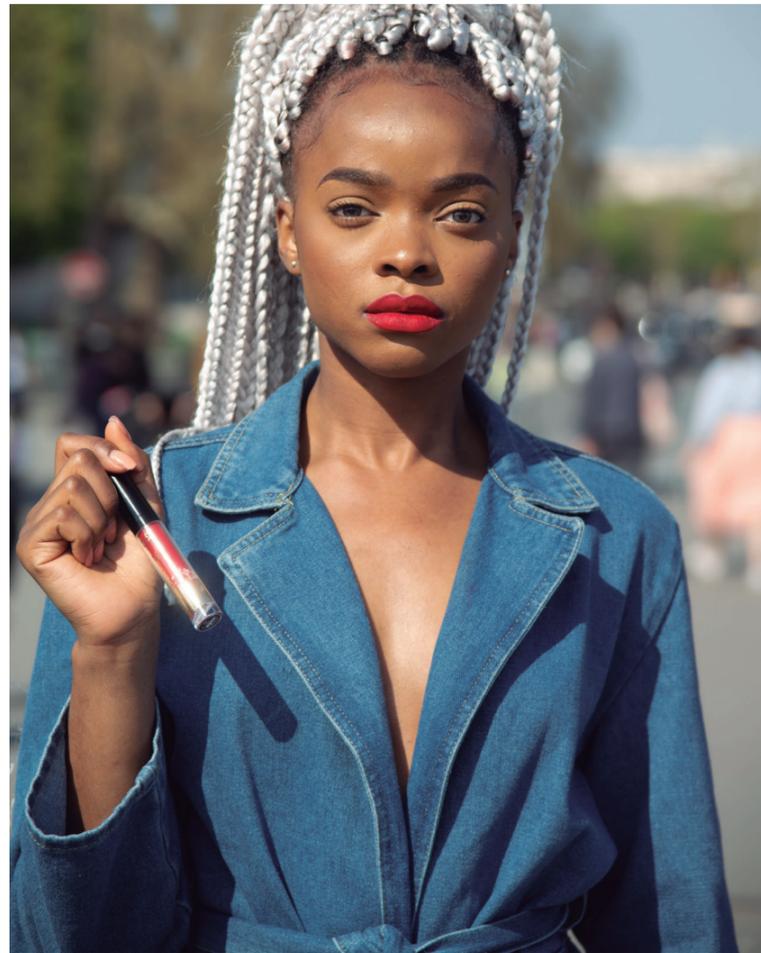


AIR  
PARIS

Introducing  
**AIR COSMETICS PARIS**

AFFORDABLE  
LUXURY MAKEUP  
FOR WOMEN  
OF COLOUR

# About AIR



Officially founded in 2019 after a 2-year research and development, AIR Cosmetics Paris, a subsidiary of AIR World, was founded by British-Nigerian serial technology entrepreneur and consumer advocate - **Peter Alfred-Adekeye**, with the mission of developing affordable, ultra- high quality, luxury beauty products for the underserved 1 Billion women of colour in Africa and the diaspora.

Our mission at Air Cosmetics Paris is to democratise the luxury makeup industry and create a range of affordable ultra-high quality products for all women of colour .

Like the Air we breathe, our goal at AIR Cosmetics is to create a range of ultra-high quality luxury makeup collection, that is 100% made in France and Italy, cruelty-free,

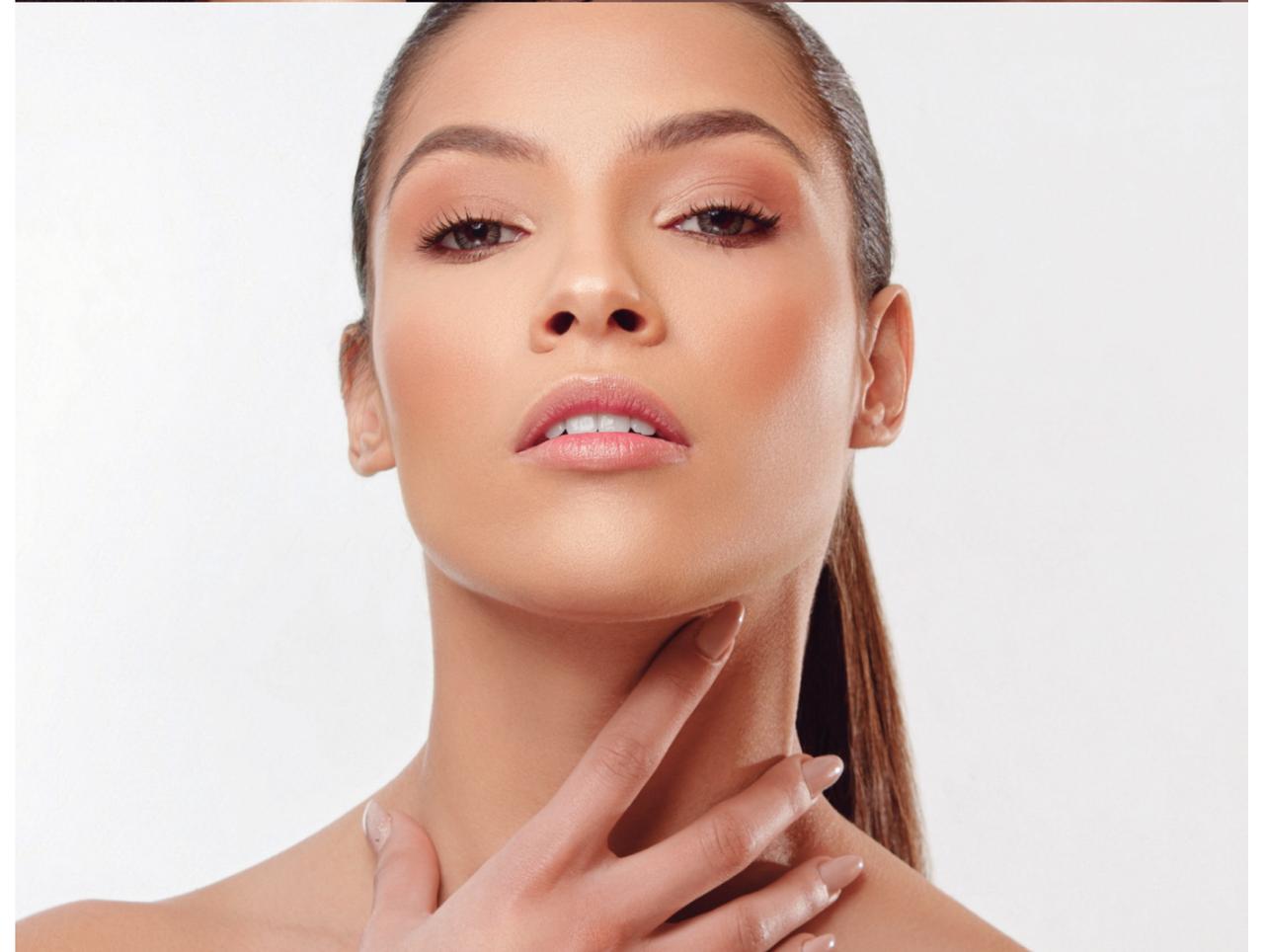
affordable and globally accessible to all women of colour, be they in Timbuktu, the Banlieues of Paris or Brooklyn.

As an African, Africa has always been Peter's main inspiration and through our products , we shall showcase the true beauty of Africa so the world may learn and discover this fascinating continent of the Queen of Sheba, the Pharaohs, Mansa Musa, Queen Amina of Zaria and many more history greats.

Through our AIR Women Foundation, our non-profit, we shall earmark 1% of our profits towards creating local businesses for would-be migrant women in Africa and thus empower them to stay in their countries, rather than risk life, limb and sexual abuse on the treacherous journey across the Sahara, en route to Europe.



As part of our mission to democratise the Luxury industry, rather than using celebrities and supermodels as the face of our brand, we crowd-source youngsters from the streets of Paris and from Parisian universities through social media.



# ULTRA-HIGH QUALITY

Quality is one of our core value proposition to our customers and that is why, **all our products are made 100% exclusively in France and Italy.**



Founder of Air World, Peter Alfred-Adekeye and Chief of Products Fatim Ibrahima during a visit to one of Air cosmetics' manufacturing facilities in France.

# Product Testing Event



INTRODUCING

# AFRICA

The worlds' sexiest liquid lipstick



## What is AFRICA?

The Sexiest  
Liquid Lipstick  
in the World.

## How is AFRICA?

Highly pigmented

Weightless

Long-wearing

Elegant with an incredible texture

Easy to apply

"AFRICA" is unique and its red colour is adapted to all skin shades and tones

AFRICA looks outlandish on every skin shade.

## What is in AFRICA?

Vitamin E

Shea Butter

Antioxidants

## Why is AFRICA so cool ?

AFRICA is cool because it is the sexiest lipstick you will ever find. It is rich and highly pigmented with a super intense non-transfer colour that stays on all day.

AFRICA is cruelty free

A  
unique  
colour  
for all  
skin  
shades



# Affordability

Air Cosmetics Products are available for purchase on the Internet at [www.air.maison](http://www.air.maison) and from 1 August, 2019 on the blockchain at

<https://www.multiven.io/>

[seller/0x632C2B81019670c515402DA0105263597F92E72f](https://www.multiven.io/seller/0x632C2B81019670c515402DA0105263597F92E72f)



# LEADERSHIP



**Peter Alfred-Adekeye** is a serial technology entrepreneur and consumer advocate. Peter founded Air Cosmetics Paris and its parent company Air World in 2018.



**Fatim Ibrahima** is the Chief of Products at AIR Cosmetics Paris. Fatim is passionate about culture diversity, beauty, luxury and fashion.





AIR  
PARIS

AIR.maison