

The Definitive Web3 Address for Beauty & Makeup

As commerce shifts to authenticated goods, creator-led distribution, and tokenized loyalty, the bridge between brands and blockchain settlement needs a singular, authoritative address. .com was for information; w3.makeup is for authenticity and settlement.

Category thesis

Beauty authenticity, tokenized loyalty, and creator-led distribution.

High-value use cases

- Authenticity passports
- Tokenized loyalty
- Creator storefronts
- Limited releases
- Verified reviews
- Beauty marketplace

Ideal acquirer profile

- Beauty brands upgrading to a category-defining Web3 identity
- Luxury retailers and marketplaces seeking authenticity & loyalty rails
- Creator commerce platforms monetizing drops and memberships
- Supply-chain tech firms building provenance infrastructure for CPG

Market authority anchors (publicly reported)

- Al.com — reported \$70,000,000 (2025; disclosed 2026)
- CarInsurance.com — \$49,700,000 (2010)
- Insurance.com — \$35,600,000 (2010; business/site included)
- Voice.com — \$30,000,000 (2019)
- Gold.com — \$8,515,000 (2024)
- Diamond.com — \$7,500,000 (2006)

Confidential acquisition process

- Confidential inquiry → NDA (optional) → proof-of-funds
- Price guidance provided to qualified buyers
- Transaction via escrow (preferred) and verified transfer process
- Immediate handover of domain + associated assets upon settlement