

Competitors

INTERNATIONAL

KW - Kjaer Weis

Foundations, Lip Balms etc.

Ere Perez

Foundations

RMS Beauty

Lip Balms

ILIA

Mascara

Beauty Counter

Eyeshadow Palette

MALAYSIA

Tarte

Foundations

RMS Beauty

Mascara

Zoeva

Lip Balms

Flirt

Lush

Creams

themineraw

Creams



Keywords

Green Beauty Products
Green Beauty Technology
Green Beauty
Non-toxic
Green / Green Cosmetics
Organic
Organic Products / Cosmetics
Healthy Products
Eco-friendly Products
Green Cosmetics
Sustainable Products / Cosmetics
Chemical free
Natural Products
No-waste
No-waste Products



Target Audience

Families / Family members

Females (13 - 70)

Males (13 - 70)

People looking for organic/non-toxic products

People with sensitive skins

People with health issues



Unique Selling Propositions

1. DIY / Easy Home-made
2. Total Green
3. Fully Customised

USP > DIY

DO IT YOURSELF products. Make your own cosmetics from your kitchen and fridge. Use fresh, natural and pure products by your own selection and make safe & healthy products as much as you want.

The products can come as a DIY kit for making the cosmetics, including the essential ingredients with simplified formula and instructions. Consumers can also buy /order the ingredients separately.

The containers can also be bought or ordered from the stores/online.

USP > TOTALLY GREEN & SAFE

This idea offers a total green product range where everything involved with the products are considered eco-friendly and non-toxic.

Not only the product itself and its ingredients are green and safe, also the packaging of the products are totally green and safe for human. The packaging can be re-used or used for other purposes or even be sent back to the store for refunding so it can be re-used.

USP > FULLY CUSTOMISED

Fully customisable products range where consumers would be able to customise their products when ordering based on their needs and requirements. For example, for people with sensitive skins or special health problems.

A dermatologist / specialist at the store is always there to check the consumer and prescribe a formula that works for them. This could be also done using an app which automatically customises and suggests a formula for specific products based on customer input.

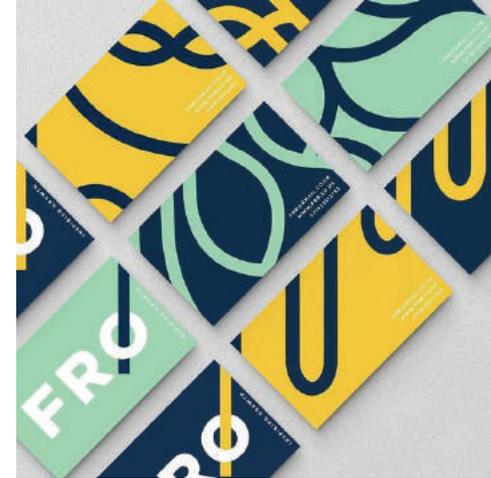
Directions

1. Elegance
2. Organic
3. Modern / Fun

Direction > Elegance / Luxury



Direction > Organic / Natural



Malaysia

- PANTONE 3308
- PANTONE 5477
- PANTONE 560
- PANTONE 561
- PANTONE 5535

Direction > Modern / Fun



HONEY



Ideas

1. Natural N Green
2. Paradiso
3. Beso Grande
4. Segura
5. Nature's Touch
6. Pure Green
7. Haven / Safe Haven / Green Haven