

- Active lifestyle
- Time is money
- Life in Net
- Shopaholic
- Advise with friends
- Business activity
- Above-average income

*Source: team's research

Customer Portrait*



Rebranding



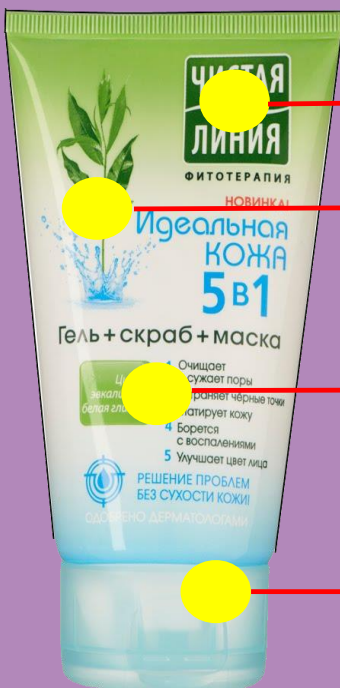
New name:
PL
Cosmetics
instead Pure
Line
New tagline:
**'Principle of
perfection'**

Attention to
modern trends
for attracting
customers:
energy, activity,
intensity

Changing the
stereotypes
about
production
'for aged
people'



Product Changing



New Name (PL
Cosmetics)

New consist based on
tonic materials (citrus,
apples etc.)

Minimalistic design
(Just necessary
information on the
package)

Light and handy
tube for carrying
and using (volume
50 ml)

Marketing Solutions



Mobile App

helps
customers get
cumulative
discounts and
get information
about
promotions and
sales at dealers
shops



Advertising:

- Internet
- Social networks
- TV (only fashion channels)
- Billboards
- Shopping centers



Realization:

- ✓ Internet + mobile app
- ✓ Cosmetic boutiques (separate showcases)