



COSMIX

# *Meet the Team*



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# Agenda

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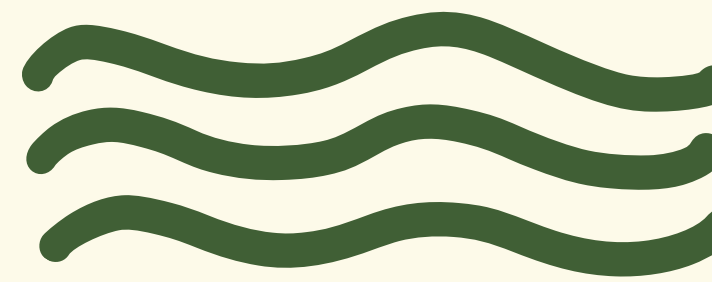
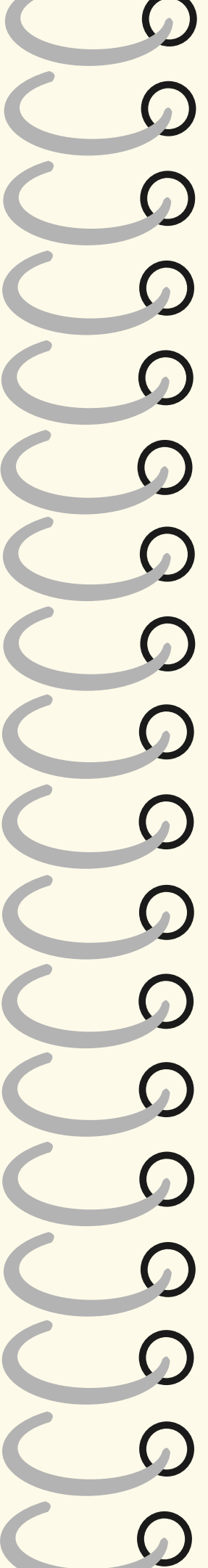
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# ABOUT THE BRAND



COSMIX



Cosmix is a modern wellness brand rooted in ancient wisdom and backed by scientific insight. Launched in 2019. The brand's core philosophy centers around "healing from within," promoting balance across gut health, skin, immunity, stress, sleep, and hormone regulation. Every product is consciously formulated, sustainably sourced, and free from synthetic fillers — targeting a new-age consumer who is informed, intentional, and ingredient-aware.



COSMIX

# Brand Overview

- **Category** - Plant-based wellness supplements
- **USP** - Holistic, root-cause focused, clean-label adaptogenic blends
- **Brand Philosophy** - Heal from within – focusing on true wellness, not just quick fixes
- **Sourcing** - Globally and ethically sourced superfoods and herbs
- **D2C Model** - Primarily online with curated offline expansion
- **Social Impact** - Mission Against Malnutrition
- **Differentiator** - Education-led marketing, transparency, and no superficial health claims





Cosmix's

*"What Women Want"*



{FOR OVARIES  
THAT  
OVERREACT}



COSMIX



The product is 100% vegan, free from added sugars and preservatives, and crafted to support women across various life stages—from adolescence to menopause.

Plant-based, adaptogenic superfood blend formulated to address hormonal imbalances in women



It aims to alleviate symptoms associated with:

- Polycystic Ovary Syndrome (PCOS)
- Premenstrual Syndrome (PMS)
- Perimenopause



## *Key Ingredients*

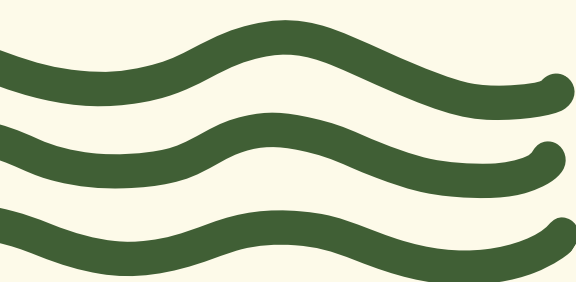
Shatavari, Maca Root,  
Nettle Leaf, Beetroot,  
Lemon Balm, Monk  
Fruit, Alfalfa

## *Claimed Benefits*

Supports the Regulation of  
Hormones, Regularize  
Menstrual cycles,  
Alleviate cramps,  
Enhance Stamina and  
Reduce Fatigue.

## *Product Features*

Root-Cause Approach,  
Clean, Plant-Based, and  
Preservative-Free,  
Multifunctional Benefits  
Taste + Ease of Use,  
Strong Consumer Backing





## *Products Analysis*

- **Formulation:** Combines traditional Ayurvedic herbs with modern adaptogens, reflecting a holistic approach to women's health.
- **Quality Assurance:** Ingredients are sourced from trusted farm partners, ensuring freshness and potency.
- **Usage:** Recommended to be taken daily, mixed with water or meals. Consistency is key for optimal results.



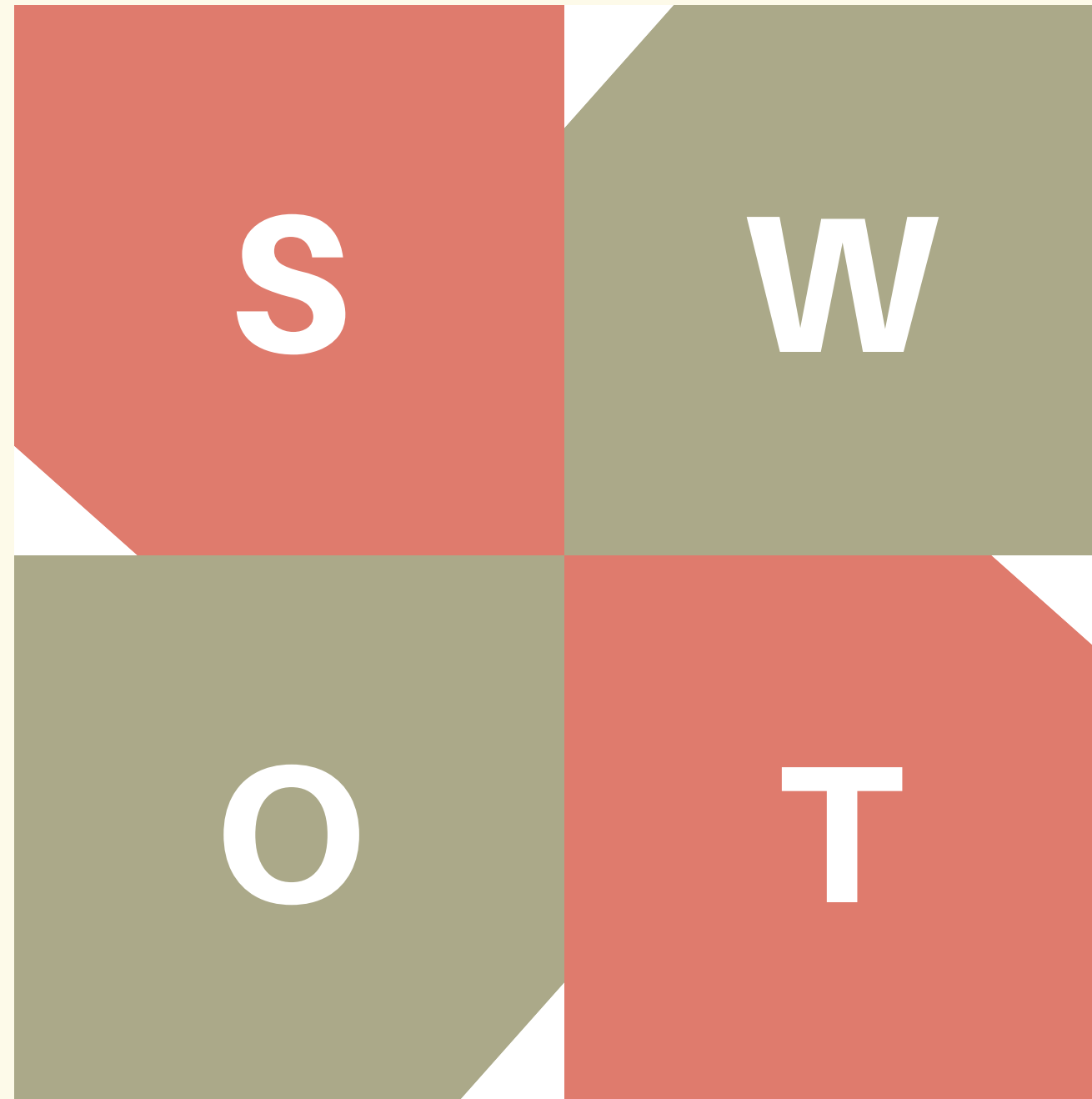


## STRENGTHS

- Clean, vegan, preservative-free formulations
- Ayurveda + modern adaptogen-based products
- Strong brand purpose with wellness education

## OPPORTUNITIES

- Rising demand for plant-based wellness products
- Global expansion potential
- New SKUs: flavors, formats, and health needs



## WEAKNESSES

- Taste & Mixability Issues
- Limited Offline Presence
- Niche Targeting Limits Scale

## THREATS

- Rising Competition in Clean Wellness
- Regulatory Tightening
- Platform Dependency Risks

# *Competitor Analysis*







<i><b>Brand/ Product</b></i>	<i><b>Price</b></i>	<i><b>USP</b></i>
Cosmix “What Women Want”	INR 741	Hormonal Support, Natural Ingredients
OZiva HerBalance	INR 1,299	PCOS and Hormonal Balance
SheNeed PCOS Drink	INR 1,199	Menstrual Cycle Regulation



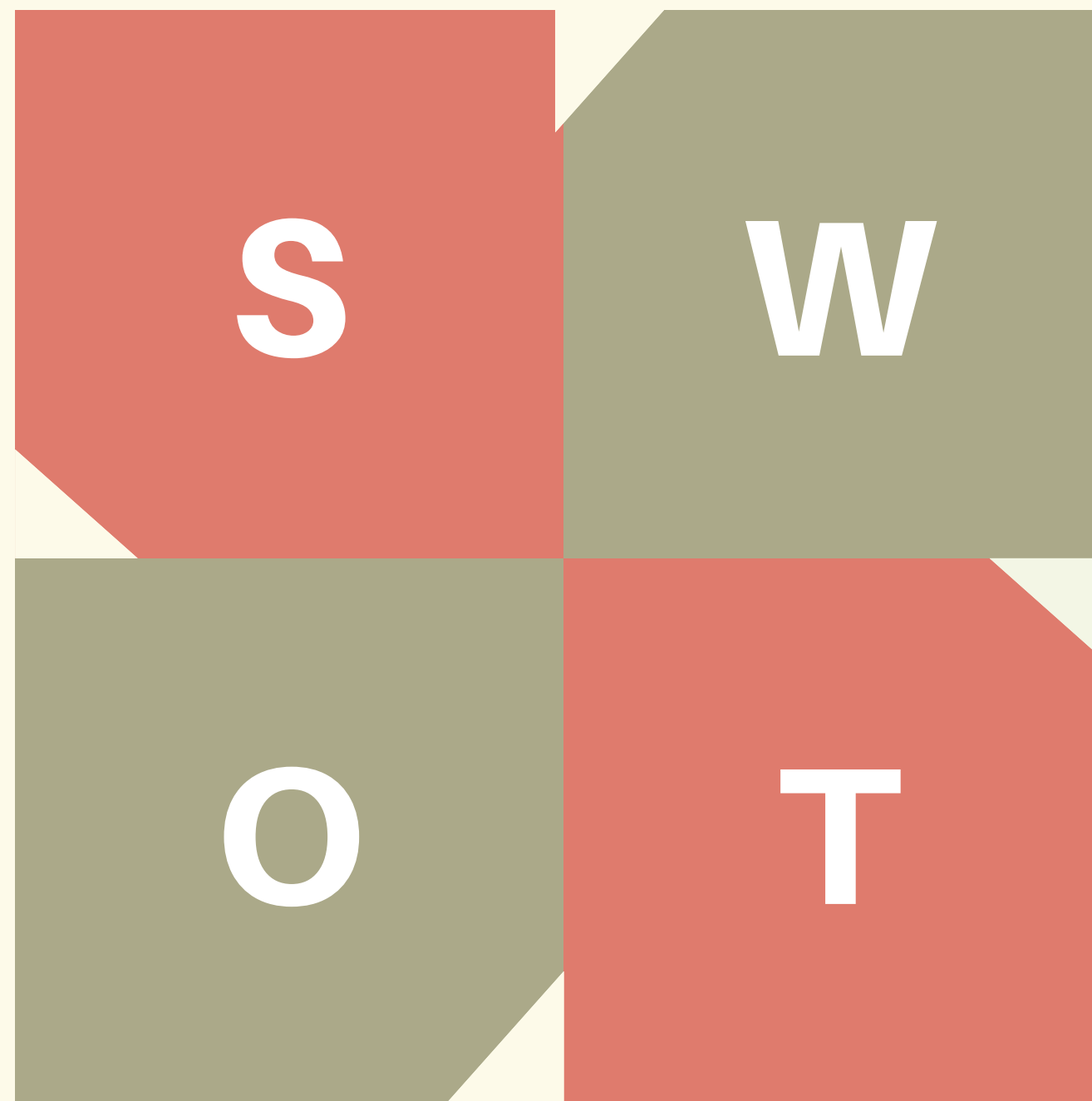
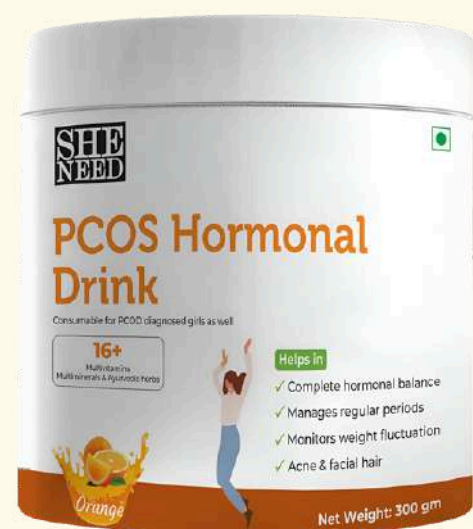


## STRENGTHS

- Women-focused product portfolio
- Clean, vegan, sugar-free formulations
- Affordable pricing

## OPPORTUNITIES

- Expand into intimate hygiene & wellness cosmetics
- Global D2C & marketplace listings (Amazon, Nykaa)



## WEAKNESSES

- Low brand awareness
- Online-only distribution
- Narrow audience (women only)

## THREATS

- Economic slowdown impacting non-essential spending
- Product imitation by emerging or larger brands





## STRENGTHS

- Clean Label Project certified
- Wide product range (women, men, skin, hair, wellness)
- Strong celebrity endorsements (e.g., Deepika Padukone)

## OPPORTUNITIES

- Global market expansion
- New product variants and formats
- Partnerships with health experts & influencers



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## WEAKNESSES

- Premium pricing limits affordability
- Limited clinical trial backing
- Heavy reliance on online sales

## THREATS

- Heightened regulatory scrutiny on supplements
- Rising consumer distrust without scientific proof



# *Target audience*





# ***"Who Are We Healing"***

## ***Primary:***

- Millennial Women (25-39): Digitally savvy, managing career/family stress, seeking hormonal balance.
- Health-conscious Professionals: Prioritize well-being, need convenient stress/hormone support.

## ***Secondary:***

- Young Adults (18-24): Early adopters of wellness, addressing initial hormonal concerns.
- Perimenopausal Women (40-55): Seeking natural relief for hormonal transition symptoms.
- Plant-Based Advocates: Align with Cosmix's natural ingredient focus.

### Demographics

30 | Female | Gurugram  
Working Professional | Single |

### Interest

Mindful living, functional  
nutrition,  
career growth, fitness

### Lifestyle

Career-focused, wellness-  
aware,  
health-conscious shopper

### Triggers

PMS, chronic fatigue, work stress,  
skin issues, recommendations from  
wellness experts

### Barriers

Avoids trendy or chemically loaded  
products,  
prefers quality over hype, wants  
value for money

**ADITI MISHRA**  
**(30)**



### Demographics

23 | Female | Delhi  
Postgraduate Student |  
Unmarried

### Interest

Skincare, mental health,  
hormonal health,  
quick workouts, wellness trends

### Lifestyle

Digitally native, socially  
active,  
wellness curious

### Triggers

Dealing with PCOD symptoms (irregular periods, acne,  
bloating)  
Stress from academics, social comparison, low energy,  
influencer content

### Barriers

Budget-conscious, skeptical of  
overhyped wellness products, needs  
transparency and trust



***Vaishnavi  
Aggarwal  
(23)***

# *Problem Statement*







We're launching "What Women Want" — a functional powder for hormonal balance — to make hormone care feel like self-care.

The challenge is to break stigma, build trust, and drive trial through a bold, full-funnel media strategy.





# *Media Buying and Planning*

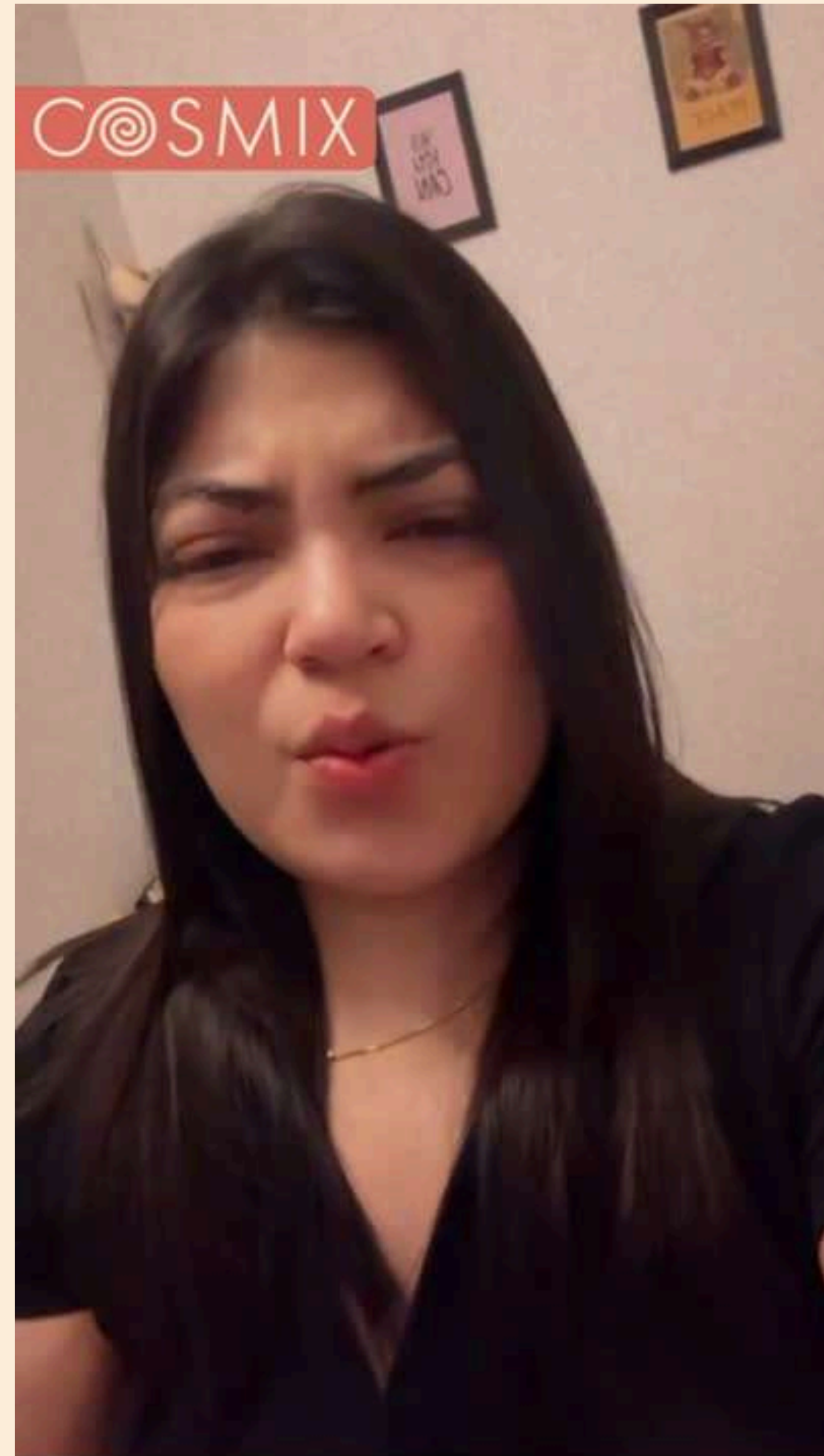
*Click here*



# ***UGC Content Video Sample***



***UGC Content  
Video Sample***







Thank You!