**PROBLEM-SOLUTION FIT FOR COSMETIC INSIGHTS**

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PROBLEM SOLUTION FIT TEMPLATE:

A problem-solution fit template for cosmetics insights is a structured approach to identifying and validating cosmetic needs and developing corresponding solutions .It helps businesses understand customer problems, assess existing solutions, and create products or services that effectively address those needs .This framework is crucial for startups and established companies alike, guiding them towards product-market fit by focusing on solving real customer problems.

**PURPOSE:**

Many customers say their moisturizer feels greasy and causes breakouts.

You create a lightweight, non-comedogenic (won’t clog pores) moisturizer.

Problem-Solution Fit: You now have a product that solves an actual issue customer have.

Problem-solution fit = Making sure your cosmetic product solves a real, specific beauty problem your customers face.

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