

MAKEUP + PRODUCT STRATEGY



OPTION 1: MEGA MOISTURE

This first collection focuses on creating the ultimate hydration. It leverages the most hydrating products, with popular ingredients for maximum effect

Cleanser ~\$30

Ingredients Include:

- ◆ Glycerin
- ◆ Butylene Glycol
- ◆ Citric Acid
- ◆ Capric Triglyceride



Night Moisturizer ~\$50

Ingredients Include:

- ◆ Glycerin
- ◆ Butylene Glycol
- ◆ Sodium Hyaluronate
- ◆ Propanediol



Treatment ~\$60

Ingredients Include:

- ◆ Glycerin
- ◆ Sodium Hyaluronate
- ◆ Squalene
- ◆ Caprylyl Glycol



Each ingredient is naturally occurring and when combined achieves deep moisturization and build protective layers to keep skin hydrated.

OPTION 2: BOUNTIFUL BENEFITS

Taking the three most popular product types and combining them with ingredient found in every category, our second collection boasts 3 multi-beneficial products to build a full regimen with many benefits

Cleanser ~\$30

Ingredients Include:

- ◆ Glycerin
- ◆ Sodium Hyaluronate
- ◆ Citric Acid
- ◆ Salicylic Acid



Day Moisturizer ~\$50

Ingredients Include:

- ◆ Sodium Hyaluronate
- ◆ Tocopheryl Acetate
- ◆ C12-15 Alkyl Benzoate
- ◆ Capric Triglyceride



Mask ~\$45

Ingredients Include:

- ◆ Kaolin Clay
- ◆ Allantoin
- ◆ Citric Acid
- ◆ Capric Triglyceride
- ◆ Sodium Hyaluronate



Each product with multiple benefits to use as standalone product, or a full regimen

