Elevator Pitch

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WDD 130

Pitch:

Red rashes, peeling skin, itchy and burning feelings are all something we want to avoid when choosing the right products for our skin. In this generation, we want our skin to look hydrated while being out all day, fresh while working in front of a computer for work, and clean when taking care of our family and other responsibilities. However, we don’t want to expose our skin to harmful ingredients. Have you ever thought about animal testing whenever you look at skin products? Have you ever wondered if there’s a website that has products exclusively for people with sensitive skin? Have you ever looked for products that are only made with natural and organic ingredients? I have thought of a website where all products that are cruelty free, natural, organic, and sensitive type skin are compiled, and all the user has to do is to select a product that fits well with their needs. This will website’s purpose is to help people who are wanting a Natural, Organic, Cruelty Free product for people with sensitive skin. The website will contain the product and the product information such as what types of materials are used and the price of the product.

Feedback:

1. Kazuki Okada - I think that is a good production. I really worry about my skin, specifically face skin. I feel that the product is really healthy rather than chemical products. Also, i think I can see some uniqueness from your product. I have never though about animal testing when I’m thinking about skin product. But I think it’s kind hard to see advantage from your product, which answer, “why I need to choose your product”. Natural, organic, sounds good. But other companies products do not include these? Why those resource are good for our skins? This is what I thought honestly as I listen to your pitch. (Because my major is business major, so I’m kind of strict.)

2. Alfonso Tumbokon - As a person with sensitive skin this will help me know which skin product suits me the most and I’ll look forward to it.

3. Naomi Villalon - This will help people who care about their skin to feel better in their skin.