


Overall Design

3 main problems

Even top sites in Indonesia (e.g. Female Daily) are struggling with the following

- 1. Low conversion from Visitor to Member.
 - a. Even lower conversion from free member to paid member. Subscription revenue. We make it per month.
- 2. Infrequent visit by members.
 - a. How to make them come back regularly?
 - b. What do they come back for?
- 3. Low participation rate by those who visit.
 - a. Group discussions, product reviews, sharing. Female Daily, 99% of their 1 million members are passive.

The site needs to tackle the above head on, not as secondary strategy.



The site is fun! A joy to use. Watch funny, original videos, not marketing videos wasting my time. Read & comment on Korean gossip, etc. Take part in treasure hunts and win Samsung BTS phone.

My friends, followers and social network are here daily. We act in movie, create professional contents, promote our stuff, increase our followers. We form a team, not individuals like IG or Tik Tok. Compete with other team.

I learn how to look after my skin. Real, in-depth knowledge by experts, not just personal opinion of laymen. The #1 place for me to get authoritative product review by experts.

Cheapest place to buy due to Group Buy. Money-back guaranteed for package by known dermatologist. From simple package all the way to group trip to Korea for treatment.

I make money, grow my business and followers. As paying members, they help in growing my service (e.g. make up artist, model, physiotherapist, personal trainer) and products

Landscape

<https://dailysocial.id/post/lanskap-platform-produk-kecantikan-perawatan-pribadi-indonesia>

	Strength	Weakness
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https://www.callista.co.id/ https://dailysocial.id/post/new-economy-platform-digital-callista	https://www.callista.co.id/reseller/	
https://www.troveskin.com/id/index.html		
	https://partner.hellobeauty.id/	
https://www.base.co.id/#how-it-works		

Design Sprints

3 main spirit of the site

- Me
 - The site centred about the individual. Unlike FB, IG, each member can personalize the site to her need and taste. A 15 year old girl will have different need & taste to 35 year old man. Even the same 20 year old uni student doing the same degree can have a different need and want.
 - The site is fun for me to use. I get to do interesting activities such as treasure hunting. I can participate in offline activities such as making mob flash video.
 - The site helps learn. Real knowledge by dermatologist, not just personal opinion of users.
 - The site is where I get trusted service. The dermatologist is a strategic partner. Think of ERHA online.
- Social
 - The site is where I grow my “career” as social media influencer. I can establish my presence, manage my followers, replies, etc.
 - I can establish community of like minded people
 - I can also grow my business (e.g. make up artist, photographer). So it’s not just for spending money, but also earning money.
- Shop
 - Buy product and services.

The page needs to be easy to use. Not too much tiny texts where it’s easy to click the wrong thing. We will have UX to design icons etc.
The site UX should not be hardcoded. For example, on special day like 17 August, we can theme the site to honour the day.

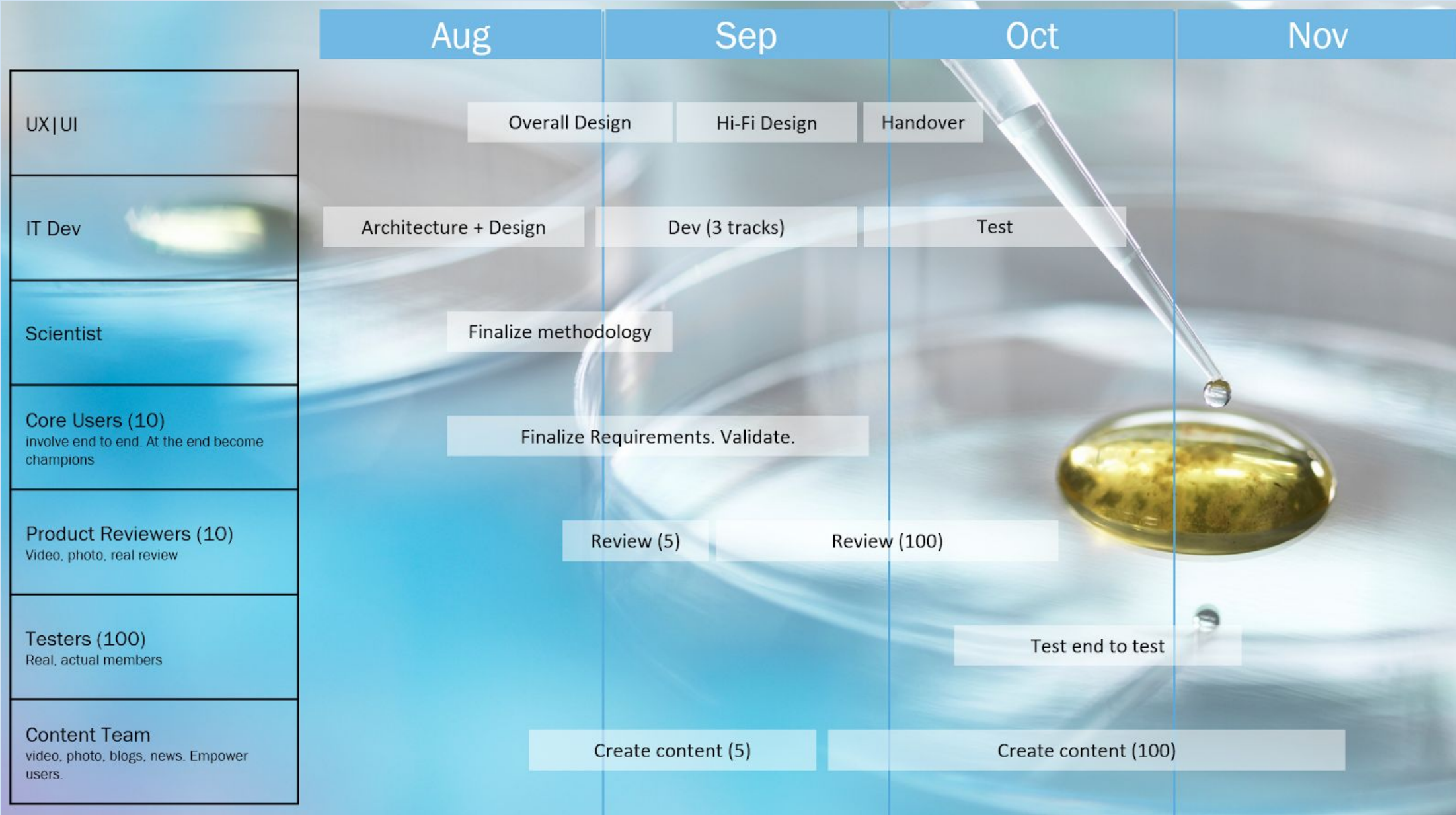
Personalization

The sites has 3 levels of personalization

- Public. 0 personalization, 100% generic content.
 - Limitation: System can’t separate member who do not login vs non member.
 - Certain page will **gently** encourage to sign up.
- Logged in Free Member. Content is personalized.
- Logged in Paid Member. This should be positioned as exclusive. It’s like a club, where you actually want to be a part of.

Project Plan

Iterative. Weekly check with e1. Anytime on the weekend, but fixed time.



Name, Logo, Tagline

Nowadays, our own brand is not that important. Just look at Tik Tok.
We will crowdsource this. As part for the community building. Prize for say top 3 votes.

Main Modules

These are the top links or menu of the site.

- Product
- Dermatologist
- Learn
- Social
- Shop
- Login | Register. Show [member name] if logged in.

Make the above links easily visible and clickable. So each should have picture, not just text.

Footer

- Text only. At the bottom of each page, act as the end of the page.
 - About Us | Contact | Terms & Conditions
 - Yes, 1 line with just 3 links enough. Keep it light
- Page: About Us
 - a simple static HTML. In future we add photos of the team.
- Page: Contact
 - A simple form.
 - Type: Enquiry | Question | Compliment | Complaint | Others
 - Body. Plain text.
 - Attachment. 1 is enough.
 - Contact: name, mobile number, email (will reply back to this email. Be careful they can put fake email)

Home Page

3 different pages: public, free member, and paid member.

Show the main modules above. Icon + Text.

- Public or non logged in member.
 - Search product
 - Make it more prominent. Show that it's not just a simple search.
 - Search confidently, as we have curated the contents with our research

- Search Result is shown on the search page, which can be filtered etc.
- Viral videos
 - Videos submitted by members who are popular.
 - Encourage visitors to come back regularly.
 - Like Tik Tok or Instagram
- Trending topics.
 - Top 3 discussion items. Encourage them to participate.
 - Female Daily has <1% participation rate. We need to aim much better.
- Dermatologist.
 - Why dermatologist?
 - Benefits of a regular consultation.
- Products.
 - Best deals.
 - Just 4 product. Picture, name, price, expert rating.
 - Tone down sales/marketing as they turn off members.
 - Just top 3 deals. Picture, name, price, discount (%)
- Why sign up.
 - Show the top 3 reasons.
 - On click, pop up a full screen.
- Free Member
 - Profile
 - The member achievement and status so far.
 - Point.
 - My Top Followers. Encourage them to grow their base.
 - Recent posts (can be auto-feed from IG, YouTube, TikTok).
 - Phase 1, we just do IG. All they need to do is follow our IG account, and then tag us in a post that they want to put in our platform. This enable us to auto pull posts. We will do a link back. So if it's video, it's a URL link back.
 - Search product
 - Submit video
 - Viral videos
 - Social
 - My questions. Just show top 3.
 - My discussions. Discussions I participate. Just show top 3.
 - Top 3 discussion items. Encourage them to participate.
 - Dermatologist.
 - Recommended product
 - based on the member's preference (in the profile page). It should show the product category.
 - My wish list.

- We need to do targetted sales here, since she wants it already.
- Products.
 - Group Buy.
 - Best deals
- Why Upgrade
 - Icon + text to explain why upgrading to paid makes sense. A link to a table comparing free vs paid
- Paid Member
 - Profile
 - Paid member benefit
 - If there is any Paid-member only benefits, we display it here. This varies from time to time
 - Search product
 - Viral Videos
 - Social
 - Dermatologist?
 - Recommended product.
 - My wish list.

Technical

Member no need to always log in everytime they visit. They can verify the mobile as trusted device. Like how facebook or google works.

Female Daily has many fake members or shared members. Need to tie login to the mobile number so each member is unique and verifiable.

Home \ Product

- Submenu.
 - Search
 - Browse
 - New!
 - Favorites!
 - Compare
- Search products page
 - No 1 priority
- Browse products
 - Can browse by brand, purpose, etc.
- For member only:
 - Recommended Product. Based on data in the member profile
 - Wish List. Price.
- New launches
 - List of products that are newly launched. Show picture, launch date, expert rating, launch date

- Favorite! products.
 - Expert Rating, Community Rating
 - This month. This quarter
 - Age category: 15 - 25, 25 - 35
 - City: Jakarta, Surabaya, Bandung
 - We show as teasers for product owners to partner with us
-
- Compare Product.
 - In depth comparison. E.g. <https://www.skincarisma.com/comparisons/lightening-face-toner--vs--astringent-cucumber>

Home \ Product \ Search

Ideally no need to be another page, as it becomes too deep.

- Based on these criteria:
 - Budget range
 - Skin problem to address. For member, default to their profile.
 - Skin type. For member, default to their profile.
 - Age range. For member, default to their profile.
 - Expert Rating. 1 star to 5 star
 - Community Rating. 1 star to 5 star
- System will list top 10 products that matches the criteria.
 - Show photo, brand & name, price, expert rating, community rating, no of review.
 - By default sorted by highest expert rating. User can sort by cheapest price.
- Example <https://www.skincarisma.com/>

Home \ Products \ [Product name]

- Sub page. It displays a single product.
 - We show a good product page so product owners want to partner with us, and have their product show case professionally.
 - Female Daily & Pixy are bad examples. No picture of the packaging. Image is blur (can't even see what's written on it), no size (how many ml), no side effect, instruction is very brief, no info on "use this product with these products", no video of how to use, etc. It feels basic, does not come from expert.
- Basic info
 - Brand, Name, Expert Rating, Price, Buy button
- Photos:
 - clear enough for mobile. Multiple photos
 - Includes packaging photo. People want to know what the packaging looks like.
- Expert review.
 - Detail. More technical, not just marketing and common sense repeated for every single product.
 - Including usage

- Use this product after “these products” and before “these products”. So customers know the sequence.
 - Don’t use this products with “these products” because....
 - Frequency, amount, etc.
 - Video instruction in future.
- Community Reviews.
 - Average Rating
 - Member can post a review and give rating. It will be moderated. Human will manually check before approving to publish.
 - Verified purchase will have a icon so others know it’s real. Reviewer status is also shown so there is accountability. Need to discourage poor quality review (e.g. a short sentence) or vulgarity.
 - Member will be encourage to write proper review. We give them points for pictures and proper description.
 - In future, we will enforce, such as picture is mandatory and description has to be at least 100 characters.
 - A button to rate. The button is not hidden to non member (or member not logged in). When a user click the button.
 - If non members or member not logged in then show register/login. After login, take back to rate page, because that’s where she came from.
 - If member login then open the rate page (score, comment).
- Active ingredients
- Buy product
 - A button to buy. The button is not hidden to non member (or member not logged in)
 - When a user click the button:
 - If non members or member not logged in then show register/login
 - If member login then show continue the shopping process
- Insight.
 - Example: this product is most popular in Bandung among 15 - 20 years.
- Technical architecture
 - Need a small database to store the product meta tags, so it can be sorted, searched.
 - May need a simple Back Office for product manager to upload/modify contents

Home \ Dermatologist

- Submenu:
 - Browse
 - Search
- For member only:
 - Make appointment with chosen dermatologist. System will send reminder 1 day before, as it’s possible people forget. How to make the appointment appear in the calendar app?
 - Can upload photos (confidential, only visible by the dermatologist).
 - Chat with Dermatologist. Text with dermatologist is recorded, so when member decide to follow up in the dermatologist in her clinic, no need to repeat history. Recorded in database

- Member can rate after consultation.
 - Future: Face simulation - serious (non-fun) discuss with the doctor what will our face look like if we do procedure / plastic surgery e.g. filler, botox, nose job, double eyelid op
- Browse
 - Directory with complete profile. Address, rates, photo, etc. Members can contact them directly if they wish.
 - We will also provide supermart for customers to choose, although we prefer to have bulk deal
- Search
 - The criteria is location, rate, experience

Home \ Learning Zone

- Submenu:
 - Product review methodology.
 - Treasure Hunts
 - Games
 - News
 - Blogs
 - Korea star or local star.
- Product review methodology.
 - A page that explains how the expert review the product. Generic page, with image + video.
 - Static HTML, but many of them. We will create infographics
 - <https://www.instagram.com/skinchemy/> is an example. We need to make it better, and have proper citation.
- Treasure hunts
 - Find something in the website, and submit the answer for a lucky draw. That something to find is not something they can google or index. It requires them to read an article, or view an image (e.g. it's hidden in an image).
 - Obviously, it's member only as we need their detail and to avoid multiple entries.
- Games
 - A list of links. We don't make our own game. e.g. FaceApp
 - Icon + description + recommendation
 - Static HTML. UX is horizontal scrolling?
- News
 - Industry news or gossip (artist, boys band). Keep the language trendy and fun.
 - Needs to be related to skin care so we do not lose identity. Complete is not when everything has been added. Complete is when nothing can be taken out.
 - If content is tagged, it will not show for irrelevant audience. This logic naturally applies to member only. For public, display all.
 - Tags: age (15 - 20, 20 - 25, 25 - 30, 30 - 35)
 - Tags: gender (M/F)
- Blog
 - Content that is not news. Blog is more personal, and can be contributed by member. Features the Top Members via interview.

- Can be jokes, tips.
 - Same tagging with news, additional tagging: skin care type
- Korea star or local star.
 - Future. 2021.
 - An online event. Paid members can post questions and vote. Free members can vote. The top 10 questions will be read by the star, citing the member name, and answered.
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Home \ Social

- Strategy
 - Make it fun for members to share and network
 - With point system. It's important to build the community, make them active and want to visit for fun and social. See Point System section below. Many discussion forums provide ability to give and earn points. Use them as example.
 - No plan for live Q&A session. It will be a mess.
 - <https://www.soco.id/> is a bad example.
 - Non members are not welcomed. Can't even browse to see if it's worth joining.
 - Unclear the benefits for member. Can they make money out of it, or just fame?
- Leader Board
 - Showing the Top 10 Members. UX scroll horizontally to save vertical space.
 - Featured Gold members. Raise their profile. Grow micro influencers
- Top 3 contributors of the week.
 - Basically, promote them. Weekly, not monthly, as we want to keep them coming back
 - Most active members. Members who are most active on the discussion and shopping
- Discussion
 - Tags. Different area of discussions. E.g. newbie, acne
 - Members can choose from official tags, but can also add #hashtag manually.
 - We're not using groups. We will have 1 flat group, no need to join many groups. We will use tags instead.
 - Hot topics
 - Most active discussion among
 - Unanswered questions.
 - Encourage members to answer and earn points and social status.
 - Has to be fun.
 - Use emoji, GIF, etc.
 - How to avoid flaming and bullying. Need to block swear words.
 - Yahoo and some YouTube actually disable comments. People online becomes Keyboard Warriors and are easily triggered.
 - Leverage community moderators. But at the same be careful with them as they can push agenda

Home \ Shop

- Individual buy.
 - Whatever discount available. Depends on the product owner.
 - Better not to direct them away to other places (e.g. tokopedia, shoppee) by giving better price. Or by giving coupon code (limited to say 100 usage in shoppee)
 - Feature: Discount Code
 - By default, sort by the deepest discount (%)
- Group Buy.
 - Better discount by buying in together. Something likegroupon or Dutch Auction (a technique where people gang up to buy together at the same time <https://www.optimalauctions.com/getting-to-know-dutch-auctions.jsp>). Notice that <https://www.kompasiana.com/elangjati/598e12dad466c17ecf436a32/5-aplikasi-promosi-dan-diskon-yang-booming-di-indonesia> none of them have group discount.
 - Each group buy will have a deadline and minimum no of purchase.
- Unique feature
 - Member can use points to reduce price. Encourage them to burn all their points.
- Payment
 - Integration with banks.
- Delivery
 - Partner with gojek? who pays for shipping as it depends on the address
- In future, we can even be selling points. It's common for companies to do this (e.g. Singapore Airlines Krisflir)

Member

Membership is not mandatory, but encouraged. We will tastefully or gently encourage, not blatantly push membership. It's exclusive, not desperate.

- Non Members
 - Read contents, watch video, etc.
 - Share contents to IG, Whatsapp, etc.
 - Shop. Discount will not be so deep. Eventually must register name, address, payment (ovo, unlikely to use credit card). Encourage to become member by giving discount or perks
 - Not encouraged as we can't track telemetry. it's all anonymous
- Free members
 - Earn points. Many ways to earn point
 - Profile.
 - Based on products, website will auto match.
 - Can set up notification for price reduction or product launch. 2 types of notification: on website and
 - Can share favourite products, photos, videos. Videos will be in YouTube, with just link from website.

- can we track each user usage of the site, like what they click, contents of their shopping carts that they decided not to buy
 - easy fill up. Suitable for those who do not want to spend time registering. Get voucher
 - verify the membership to avoid fake accounts. validate with phone number?
- Paid members
 - Badge will be given for achievement unlocked. They will also get point
 - Top Contributor. A member who has the most points.
 - Top Saver. A member who have saved (not spent) the most amount of money.
 - comprehensive profile. Free analysis by dermatologist. need to upload skin photo, health related information so dermatologist can assess.

Member \ Why Sign Up

Need a compelling reason for members to sign up. People hate giving their information.

- Present
 - Joining gift
 - Birthday present
- Loan (borrow money)
- Service
 - Dermatologist service
 - Sell product & service
- Products
 - Buy product. Paid membership have deeper discount.
 - Early access to new product trial
 - Blind Review! Give feedback before product launch!
 - Vote for product
- Personalized content. Make the site more relevant to you
- Point
 - 1 point = 1000 rupiah in value.
 - Paid membership earn point faster
- Friends and Social
 - Cool Member Name
 - Review product & service
 - Participate in survey
 - Discussion Forum
 - Contribute to blog

Member \ Membership Levels

Need a compelling reason for members to pay. Values (financial, social) must be clear.

	Free Members	Bronze Members	Silver Gold
Fee	Free	50K Rupiah/year	250K 1M/year
Joining gift	50K value	100K value	500K 2M value
Dermatologist	No	Indonesia doctor	Singapore doctor.
Discount	Yes	Yes (more)	Yes (most). First priority when limited
Birthday present	No	Yes (50K)	Yes (150K, 500K)
Loan (borrow money)	No	No	Yes
Buy product	Individual Buy	Group Buy. Discount gets deeper with each level	
Point	No	Yes (2x points)	Yes (4x and 8x points)
New product trial	No	Participate	First priority when limited
Blind Review	No	Participate	First priority when limited
Social Status	No		Socially, clearly recognised by VIP in the forum and profile.
Cool Member Name	No	Yes. Minimal 5 characters	Yes. Can be 1 character
Review product & service	Yes	Yes	Yes (would be more visible)
Participate in survey	Yes	Yes (2x points)	Yes (4x and 8x points)
Refill subscription	Yes		
Vote for product	Yes		
Discussion Forum	Yes	Yes. can apply as community leader. But we need to watch them, just in case it's a spy from competitor.	
Sell	No. We can't trust their quality	Can sell their goods. We will not hold their products so they don't later claim we alter it. Buyer money is parked with us so buyer feels safe. Can sell services. Need to define. Else it may become escort.	
Recommend Member	Yes (earn point)		
Contribute to blog	Yes (earn point if it's approved for publication. Need to vet through copyright)		
Compare product	Yes (can save for future reference)		

Product alert	Yes (via whatsapp)	
Customization	Yes. They can choose theme,	
Donate point	No	Yes
My Community	No	Can establish community of like minded people. Special group of interest.

Member \ Registration Flow

- Member needs to be verified to prevent shared membership. See how gmail does it.
 - Mobile (WhatsApp, not SMS)?
 - Instagram ID?
- We should not be asking information unless it's of value to the member. The info below goes by purpose. Each information serves a purpose, hence it's useful to the member
- For “Recommended Product” purpose
 - Gender
 - Skin type
 - Date of Birth. Cannot be changed. Need to contact Help Desk if they do.
 - Price range
- For “shopping” purpose
 - Full Name
 - Address
- Dermatologist specific
 - Photo. Store as high resolution.

Member \ Profile Page

- Header
 - Followers, following,
- Encourage them to complete profile. Fun. Achievement Unlocked type of UX.
- My Wish List
- My Purchase
- My Review
- My Posts
 - Where I manage all my posts.
- My Points
 - With history of earning and spending. Encourage them to spend

- Profile

Member \ Point System

1 point = 1000 rupiah in value. We keep it simple.

Gold Members earn points 2x faster than Silver. Silver 2x faster than Basic.

Points do not expire, so we must encourage members to spend it as they can accumulate.

Activity	Point (for Basic)
Spend money	1 point = 1000 rupiah spent.
Answer questions	3 points per day for correct answer marked by asker. Capped at 20K a week. If you like someone answer, you can give 3 points. Free Member can give 1x a day. Paid member can give 5x a day.
Ask questions	1 point per day.
Participate in survey	1 point
Complete profile	2 points
Post an review	2 points. Need photo so we know it's real review.
Blog	10 points.
Birthday	10 points.
Rate dermatologist (after visit)	10 points
Member gets Member	5 points for free member 50 points for paid member. A specific URL which is associated with their account

Others

- FAQ. A simple HTML page. No need database.
- Customer service.
- Contact of the company.
 - A simple form. If it's clicked by a logged in member, it should auto fill the member name & mobile.
- About the company. A simple HTML page.
- No chat for now. Just submit a form. No need email, whatsapp only. We will immediately whatsapp them their message for record.

Architecture & UX

This is a mobile website.

- It's not an app, not a desktop site. These are later phase, once we have enough members.
- It's also not designed for tablet, which needs a different layout.
- It's completely optimized for mobile. Just like iPad games are designed differently to iPhone game, we would do the same in future.

Website to have theme.

- For a start, we have 1 theme for women and 1 theme for man. In future, paid members can customize more.

Telemetry for data mining

- Traffic analysis.
- Usage pattern analysis
- Can we use amazon or 3rd party site analysis. Don't build this module by hand.
- Use tools such as <https://glassboxdigital.com/solution/customer-experience-analytics/>

Documentation

All documentation & code are 100% English. So things like variable name, database table, function name, page name, etc..

- Overall architecture
 - Scalability
 - Security
 - Maintainability
- DB design

Back Office

Basic Management and Reporting. For reporting, use 3rd party services or product, don't build from scratch. Can save as CSV into excel. Preferably use popular open source modules.

- Alert!
 - Things that need immediate attention. In future, we will add whatsapp notification to admin
 - Bad reviews
 - Member name, Product name, review. Admin can decide to publish or not
 - Pending reviews
 - Member may give good rating but comment is bad. Admin can decide to publish or not.
- Content Management
 - Create new content
 - Modify existing content.

- Product Management
 - Add, modify, delete a new product and brand.
 - A brand has >1 product.
- Discount Code management
 - A discount code has this features:
 - Code name. Must be unique
 - Expiry date
 - Products. The products that the code can be applied to.
- Member Management
- No need AI/ML for analysis.
- User management
 - For back office users only.
 - ID, Full Name, password
- No need accounting software.
 - Transaction data will be exported automatically.
- Audit
 - Log who did what when.
 - Logs everytime user login and log out.

URL is <https://name/back-office>

Roles

People with back office access follows under 2 category

Not entire back office available by all “staff”. Eventually, some will be business partners

Implementation

- Design no need image. This is just for admin user.
- Make it fast and simple.
- UI is 100% English.
- No need to build for mobile or tablet. User will use Windows 10 laptop. So leverage mouse hover, etc.

Reference website:

- Make sure the texts are not too small, and too cramp.
- Make sure page is not too long.
- Product comparison: gsmarena. Too much text. Hard to read.
- <https://www.sociolla.com/>
- I trust Nature: <https://www.tokopedia.com/itrustnatureid/i-trust-nature-full-set-package>

- <https://www.beautynesia.id/#>
- <https://www.halodoc.com/tanya-dokter/kategori/spesialis-kulit> for doctor page. Ours need to be more detail.
- <http://www.pixy.co.id/tips-review> they went viral.

[Home](#) > [Face Mist](#) > [Aqua Beauty Protecting Mist](#)**PIXY**

Aqua Beauty Protecting Mist

Rp. 27.000

ADD TO WISHLIST

4.2

3714 users
Reviewed this88% users
Recommended this

ADD REVIEW

DESCRIPTION

PIXY Aqua Beauty Protecting Mist adalah face mist yang ringan dan tidak lengket di kulit. Dilengkapi dengan Vitamin E dan Ekstrak Green Tea dari Jepang sebagai antioksidan serta Aloe Vera untuk melembabkan dan menyejukkan kulit. Formula Makeup Lock menjaga tampilan make up agar tahan lama hingga 8 jam.

How to use:

Semprotkan PIXY Aqua Beauty Protecting Mist sebelum atau setelah menggunakan makeup.

Suitable for:

Kulit kering, kulit normal, kulit berminyak.

Ingredients:

WATER, BUTYLENE GLYCOL, SD ALCOHOL 40-B, PEG-50 HYDROGENATED CASTOR OIL, PHENOXYETHANOL,



2 weeks ago

by STEVEN H. Verified Purchase

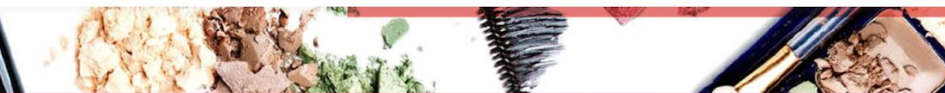
Best quality products very good working condition keep up the quality control check before sent to customers and we very happy to have your best quality products very good working condition I like it thanks again and best online service quality products I will update to all friends and family to buy your quality products very good working charging condition and best service person on time delivery keep up the great work thanks again and best tracking process information keep up the great work and best email service to update 5 stars best wishes.



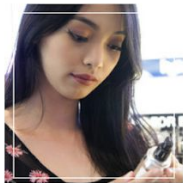
Brand Compatibility:Not Specified, Color Family:4 Port UK Black

2





Bergabunglah dengan **250,000** perempuan dari seluruh Indonesia di komunitas Female Daily, dan dapatkan semua informasi terbaru seputar dunia kecantikan



Temukan review untuk lebih dari **10,000** produk

Baca review jujur untuk produk makeup, skin care, salon, spa, dan klinik kecantikan dari perempuan sepertimu, dan bantu dirimu sendiri menemukan produk yang tepat.

Tulis review-mu dan dapatkan **Beauty Points**

Kumpulkan Beauty Points untuk setiap aktivitas yang kamu lakukan di Beauty Review. Semakin tinggi poinmu, semakin tinggi levelmu di komunitas Female Daily, dan semakin besar juga kesempatan memenangkan hadiah setiap bulan.

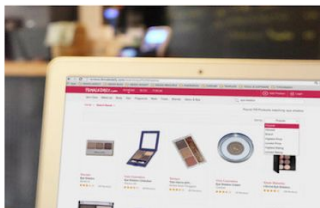
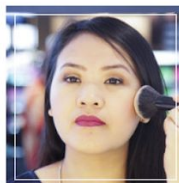


Diskon special di salon, spa, dan klinik kecantikan dengan kartu **Beauty Club**

Kumpulkan Beauty Points minimal 3,000 points, dapatkan gratis kartu Beauty Club, kartu eksklusif Female Daily yang memberikan kamu diskon special di bermacam salon, spa, dan klinik kecantikan di seluruh Indonesia Info lengkap klik di sini

Baca artikel terbaru seputar dunia kecantikan dan gaya hidup wanita

Mulai tren makeup terkini, gaya rambut paling populer, hingga rekomendasi produk favorit para editor, disajikan lengkap untuk kamu



CARA MENULIS REVIEW



CARI PRODUCT



TULIS REVIEW



TAMBAH PRODUCT

Temukan review untuk produk kecantikan apa saja berdasarkan kategori, merek, nama produk, hingga harga.

GROUP

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11088 1202 7344

Don't give up with your acnes yet,
we're here to support you

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Verify

Bio

Gender

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Input your Facebook username

t

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i

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globe

Input link to your Blog / Website

Beauty Profile

Skin Type

Dry

Skin Tone

Medium

Skin Undertone

Neutral

Hair Type

Straight

Colored Hair

No

Hijaber

Yes

Beauty Concern

Skin Concerns

Sensitivity ×

Large Pores ×

Dullness ×

Acne Scars ×

×

▼

Body Concerns

Roughness ×

×

▼

Hair Concerns

Sensitive Scalp ×

×

▼

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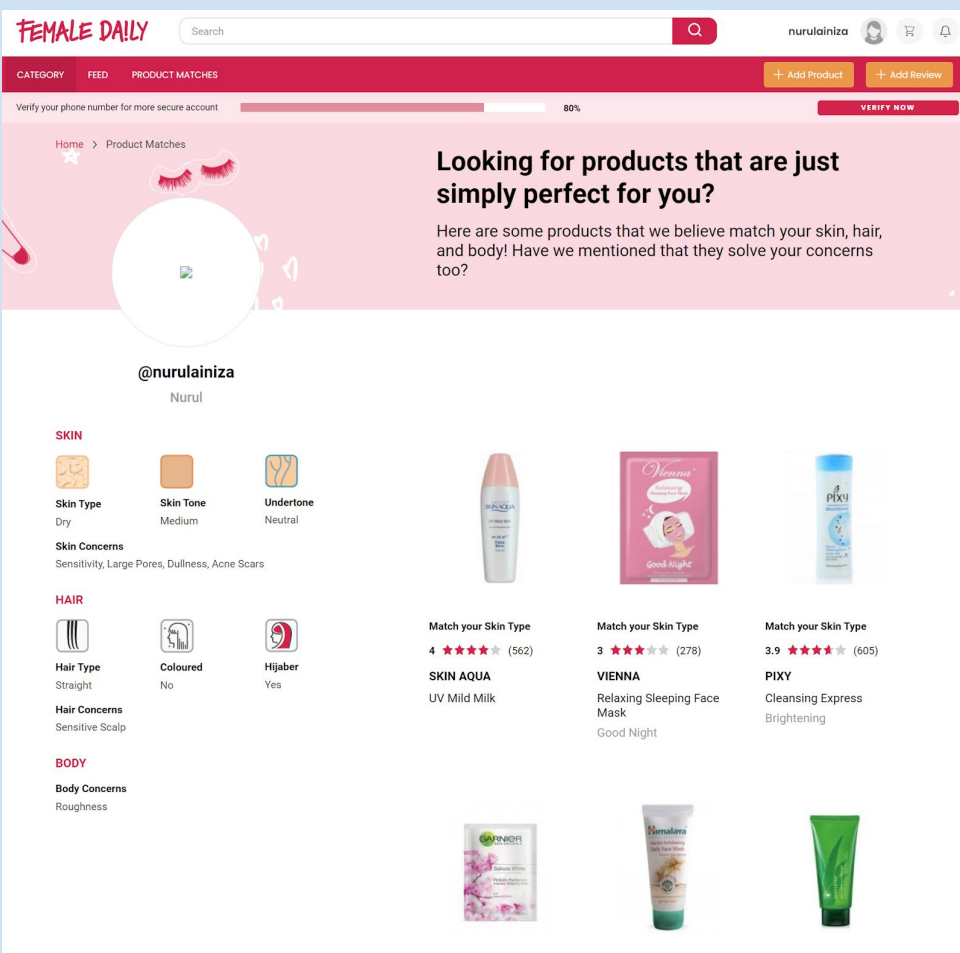
120 GR

PIXY WHITE AQUA GENTLE FACIAL WASH





IDR 30.000

Sabun pembersih wajah berbahan dasar air yang segar, ringan, serta membuat kulit terasa halus dan lembut. Mengurangi tanda-tanda kulit lelah seperti kusam, kering, dan berminyak. Mengandung Hydra Active yang melembabkan kulit dan Natural Whitening Extract yang membantu mencerahkan kulit.

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Examples of tiering the membership

Tier Status	 Member	 Silver	 Gold	 Platinum
Points Needed	0–299 points	300–1199 points	1200–4499 points	>4500 points
GrabRewards Points Earned (for every \$1 spent with GrabPay)	2 points	2 points	3 points	4 points

I Trust Nature

An Indonesian local skincare brand that aspire to be a safe, simple, and effective skincare. Voicing how skincare is supposed to be simple and fun, as you need to be diligent in taking care of your skin.

Our team is proud to be a part of I Trust Nature in their social media branding, creating a look that can even compete with international brands. Taking part also in their influencer marketing and social media ads to make a bigger impact for the brand's awareness.

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