

## OUR PELLE PROMISE

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- ♥ Lasting Protection
- ♥ 100% Sustainable
- ♥ Easy & Portable
- ♥ Eco-friendly
- ♥ Paraben Free
- ♥ Plant Based



1338 Palm Drive  
San Diego, CA  
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Made with ♥ in San Diego





**P**We are a small company that started locally, but now are sold all over California. We are a sustainable skin-care brand that specializes in sun protection products. Our star product is a portable mineral sunscreen that can be attached to anything easily with a keychain. The hand-crafted formula is unique because it is sold in a variety of skin colors and offers strong zinc mineral protection against the sun. It offers lasting protection specifically for surfers, but also to anyone in the sun. We wish to portray a very natural and beachy image that prioritizes the planet while still maintaining a side of funkiness. Our woman-owned brand was born in San Diego by the beach so these Californian elements are a core aspect of the brand.

Their main competitors are Eir, Manda, Surf Mud, and SunBum. All of these competitors portray a

beachy and eco-friendly vibe and many of the products contain the essential sun protection ingredients like zinc. Their main demographics are women between the ages of 18-30 who lead an active lifestyle. Most of the audience is located in California, although the products can be shipped anywhere in the US. The audience spends a lot of time exposed to the sun and needs sun protection that is not only reliable but accessible



## OUR MISSION:

We strive to deliver the best quality skincare and sun protection without compromising our commitment to the planet. Born in San Diego, we value the ocean and what it offers for everyone. We want your Pelle to come along with you on every adventure, which is why the portable aspect is such a core element of the brand. We will never sacrifice anything that holds us true to our values of quality and sustainability

**BRING YOUR PELLE  
WHEREVER LIFE TAKES YOU**

