

KYOORIUS - MOXIE

# IDEAS DECK

A close-up photograph of two women with dark, curly hair. They are looking at each other with slight smiles. The woman on the left has long, straight hair and is wearing a white top. The woman on the right has curly hair and is wearing a yellow top. The background is a plain, light color.

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# BRAND BENEFITS & SAYINGS

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natural hair in

YOU'VE GOT ***MOXIE***  
WE'VE GOT ***YOU***

SCIENCE-FIRST  
INNOVATION,  
***FOR YOU-FIRST***  
***HAIR CARE***



## BRAND BENEFITS & SAYINGS

- For Indian Hair
- Obsessed with innovation
- Authentic -> No false promises, unphotoshopped photos
- High Standards -> Cleanest Ingredients, Climate Zones
- Beauty is Personal

# PRODUCT BENEFITS



# 15ML GENTLE SHAMPOO

- 100% clean
- Vegan
- Cruelty free
- Color safe
- No parabéns
- No sulphates
- No silicones

## PRODUCT DETAILS

**PRODUCT 1: TOMATO EXTRACT, SWEET ALMOND PROTEIN, YACON ROOT**

**PRODUCT 2: MANGO SEED, CHIA SEEDS, RICE TONER**



# DIGITS *DON'T LIE*

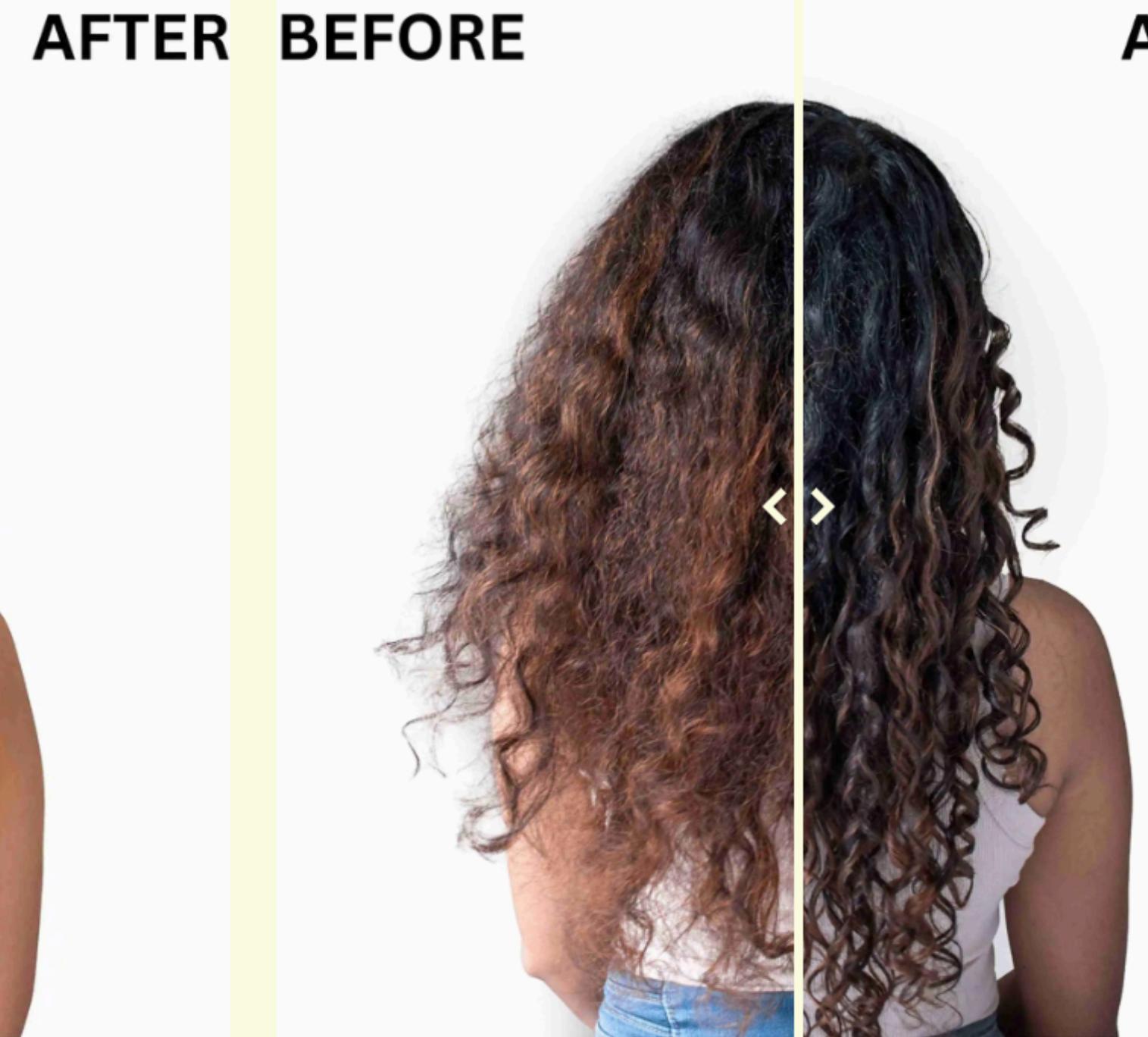
**1.5X** stronger hair as per lab analysis



**95%** users reported buildup-free scalp



**100%** users reported significantly softer hair



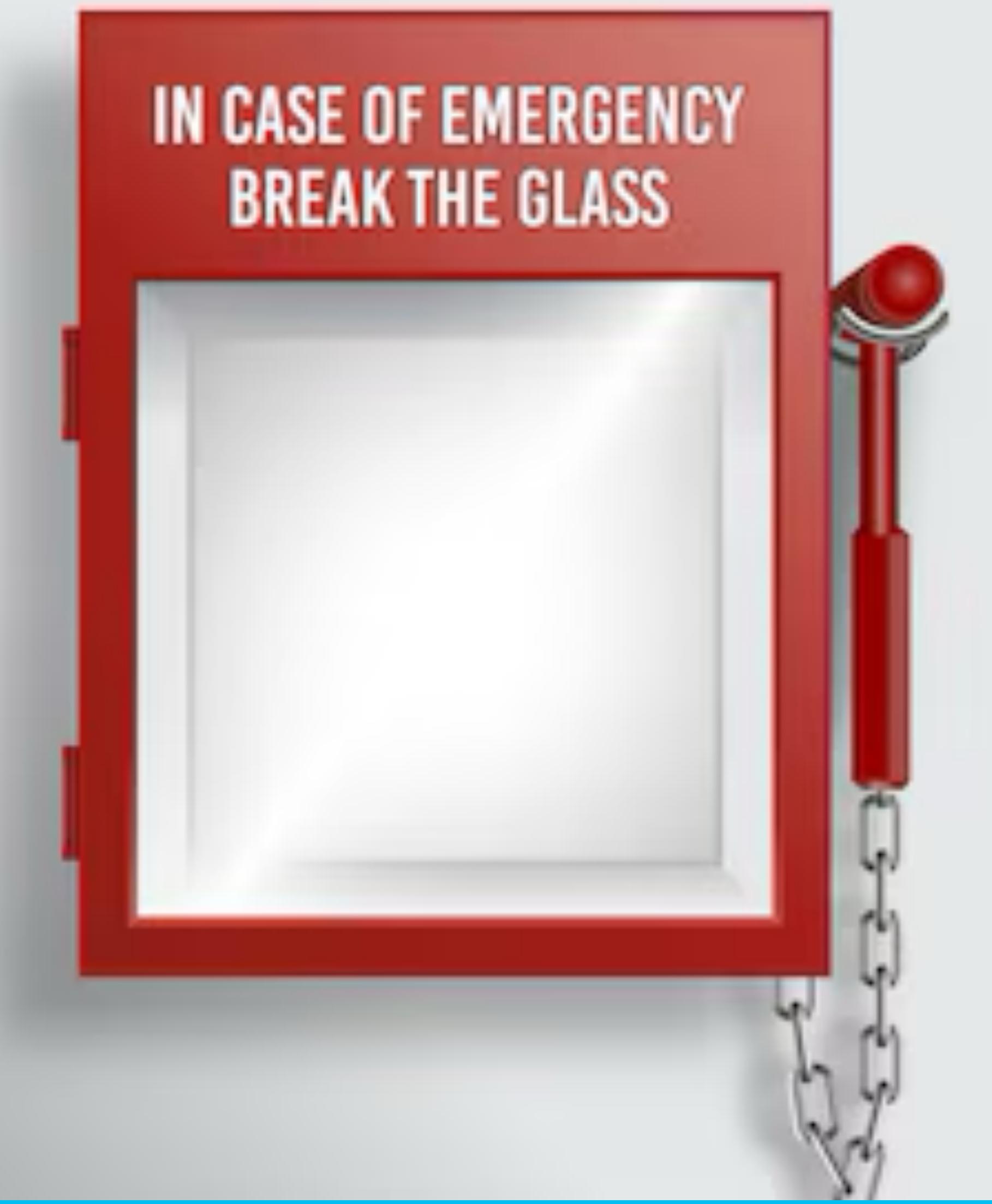


**YE HUI BRAND KI KAHANI  
AB SUN TE HAI HUMARI KAHANI**

## ROUTE 1

**IDEA: PLACE THIS ON THE SHOWER  
WITH SACHET INSIDE WITH THE  
HELP OF SUCTION**

- Problem: We choose our go to shampoo instead of wasting time choosing new one.
- Observation: Things tend to get mix up on the shelf.
- Insight: Products doesn't stand out, brands does because of uncommon placement or packaging designs.



## ROUTE 2

### IDEA: USE AN HOUR GLASS TO URGE PEOPLE TO TURN IT AROUND BEFORE YOU GET TO USE SHAMPOO

- Problem: Free products doesn't take up the attention
- Observation: Samplers tend to make the seat hot by staying at same place.
- Insight: No urge to use it because it's not tempting enough to make an effort.
- Fact: Shampoo being thicker would take longer time to flip the sides.



## ROUTE 3

### IDEA: MAKING SIMPLER FOR AUDIENCE TO KNOW THE THE INGREDIENTS WITH PACKAGING DESIGN

- Problem: Samplers doesn't have differentiating factor
- Observation: People doesn't have time to sit and read ingredients
- Insight: It's not bought because it's a sampler





CHALO KAAM SHURU KARTE HAI  
MOXIE