**Identify compititors**

1. High-quality natural ingredients: Betwin AVON NATASHA uses only the finest natural ingredients in its skin care products, ensuring that customers receive the best possible results.

2. Customized skincare solutions: Betwin AVON NATASHA offers personalized skincare consultations to help customers find the perfect products for their unique skin type and concerns.

3. Affordable luxury: Betwin AVON NATASHA provides high-end skincare products at affordable prices, making luxury skincare accessible to a wider audience.

4. Socially responsible: Betwin AVON NATASHA is committed to ethical and sustainable business practices, such as using eco-friendly packaging and supporting fair labor practices.

5. Proven results: Betwin AVON NATASHA's products are backed by scientific research and have been shown to deliver real results, giving customers confidence in their skincare routine.

**DEFINE UNIQE SELLING PROPOSITION**

1. Nourishing coconut ingredients: Your coconut skincare product uses high-quality, natural coconut ingredients that provide deep nourishment and hydration to the skin.

2. Customized for all skin types: Your coconut skincare product is suitable for all skin types, including sensitive skin, and can help soothe and calm irritation.

3. Affordable and accessible: Your coconut skincare product is priced affordably, making it accessible to a wide audience and offering a natural alternative to high-end skincare products.

4. Sustainable and eco-friendly: Your coconut skincare product is packaged in eco-friendly materials, and the coconuts used in the product are sourced sustainably, aligning with your brand's commitment to ethical and sustainable business practices.

5. Proven benefits: Your coconut skincare product has been shown to deliver real benefits to the skin, such as improved hydration, reduced inflammation, and a more even skin tone.

**REFINE USP STATEMENTS**

1. Nourish and hydrate with nature's best: Our coconut skincare product harnesses the power of high-quality, natural coconut ingredients to provide deep nourishment and hydration, leaving your skin feeling soft, smooth, and rejuvenated.

2. Soothe and calm all skin types: Our coconut skincare product is customized for all skin types, including sensitive skin, and can help soothe and calm irritation, redness, and inflammation, giving you a more even and balanced complexion.

3. Accessible luxury for all: Our coconut skincare product offers a natural and affordable alternative to high-end skincare products, making luxury skincare accessible to a wider audience and allowing you to enjoy the benefits of nature's finest ingredients without breaking the bank.

4. Sustainable skincare for a better world: Our coconut skincare product is packaged in eco-friendly materials and sourced sustainably, aligning with our brand's commitment to ethical and sustainable business practices, and allowing you to make a positive impact on the environment with every purchase.

Real results, real confidence: Our coconut skincare product has been shown to deliver real benefits to the skin, such as improved hydration, reduced inflammation, and a more even skin tone, giving you the confidence to face the world with radiant, glowing skin.

**VALIDATE AND TEST**

Overall, the feedback for coconut skincare products is generally positive, with many users appreciating their natural, nourishing, and hydrating properties. By emphasizing these benefits in your marketing and packaging, you can appeal to consumers who are looking for sustainable and effective skincare products.