



HEALED
BY NATURE



EST. 2025

Meaning:

I take care of you

Purpose:

- ❖ Create a skincare brand that is organic, using all natural ingredients.
- ❖ Nourishing and healing skin
- ❖ Without the use of birth control pill, Accutane/Isotretinoin
- ❖ Te curo aims to enrich people with the knowledge of what goes on their skin and their impacts



EST. 2025

Meaning:

I take care of you



How do I create a
unique brand??

IE CURO
SKINCARE BRAND

WORKOUT

DIET

IE
CURO
EST. 2025

MENTAL

HABITS

TARGET AUDIENCE:
13-30 years old

TE CURO SKINCARE BRAND



Natural skincare that is not:

- ❖ Cancerogenic
- ❖ Causes allergies (Fragrances)
- ❖ Endocrine disruptor
- ❖ Hard drugs (birth control pill, Accutane)
- ❖ Unknown ingredients

GOAL

Provide skincare from mother nature with the goal to educate people on the ingredients they are putting on their skin (benefits, impacts, why this and not that)

TE CURO
SKINCARE BRAND

GOAL



Pain points:

- ❖ Acne prone skin
- ❖ Hormonal acne
- ❖ Sensitive skin
- ❖ Keratosis Pilaris
- ❖ People overwhelmed by the long list of ingredients, unknowingly putting harmful products on their skin
- ❖ Feeling hopeless (have tried everything)

Want points:

1. Simple yet powerful skincare that is not harsh on the skin
2. Transparent and trustworthy ingredients
3. A healing ritual, not just a routine



Products: Skincare line, body skincare, haircare, soaps

1. 100% naturally derived ingredients, organic, ethically sourced
2. Ingredient transparency (product description)
3. Ingredients such as tamanu oil, aloe vera, propolis, beeswax, jojoba oil, shea butter, tea tree oil, green tea, etc.
4. No fragrances, alcohols, and synthetic preservatives

FUTURE PROSPECTS: SPF, Makeup products



Earthy, dewy, gold,
nostalgic vibes



SKINCARE



NATURAL
BEAUTY





Nostalgic, rosy, lover
vibes





Cool, freeing, breezy,
fresh vibes





WORKOUT



Purpose:

Guide people to proper workout because healthy body=healthy mind.

How??

- ❖ SmartLift
- ❖ Guided workout videos (*Hoàng as the coach/fitness influencer)
- ❖ ...

? How can we help guide people to working out in the simplest and most informative way ?

- ❖ Beginners, people needing structure (organization),
- ❖ Personalized coaching, videos

DIET

Purpose:

Teach people how to fuel their body in the power of food. What goes on the skin is just as important as to what we consume.

- ❖ Provide recipes
- ❖ Meal plans
- ❖ Showcase ingredients we use in our formulas that can be consumed too
- ❖ **Generate nutritious meals based on the ingredients available while keeping track of previous meals, loved, to try



MENTAL

HABITS