

HEALED BY NATURE



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





How do I create a unique brand??





TARGET AUDIENCE: 13-30 years old

TE (URO SKINCAREBRAND



Natural skincare that is not:

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



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)

TÊ (URO SKINCAREBRAND





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

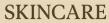
- 1. 100% naturally derived ingredients, organic, ethically sourced
- 2. Ingredient transparency (product description)
- 3. Ingredients such as tamanu oil, aloe vera, propolis, beewax, jojoba oil, shea butter, tea tree oil, green tea, etc.
- 4. No fragrances, alcohols, and synthetic preservatives





Earthy, dewy, gold, nostalgic vibes







NATURAL BEAUTY





























Nostalgic, rosy, lover vibes















Cool, freeing, breezy, fresh vibes





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





HABITS