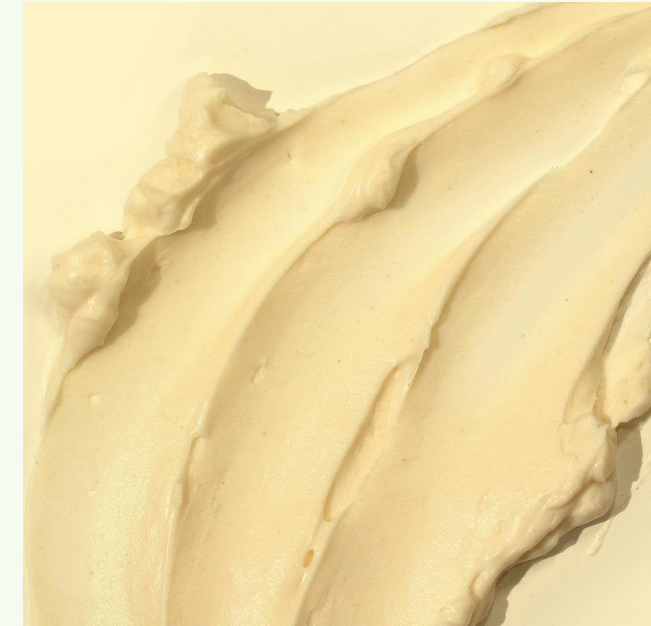


THE FORMULATIONS



BODY SCRUB



BODY BUTTER



HAND BUTTER



BODY OIL



BODY LOTION



**BODY SHIMMER
LOTION**



BODY & LIP BALM



BODY WASH



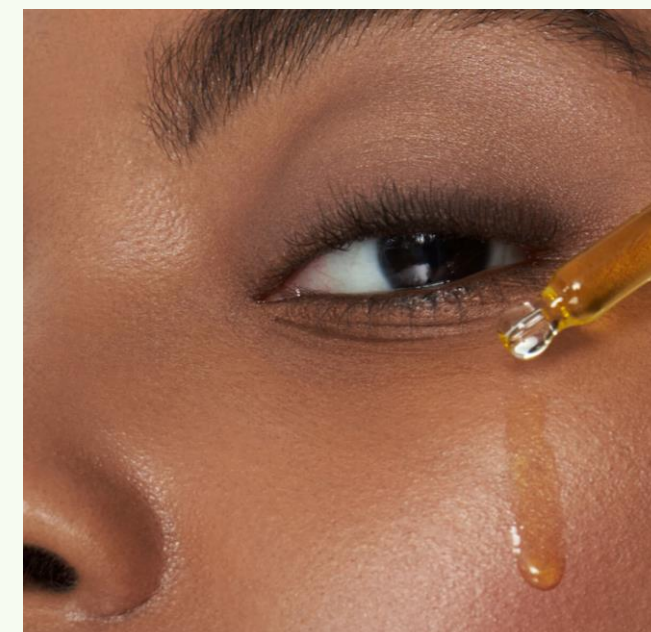
SHOWER OIL



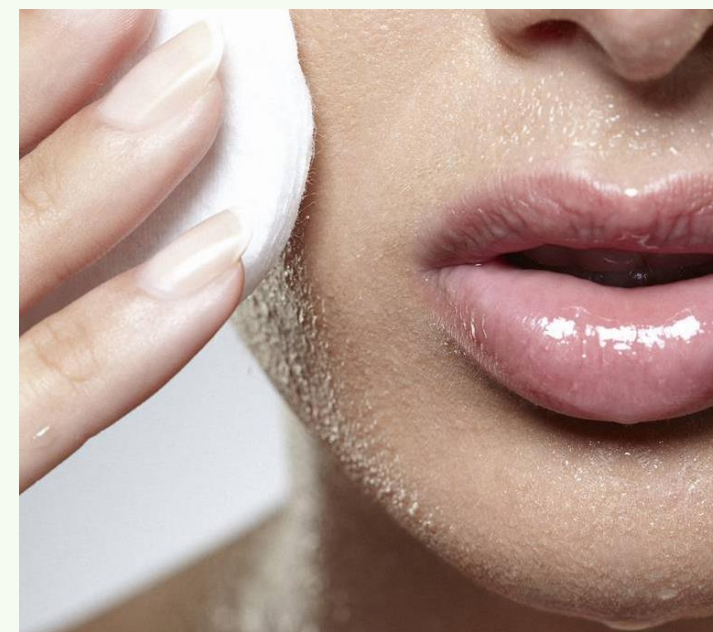
HAIR & BODY MIST



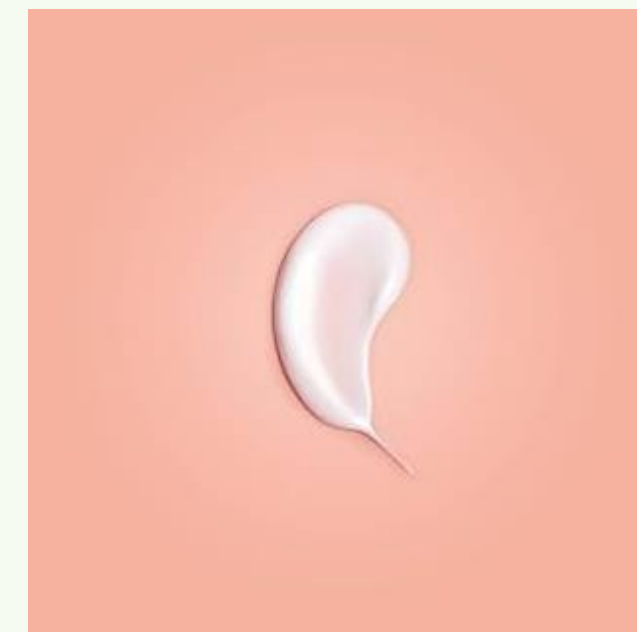
BHA FACE TONER



FACE OIL



MICELLAR WATER



FACE CREAM



SOLID PERFUME

PINK RICE & SUGAR SCRUB

Description:

A body scrub that gently cleanses and exfoliates the skin to remove dead skin cells from the surface, leaving it even, smooth and silky soft. Enriched with Shea Butter and Pink Pomelo Extract for an intense moisturizing effect that together works smoothing for dry and sensitive skin. The exfoliating effect is achieved with a combination of smaller and more gentle sugar particles and rice particles that work a little bit more intense in the background.

Potential Marketing Claims:

Exfoliates, removes buildup, evens out skin tones and reduces strawberry skin.

Active ingredients:

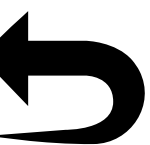
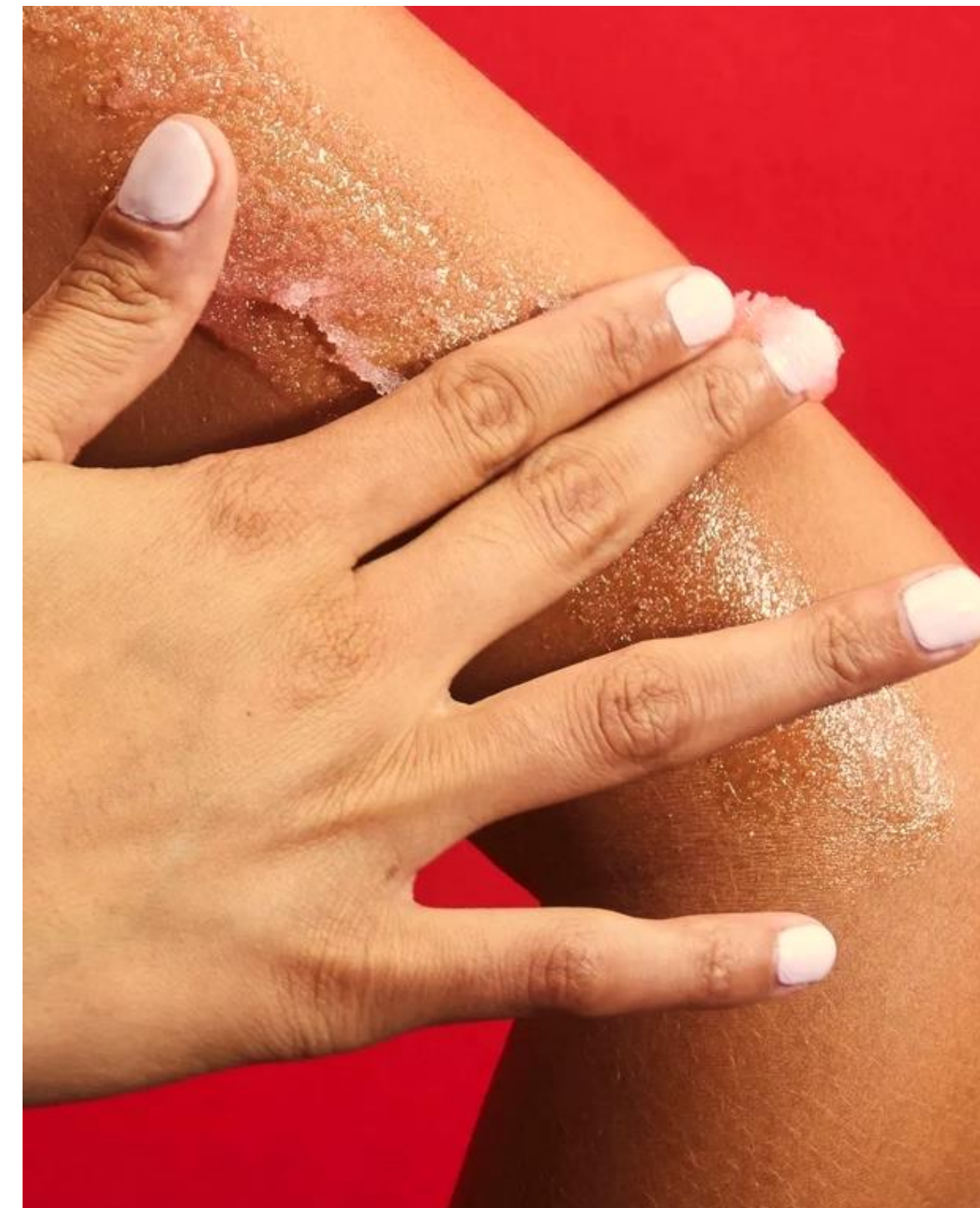
Moisturizing Shea Butter + Pink Pomelo
Exfoliating Rice + Sugar Crystals

How to Use:

Massage the body scrub into damp skin and rinse off with warm water. For best result, use 1-2 times a week.

Scent:

Sweet with a touch of coconut and vanilla.



BODY BUTTER

Description:

A long-lasting moisturizing body butter with a creamy, buttery texture that melts into the skin. Developed with Shea Butter and Olive Squalane, it provides an intense moisturizing effect while leaving the skin feeling soft and silky smooth without a greasy feel.

Potential Marketing Claims:

Moisturizing and smoothing. For dry and sensitive skin.

Active ingredients:

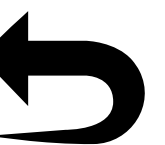
Moisturizing Shea Butter, smoothing Olive Squalane

How to Use:

Massage all over body, concentrating on areas where the skin feels most dry. Allow time to soak up the nourishing benefits. Use daily for best results.

Scent:

Sweet and fruity with hints of vanilla, sandalwood and amber.



HAND BUTTER

Description:

A velvety hand butter enriched with the moisturizing and nourishing duo of Shea Butter and Mango Butter - perfect for when your hands need a moisture boost.

Potential Marketing Claims:

Moisturizing and smoothing. For dry and sensitive skin.

Active ingredients:

Moisturizing Shea Butter & Mango Butter

How to Use:

Massage a small amount into clean hands, focusing on dry areas. Use daily or as needed for lasting care.

Scent:

Floral scent with creamy fruit elements.



BODY OIL

Description:

A lavish Body Oil, formulated to deeply moisturize and enhance the natural radiance of dry skin. This fast-absorbing formula combines a blend of nourishing plant-based oils, including Jojoba Oil, Passion Fruit Oil, and Sunflower Oil, to provide intense moisture without leaving a greasy residue. It is especially formulated for dry skin, leaving it feeling soft, smooth, and glowing.

Potential Marketing Claims:

Softening, smoothing, moisturizing and glowing

Active ingredients:

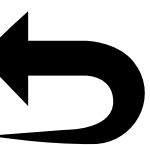
Jojoba Oil + Passion Fruit Oil + Sunflower Oil

How to Use

Apply a generous amount of the body oil to clean skin and gently massage in circular motions until fully absorbed. For optimal results, use daily, focusing on areas that need extra care.

Scent:

Fresh and spicy with a touch of vetiver.



BODY LOTION

Description:

This fast-absorbing body lotion is infused with Calendula Extract to calm and comfort, while Glycerin delivers lasting hydration. The lightweight texture glides on smoothly and sinks in instantly - no stickiness, no greasy feel. Just silky, nourished skin that feels as good as it looks.

Potential Marketing Claims:

Hydrating, calming, fast absorbing, lightweight

Active ingredients:

Calendula Extract + Glycerin

How to Use:

Apply to clean, dry skin and massage in with gentle, circular motions until fully absorbed. Use daily or as needed for soft, nourished skin.

Scent:

Sweet and fruity with hints of vanilla, sandalwood and amber.



BODY SHIMMER LOTION

Description:

This Body Shimmer Lotion enriched with Almond Oil hydrates and softens the skin while leaving a subtle, radiant glow. Its lightweight, non-greasy formula provides a smooth, luminous finish, perfect for everyday use or special occasions.

Potential Marketing Claims:

Softening, lightweight, smoothing, glowing

Active ingredients:

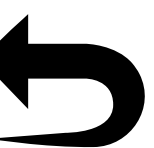
Glowing Almond Oil + Gold Shimmer

How to Use

Massage onto clean, dry skin, focusing on areas you want to highlight, such as arms, legs, and shoulders. Reapply as needed for a soft, glowing look.

Scent:

Sweet and fruity with a powdery base.



BODY & LIP BALM

Description:

The Body and Lip Balm is a multipurpose product that addresses your weak spots. The balm is formulated with Avocado Oil, Olive Oil, and Calendula Extract to nourish and soothe dry and sensitive areas of the body and lips. This balm provides moisture and protection for chapped lips, cracked skin, elbows, heels, and other rough spots. Its rich, non-greasy texture melts into the skin, offering immediate relief and lasting nourishment. Suitable for all skin types.

Potential Marketing Claims:

Spot treatment, multipurpose, for dry skin, moisturizing and nourishing.

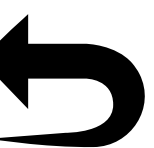
Active ingredients:

Avocado Oil + Olive Oil + Calendula Extract

How to Use:

Apply a small amount of the balm to the affected area, gently massaging in circular motions until fully absorbed.

Scent: Fragrance-free. Aroma can be added.



BODY WASH

Description:

This nourishing Body Wash, sulfate-free, combines Glycerin, Panthenol and Hydrolyzed Proteins to provide lasting hydration. It cleanses the skin gently without drying, leaving it feeling soft, smooth, and moisturized.

Potential Marketing Claims:

Gentle, mild and hydrating

Active ingredients:

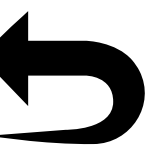
Glycerin + Panthenol + Hydrolyzed Proteins

How to Use:

Apply a small amount of the body wash to wet skin. Gently massage into a lather, working it over your body. Rinse thoroughly with warm water. For optimal hydration, follow with your go-to moisturizer.

Scent:

Fruity and woody with hints of vanilla.



SHOWER OIL

Description:

This Shower Oil blends Vitamin E, Sunflower Oil, and Glycerin for a silky, hydrating cleanse. It turns into a smooth lather that nourishes and moisturizes your skin, leaving it soft and glowing.

Potential Marketing Claims:

Hydrating cleanse, softening, smoothing, hydrating, moisturizing, glowing

Active ingredients:

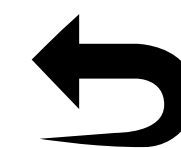
Vitamin E + Sunflower Oil + Glycerin

How to Use:

Apply a small amount of the shower oil to wet skin. Gently massage into a lather and rinse thoroughly with warm water. For an even softer finish, follow with your go-to moisturizer.

Scent:

Sweet with a touch of coconut.



HAIR AND BODY MIST

Description:

This Hair & Body Mist hydrates with Glycerin and calming Cica Extract while enveloping you in the comforting scent of freshly laundered linens, soft florals, and a hint of powdery sweetness. It's a fresh, airy fragrance that feels like wrapping yourself in cozy, sun-dried sheets.

Potential Marketing Claims:

Hair and Body hydration, multipurpose, refreshing.

Active ingredients:

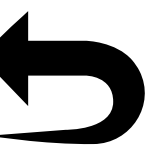
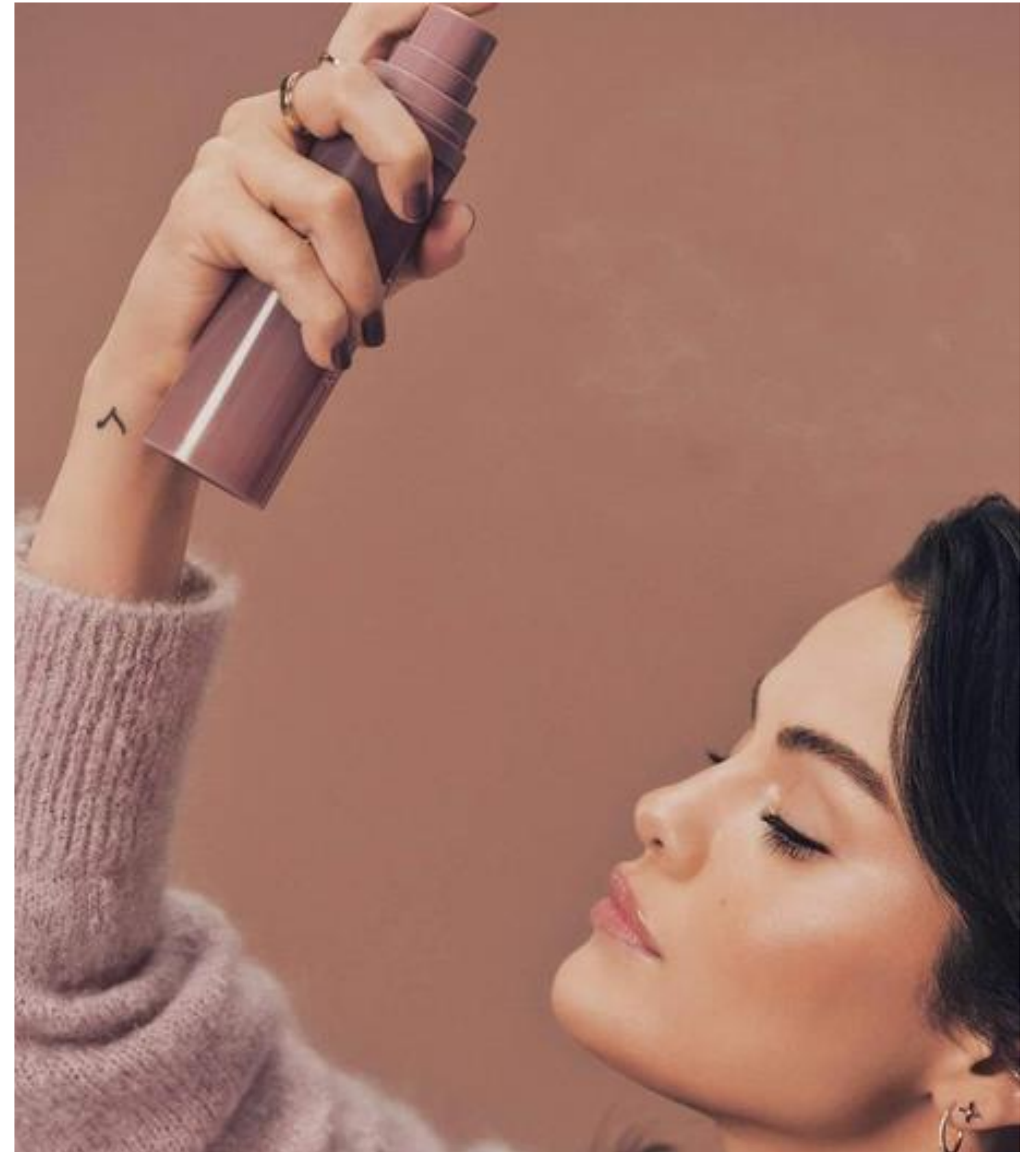
Glycerin + Cica (Centella Asiatica) Extract + Scent

How to Use:

Spray onto body and hair for an instant refresh. Reapply throughout the day for a burst of hydration and that just-out-of-the-shower scent.

Scent:

Fresh, floral and powdery sweetness.



BHA FACE TONER

Description:

This Aloe Vera-based toner provides immediate hydration upon application and prepares the skin for the next steps in your skincare routine. Developed with 0.5% Salicylic Acid, which is a BHA, it is known for its effective exfoliating properties that make room for new and healthy skin cells.

The product consists of 50% Aloe Vera Leaf Juice, which works effectively to hydrate and soothe irritated skin and redness. It also contains Hyaluronic Acid, which provides deep hydration and is an essential component for maintaining a stable moisture balance in the skin. The Hyaluronic Acid works together with Niacinamide, which is known for its amazing skin benefits: reducing enlarged pores and brightening the skin, thereby promoting a more even skin tone.

This gentle toner rebalances your skin's natural pH after cleansing, enhancing absorption of your next skincare steps. The perfect refreshing boost for glowing, balanced skin!

Potential Marketing Claims:

Hydrating, soothing, hydrating, exfoliating, refreshing, glowing.

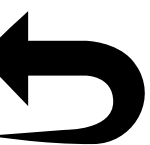
Active ingredients:

BHA Salicylic Acid + Aloe Vera Leaf Juice + Hyaluronic Acid + Niacinamide

How to Use

After cleansing, apply the toner to a cotton pad or your hands and gently swipe or press it onto your face, avoiding the eye area. Allow it to absorb before continuing with your usual skincare routine.

Scent: Fragrance-free



FACE OIL

Description:

This softening face oil is specially formulated for sensitive and problem-prone skin. The lightweight blend absorbs effortlessly, combining pure plant oils—each chosen for their unique benefits:

Argan oil: the moisturizer

Raspberry seed oil: the barrier builder

Oat oil: the soother

Rosehip oil: the booster

Potential Marketing Claims:

Moisturizing, soothing, barrier building, boosting

Active ingredients: Argan Oil + Oat Oil + Raspberry Oil + Rosehip Oil

How to Use:

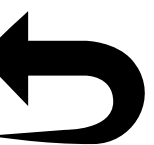
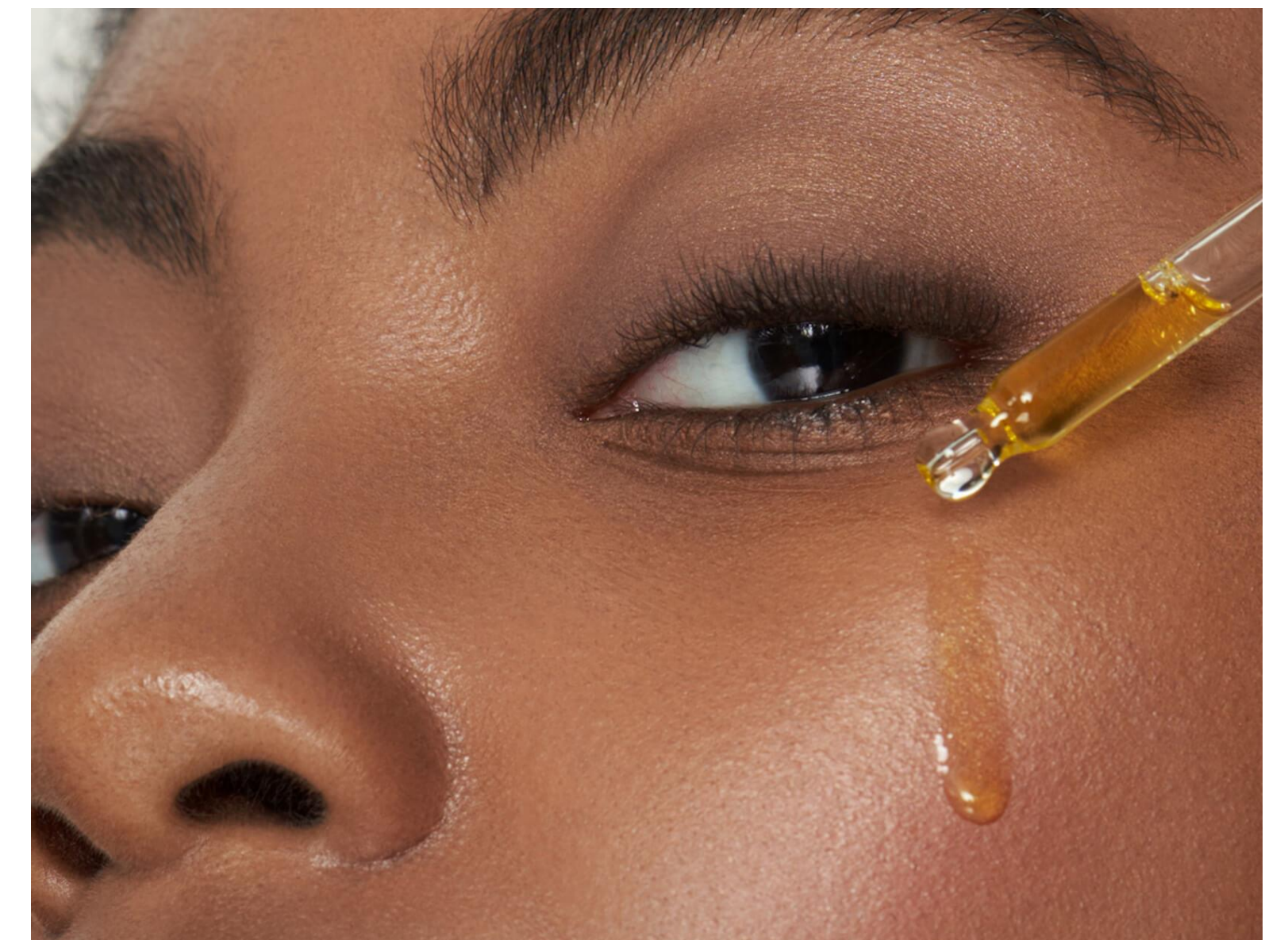
Using face oil can really boost your skincare routine! Pat or press 1–3 drops into your skin. Do not rub perhaps

To use as a last step in your face routine: oils seal in moisture, so apply after moisturizer, not before. If you are using it during the day, apply before sunscreen.

To use on damp skin for better absorption: applying face oil on slightly damp skin (like right after toner or mist) helps it absorb more deeply and evenly

Can be added to your foundation for a dewy finish!

Scent: Fragrance-free



MICELLAR WATER

Description:

A fragrance-free cleansing water that gently dissolves makeup, excess oil, and impurities from the skin. This refreshing formula contains a micellar solution that effectively removes dirt while maintaining the skin's natural balance.

A botanical complex of Green Tea and Lime Fruit Extract helps eliminate pollutants, while Panthenol, also known as Pro-vitamin B5, hydrates the skin.

Potential Marketing Claims:

Gentle cleans, hydrating

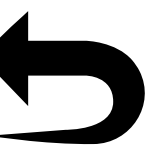
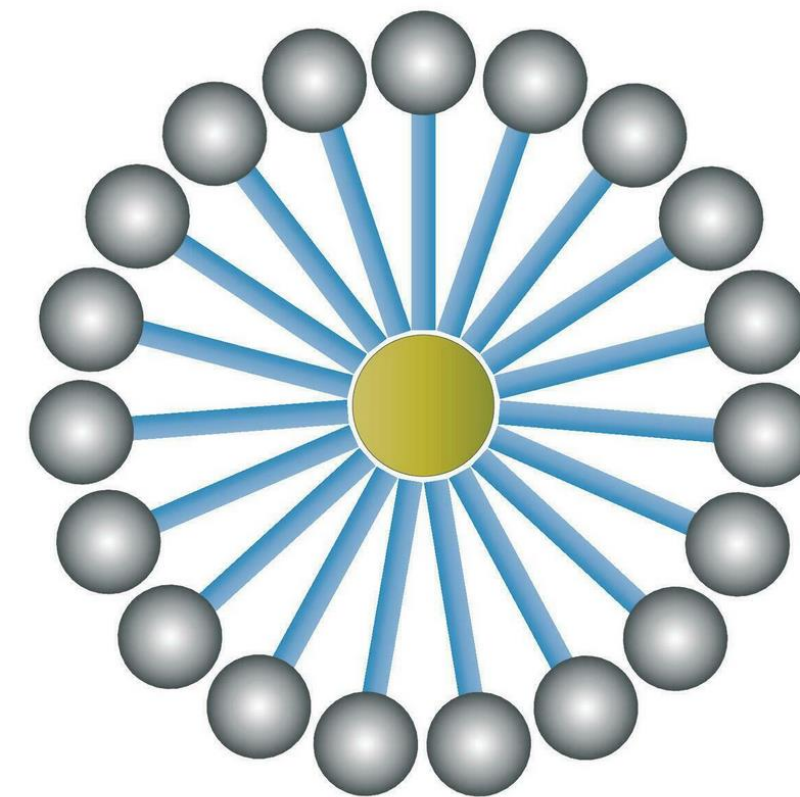
Active ingredients:

Green Tea Extract + Lime Fruit Extract + Panthenol

How to Use:

Apply to a pad and gently sweep over the face in circular motions. Use in the morning to remove excess oil built up overnight, and in the evening to cleanse away makeup.

Scent: Fragrance-free



FACE CREAM

Description:

This light, silky cream absorbs quickly to deeply hydrate, soften, and rebalance dry skin.

Enriched with Shea Butter and Squalane to nourish and protect, plus Glycerin and Panthenol to calm and lock in moisture, it leaves your skin smooth, comforted, and glowing.

Perfect for day and night, it's your daily go-to for soft, healthy skin.

Potential Marketing Claims:

Fast absorbing, hydrating, softening, balancing

Active ingredients:

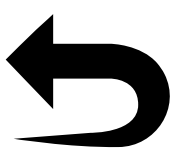
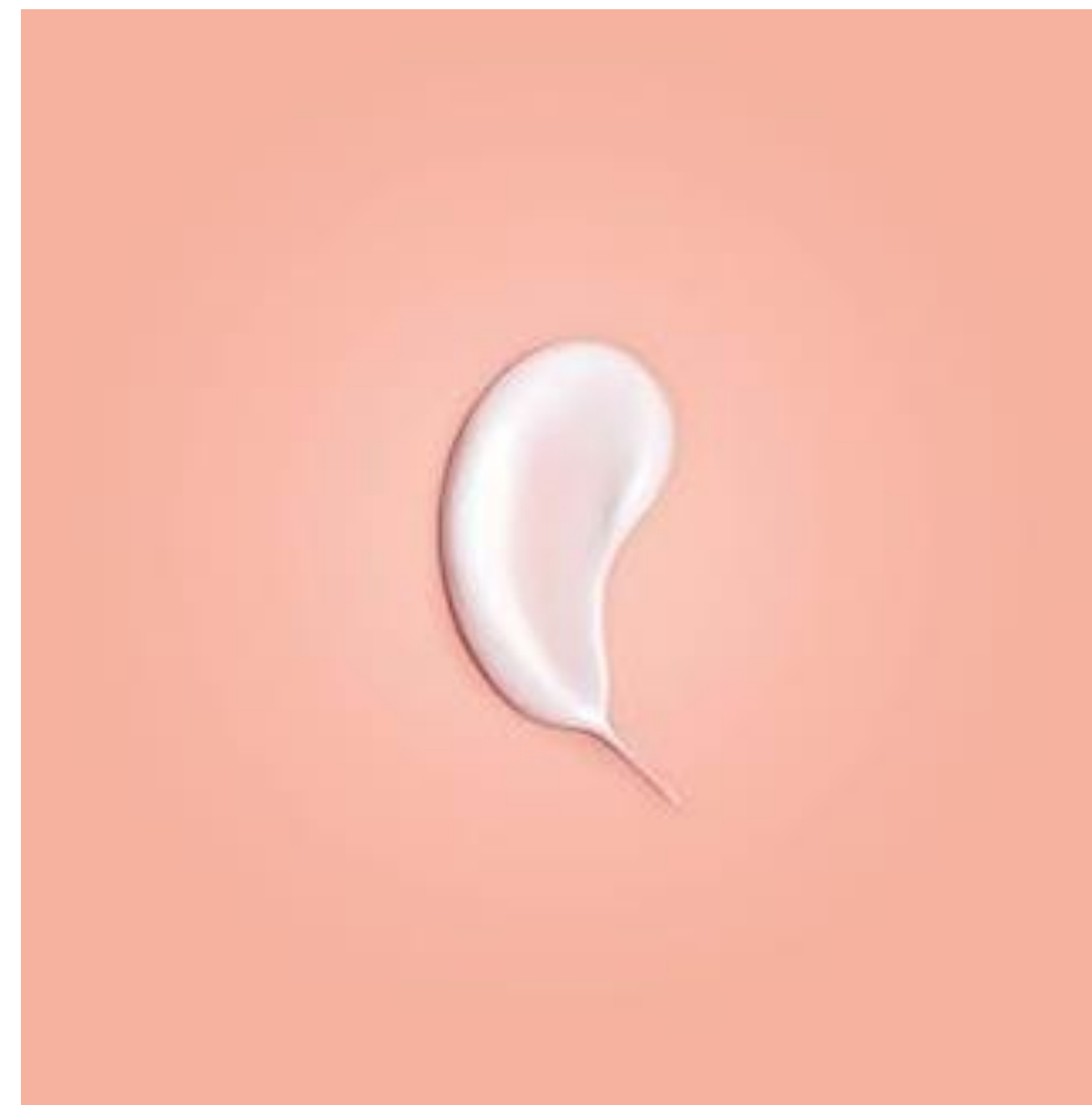
Glycerin + Panthenol + Shea Butter + Squalane

How to Use

Apply to clean, dry skin on the face and neck, morning and evening. Gently massage until fully absorbed. Use as the final step in your skincare routine or before sunscreen during the day.

Scent:

Top notes of wild bluebell and green leaves with hits of creamy white musk.



SOLID PERFUME

Description:

Carry your top-pick scent wherever you go. This compact, travel-friendly formula glides smoothly onto your skin, releasing a subtle yet long-lasting fragrance. Made with nourishing Avocado Oil and Jojoba Oil, it moisturizes while enveloping you in a warm, inviting scent that's perfect for on-the-go refreshment. Slip it into your bag for a quick touch-up and indulge in a little lavishness anytime, anywhere.

Potential Marketing Claims:

Anhydrous formula, softening and moisturizing, refreshing

Active ingredients:

Avocado Oil + Jojoba Oil + Fragrance

How to Use:

Use your fingers or directly rub the solid perfume onto your pulse points, such as your wrists, neck or behind your ears. These areas are warmer and have increased blood flow, which helps to diffuse and amplify the scent, making it last longer and smell more intense.

Scent: A woody scent that is balanced with delicate floral nuances with a touch of sweetness.

