

A woman with brown hair tied back is wearing a light blue, glossy face mask. She is looking directly at the camera with a slight smile. Her hand is visible, gently touching her cheek. To the left of the woman, there is a large, vibrant splash of colorful powders in shades of pink, orange, yellow, and green, creating a dynamic and artistic background.

CASMARA

# MASK KIT COLLECTION

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Beauty & Spa Moments



## COMPETITIVE ADVANTAGES OF THE MASK KIT

1. **CONTAINS THE ORIGINAL ALGAE PEEL-OFF.** Concept created by CASMARA in 1979.
2. **IMMEDIATE VISIBLE RESULTS AFTER THE FIRST APPLICATION.** Intense total care.
3. **SCIENTIFICALLY PROVEN RESULTS.** The efficacy test results prove the work
4. **FORMULA ENRICHED WITH MANY ACTIVE INGREDIENTS.** Advanced care.
5. **NATURAL COSMETICS.** Formulated with natural active ingredients (+95%).
6. **INNOVATIVE PEEL-OFF TECHNOLOGY.** Easily removed in one piece, no rising, no residues.
7. **SPA or BEAUTY MOMENT.** Perfect mask for a moment of relaxation or a fun pampering session.
8. **UNIQUE CONCEPT.** Technology, colors and textures with that Insta appeal.
9. **COMPLETE COLLECTION THAT TREATS ANY SKIN NEED.**
10. **COMPLETE BEAUTY PACK. MASK + CREAM.** The skin doesn't need anything else to look perfect.

## FREQUENTLY ASKED QUESTIONS

### 1. Is it possible to cover eyes if someone wishes to do so?

In doing so, there wouldn't be enough mask to cover the entire face. This is an important factor that differentiates the mask in the mask kit from the professional one.

### 2. What are the other differences with the professional masks?

Besides not being intended to cover the eye area, the masks in the mask kit are more compact and thicker in texture and therefore easier to apply while standing or sitting upright. They don't drip and they don't cause the temperature of the skin to drop as much as the professional masks

#### Other differences concerning colour:

- The mask in the Purifying mask kit is light green, not dark green.
- The mask in the Renovating mask kit is purple, not blue.
- The mask in the Shine stop mask kit is grey (white gel and black powder) instead of black, with poppy seeds and grey clay (to eliminate toxins).

## FREQUENTLY ASKED QUESTIONS

3. Can they be applied during pregnancy? Yes.

4. Why do we empty the powder first and then the gel, opposite of the way we prepare the professional masks?

Not to spill the powder when starting the mixture since the bowl is slightly smaller.

5. Do they compete with the professional masks?

NO, this is a different product and skin care concept. It is a fun product, even for having Beauty parties with friends. Most of the professional masks come within a monodose treatment that guarantees a more global and lasting effect on the skin, while the mask kits are skin care complements designed exclusively for retail use, to increase product turnover at the point of sale.

6. Any contraindication? No.

7. How often is it recommended to use them?

Weekly, or even two applications per week thanks to the new mask kit format.

8. Why has the mask kit format changed?

In order to offer a more sustainable packaging, a more durable lid and 2 masks instead of 1.

## FREQUENTLY ASKED QUESTIONS

9. Despite being considered natural products (+95% natural), what is the component responsible for not being 100% natural?

Perfumes and colorants.

10. What is the expiration time? 30 months.

11. How long does it take for the mask of the mask kit to set? 4 minutes approx.

12. Can or should the lips be covered? They can be covered, there is enough product for it and we actually recommend it for a repairing and moisturizing effect on the lips. However, it is up to the end user.

13. What are the seeds in the masks from?

Antioxidant Mask Kit, quinoa seeds (protective effect).

Renovating Mask Kit and Shine Stop mask kit, poppy seeds (soothing and seboeregulating).

Vitalizing Mask Kit, dill (antioxidant effect).

14. Are they contraindicated for people with thyroid disorders? No, they do not contain any iodine.

15. Is the entire collection unisex? Yes.

16. What makes this mask kit more sustainable than the original one? The fact that the packaging is now of recycled and recyclable material.