

GCOOP

GCOOP BODY LOTION



CONTENTS.

01. MARKET REVIEW

- Market Overview
- Beauty Trends
- Product Concept

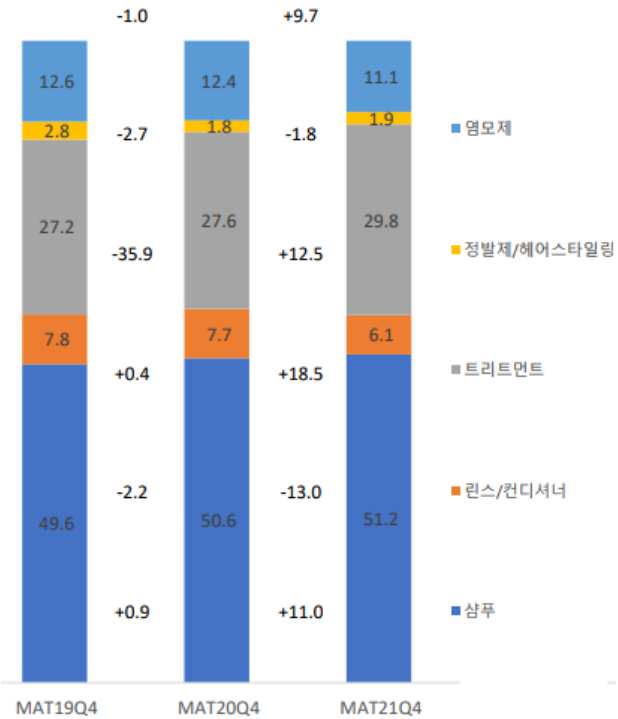
02. PRODUCT INFORMATION

- Product Introduction
- Product Features and Key Ingredients
- How to Use
- Recommended Products
- FAQ

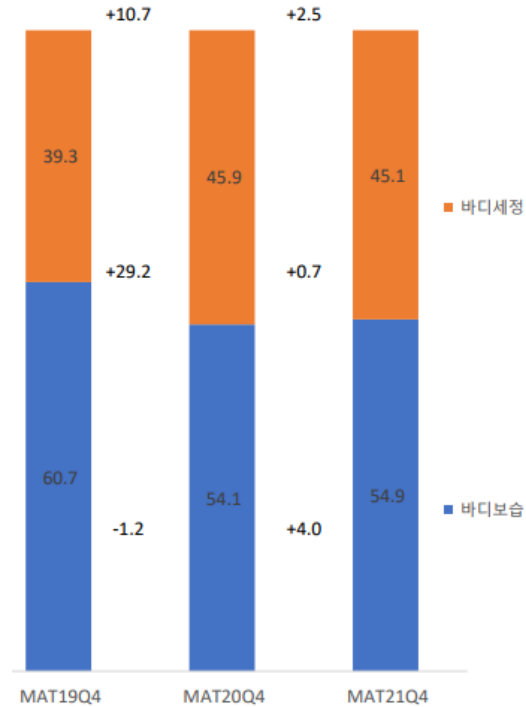
MARKET REVIEW



TOTAL : Hair Care Products

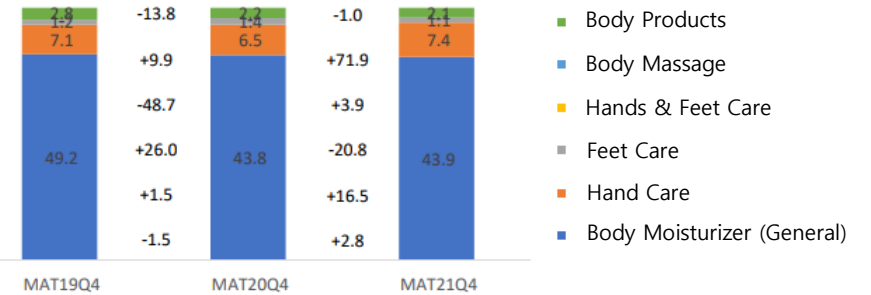


TOTAL : Body Care Products

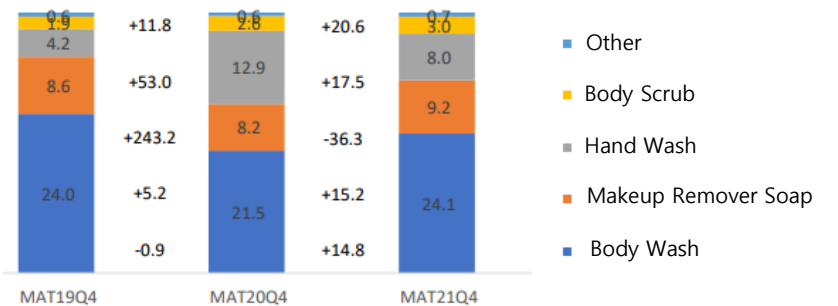


| Body Moisturizer : Breakdown |

Source : Kantar World Panel (2021 4Q)



| Body Wash : Breakdown |



- ✓ Shampoo and treatment types have been leading the hair care market since 2019, with the market continually growing until 2021.
- ✓ Body home-care products such as scrubs and body massages have been diversifying and becoming more popular.
- ✓ Sales of basic care products such as body wash and moisturizers have consistently increased.

Global Vegan Beauty Market Size

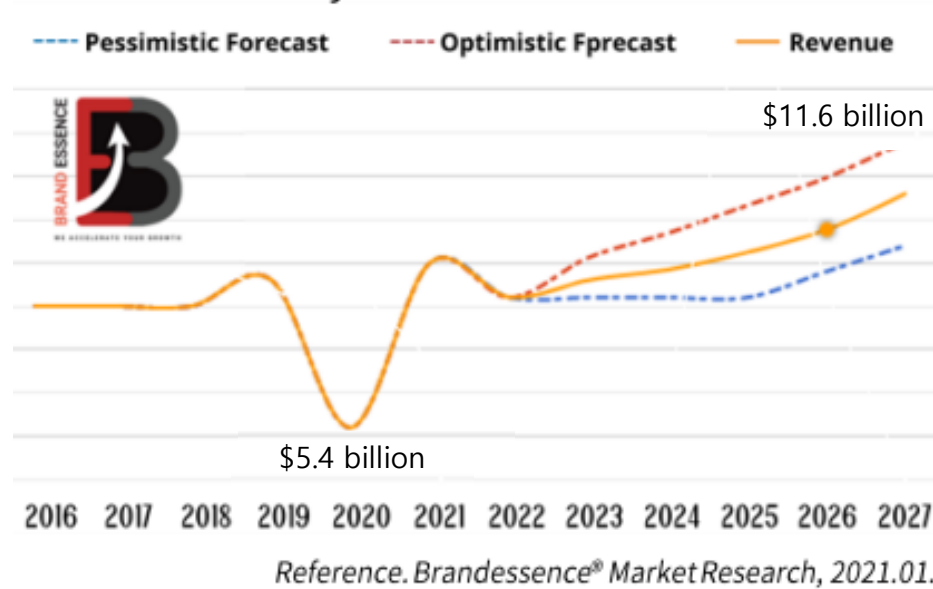


2018 \$109 million

2025 \$176 million

Source: Grand View Research

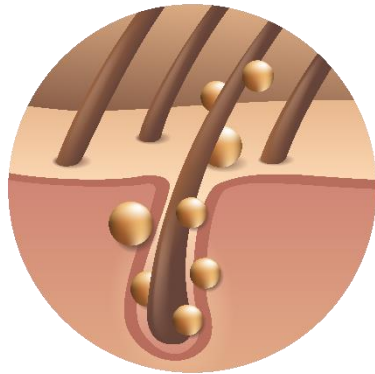
▼ Clean beauty Market Statistics 2021 – 2027



- ✓ **"Clean Beauty"** has been, is, and will continue to be a key word in the beauty industry.
- ✓ Various beauty distribution platforms and magazines have already raised awareness about clean beauty and clean beauty products.
- ✓ Market trend is shifting towards **ethical practices that considers both people and the environment.**

Specialized Scalp and Body Care

Gentle and Effective



EWG GREEN grade | Mild Formula | Plant-derived Surfactants | All Ages | Fragrance-free

PRODUCT INFORMATION



Renewed

New Ingredients, texture, and design
GCOOP Body Lotion, but even better.



Original



Combined
Fragrance

+ Net Contents : 650 mL (20.97 fl. oz.)

+ **Ingredients** : Sunflower seed oil, alginine, sodium hyaluronate, trehalose, **orange peel oil**, honey extract, propolis extract, adzuki bean oil, allantoin, **bergamot oil**, Tremella fuciformis polysaccharide, lavender oil, annatto seed oil, raspberry seed oil, basil oil, **geranium flower oil**, ceramide NP, tocopherol

Renewed



Single
Fragrance

+ Net Contents : 300 mL (10.14 fl. oz.)

+ **Ingredients** : Sunflower seed oil, alginine, sodium hyaluronate, trehalose, **lavender oil**, honey extract, propolis extract, adzuki bean oil, allantoin, Tremella fuciformis polysaccharide, annatto seed oil, ceramide NP, tocopherol



Product Name	GCOOP BODY LOTION
Product Type	Cosmetic
Net Contents	300 mL (10. 14 fl. oz.)
Skin Soothing + Nutrients	Honey extract, Propolis extract, Allantoin
Skin Hydration	Trehalose, Sodium hyaluronate
Moisturization	Tremella fuciformis polysaccharide, Annatto seed oil, Ceramide NP
Features	<div>✓ EWG GREEN grade ingredients</div> <div>✓ For all ages, no fragrances added</div> <div>✓ Moisturization</div> <div>✓ Easy-to-use pump dispenser</div>



01

Skin Soothing with nourishing Ingredients

Contains honey extract and propolis extract, soothing sensitive skin and forms a moisture barrier on the skin for a brighter complexion.



02

Effective Moisturization

A plant-based moisturizer, Tremella fuciformis polysaccharide effectively attracts moisture up to 500 times its own weight, providing ample hydration for the skin. Annatto seed oil to softens rough skin and ceramides that aid in protecting the skin barrier, alleviating dryness-induced itchiness and providing sufficient moisturizing effects.

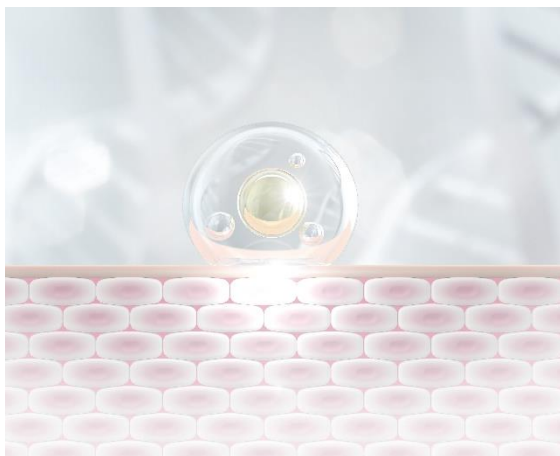
Description limited to characteristics of ingredients



03

Deep Moisturization to prevent dryness

Sodium hyaluronate and trehalose fill the skin with moisture, forming a moisturizing barrier on dry skin when applied.



04

Non-sticky moisturization

The lotion is spreads smoothly on the skin, with concentrated ingredients helping hydrate the skin and maintain the moisture.



05

Scented only with plant-based oils

Lavender oil gently provides comfort to the body and imparts its unique freshness.

Description limited to characteristics of ingredients

How to Use?



Dry well after
showering



Place an appropriate amount of product
onto the hands and gently spread over
the entire body, massaging to aid in
absorption

STEP 1

GCOOP Body Wash
Cleanses and moisturizes the body



Apply an appropriate amount of product onto a shower sponge, washcloth, etc. Gently wash the body, then rinse thoroughly with water

STEP 2

CareCella Magic Peeling Gel
Exfoliate (2-3 times per week)



Wipe dry with a towel and apply an appropriate amount of product to the area of interest. Leave on for a few minutes before gently rubbing off. Rinse off any residue with lukewarm water.

STEP 3

GCOOP Body Lotion
Soothing Moisturization



Apply an appropriate amount of product onto the hands and gently spread over the entire body, massaging to aid in absorption

Q. Are there any added pigments?

A. The yellow color comes from the Annatto seed oil, one of the ingredients. No pigments have been added.

Q. Can I use it on my face?

A. Yes, the lotion can be used on the face.

Q. Are there any added fragrances?

A. The product does not contain any added fragrances. The aromatic oil within the product create a subtle scent.

Thank You!