

GCOOP

GCOOP BODY WASH

CONTENTS.

01. MARKET REVIEW

- Market Overview
- Beauty Trends
- Product Concept

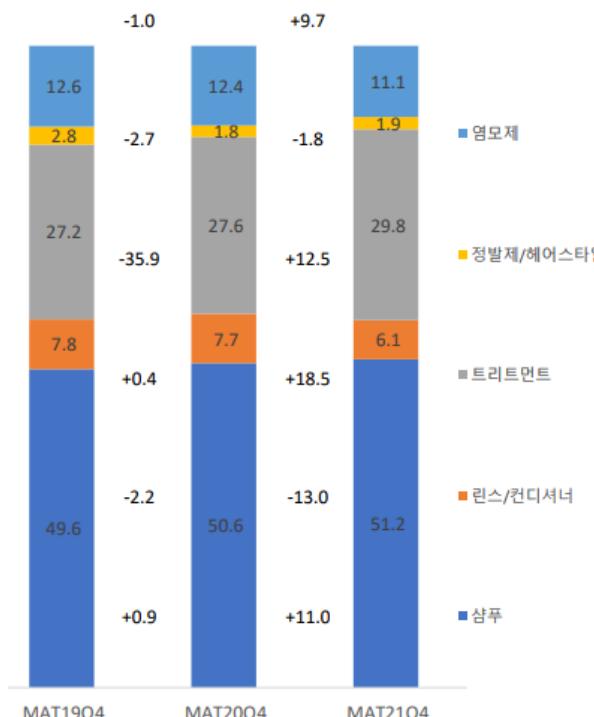
02. PRODUCT INFORMATION

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

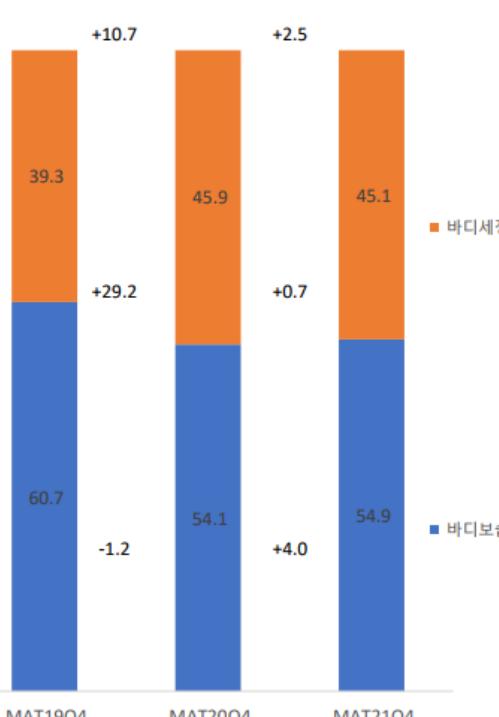
MARKET REVIEW



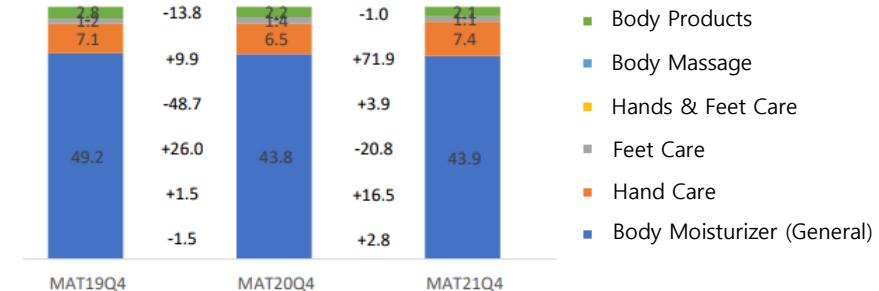
TOTAL : Hair Care Products



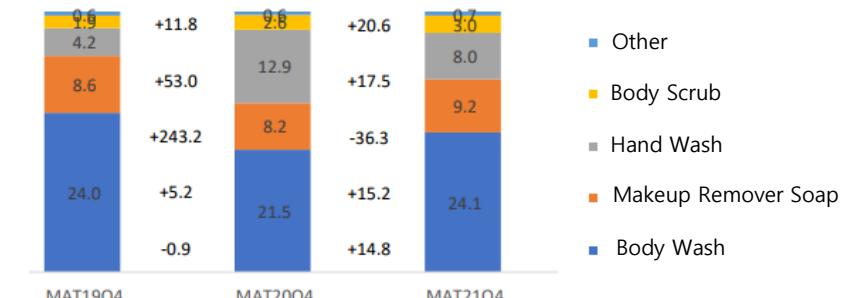
TOTAL : Body Care Products



| Body Moisturizer : Breakdown |



| Body Wash : Breakdown |

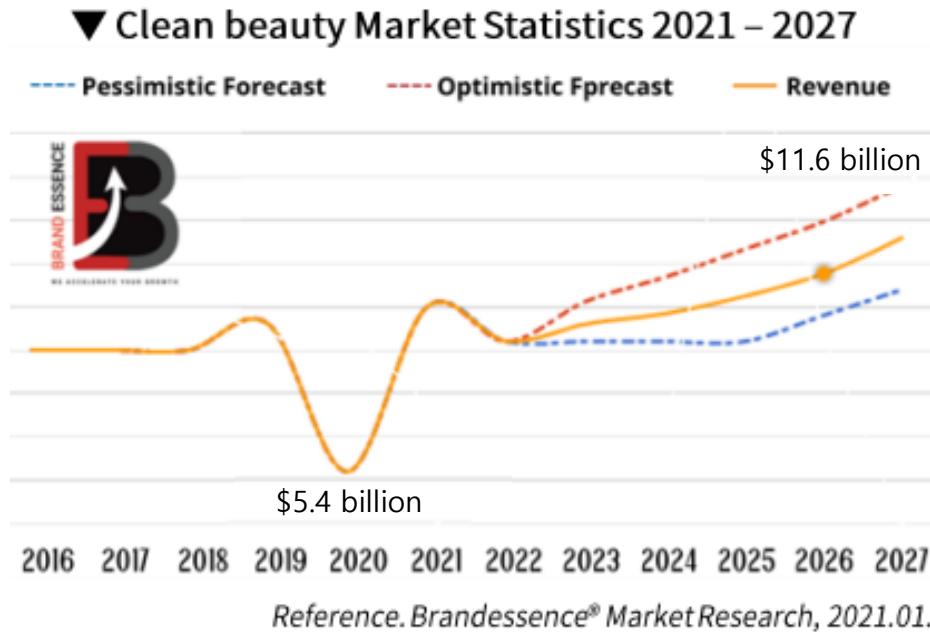


- ✓ Shampoo and treatment types have been leading the hair care market since 2019, with the market continually growing until 2021.
- ✓ Body home-care products such as scrubs and body massages have been diversifying and becoming more popular.
- ✓ Sales of basic care products such as body wash and moisturizers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

Global Vegan Beauty Market Size



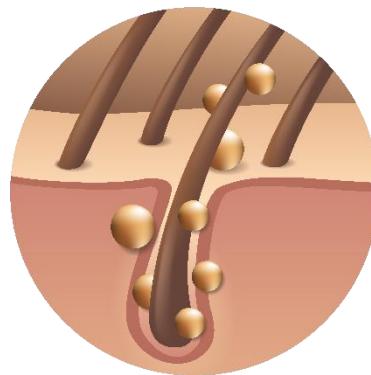
Source: Grand View Research



- ✓ “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



3 plant-based surfactants

- + Net Contents : 650 mL (20.97 fl. oz.)
- + Ingredients : **Sodium Cocoyl Sulfate**, **Lauryl Betaine**, Sorbitol, Sodium Chloride, Lavender Oil, **Glyceryl Glucoside**, Drumstick Seed Extract, Houttuynia Cordata Extract, Allantoin, Tremella Fuciformis Polysaccharide, Dipropylene Glycol, Sodium Hyaluronate, Ginsenoside, Hydroxyacetophenone, Hydrolyzed Hyaluronic Acid, Sodium Acetylated Hyaluronate, Arginine, Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1

Renewed



5 plant-based surfactants

- + Net Contents : 300 mL (10.14 fl. oz.)
- + Ingredients : **Disodium Laureth Sulfosuccinate**, **Lauryl Glucoside**, **Sodium Cocoyl Iethionate**, **Lauryl Betaine**, Sodium Chloride, Coconut Acid, **Lauryl Hydroxysultaine**, **Sorbitol**, Lavender Oil, Sodium Iethionate, Allantoin, Glyceryl Glucoside, Drumstick Seed Extract, Houttuynia Cordata Extract, Ginsenoside, Tremella Fuciformis Polysaccharide, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Caprylyl Glycol, Sodium Acetylated Hyaluronate, Arginine, Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1



Product Name	GCOOP BODY WASH
Product Type	Cosmetic
Net Contents	300 mL (10.14 fl. oz.)
Surfactants	Disodium Laureth Sulfosuccinate, Lauryl Glucoside, Sodium Cocoyl Isethionate, Lauryl Betaine, Lauryl Hydroxysultaine
Skin Elasticity (Peptides)	Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1
Moisturization	Sorbitol, Tremella Fuciformis Polysaccharide, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Sodium Acetylated Hyaluronate
Skin Soothing	Houttuynia Cordata Extract, Drumstick Seed Extract, Allantoin
<h2>Features</h2> <ul style="list-style-type: none"> ✓ EWG GREEN grade ingredients for safety ✓ Better lathering with more plant-based surfactants ✓ Moisturization after use ✓ Easy-to-use pump dispenser 	



[Lauryl Glucoside]

Lauryl Glucoside is a surfactant obtained by extraction from coconut or palm fruits. Decyl Glucoside (Cognac) is another a plant-derived surfactant extracted from coconut and palm.



- Plant-derived surfactants extracted from coconut or palm fruits
- Excellent biodegradability, solubility, and foaming properties
- Gentle foam cleansing with no irritation
- Carcinogen free
- Excellent compatibility with anionic, cationic, and amphoteric surfactants
- Highly safe compounds widely used in baby hygiene products

Description limited to characteristics of ingredients

[Disodium Laureth Sulfosuccinate]

- Extracted from the fruit of oil palms
- Plant-derived surfactant
- Anionic surfactant
- EWG 2 Ingredient
- Minimal skin irritation
- Produces rich and soft foams
- Effective cleaning agent



[Lauryl Betaine]

- Amphoteric surfactant
- Compatible with anionic and cationic surfactants
- Excellent biodegradability
- Minimal irritation
- Derived from coconuts (plant + synthetic)



[Lauryl Hydroxysultaine]

- Produces rich and soft foams
- Amphoteric surfactant
- Minimal irritation, static-free
- Derived from palm and coconut sources.

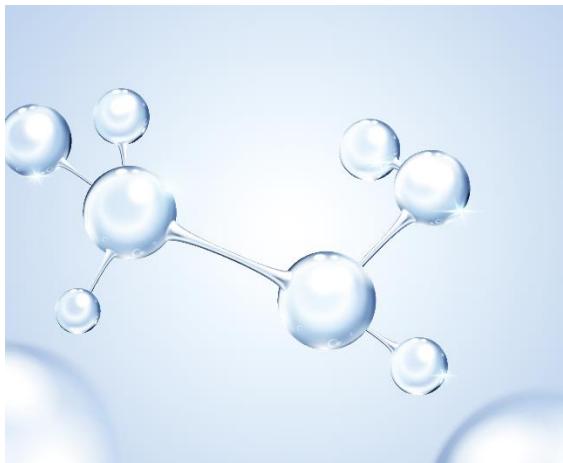


[Sodium Cocoyl Isethionate]

- Derived from coconuts
- Produces rich and soft foams
- Minimal irritation, effective cleaning agent
- Excellent biodegradability
- Anionic surfactant
- Synthesis of fatty acids and isethionic acid from coconut oil



Description limited to characteristics of ingredients



01

4 Peptides for Skin Health

Ginsenoside and four peptides (Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1) help enhance skin elasticity and smooth skin.

02

Gentle Plant-based Surfactants

Plant-derived surfactants (Disodium Laureth Sulfosuccinate, Lauryl Glucoside, Sodium Cocoyl Isethionate, Lauryl Betaine, Lauryl Hydroxysultaine) protect hair health and removes accumulated impurities and sebum without irritation.

Description limited to characteristics of ingredients



03

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.

04

Ingredients for Skin Soothing

Houttuynia cordata extract, drumstick seed extract, and allantoin help improve rough and irritated skin by providing soothing relief.

Description limited to characteristics of ingredients



05

Scented only with plant-based oils

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



06

PH 5.52 ±0.5 Low-acidity Body Wash

Helps form a mildly acidic moisture barrier on the body, providing moisture even after showering.

Description limited to characteristics of ingredients

How to Use?



Apply an appropriate amount of product onto a shower sponge, washcloth, etc.

Lather and apply on the desired body area

Scrub gently in a massaging motion, then rinse off with water

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. What are some features?

A. This product is formulated with plant-based surfactants and is gentle on the skin. It contains a blend of 4 peptides that hydrate and nourish the skin.

Q. Can I use this as a shampoo?

A. Yes, but it may cause the hair to feel stiff and dry because it does not contain any Silicon or other surfactants typically used in shampoo products.

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.

Q. Is the product functional?

A. No, the product was not designed to have other functional properties

Thank You!