

GCOOP

GCOOP HAIR CONDITIONER

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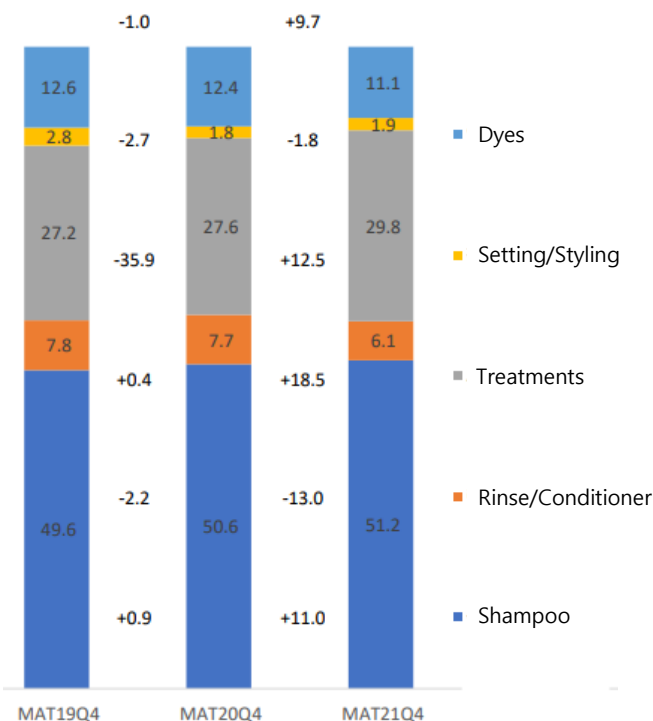
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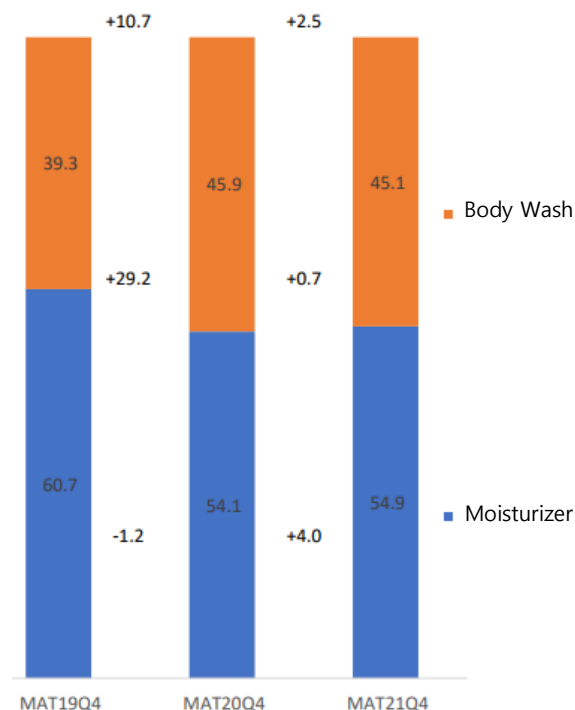
MARKET REVIEW



TOTAL : Hair Care Products

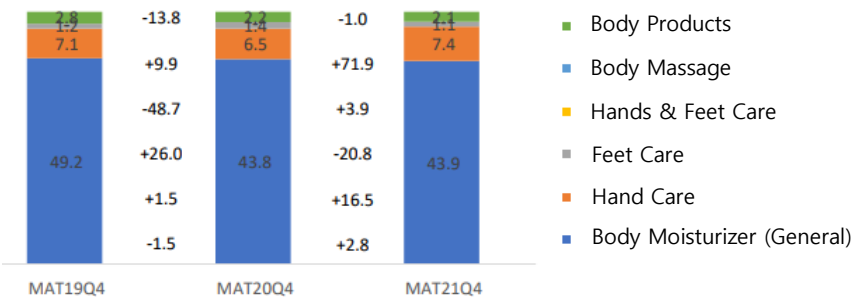


TOTAL : Body Care Products

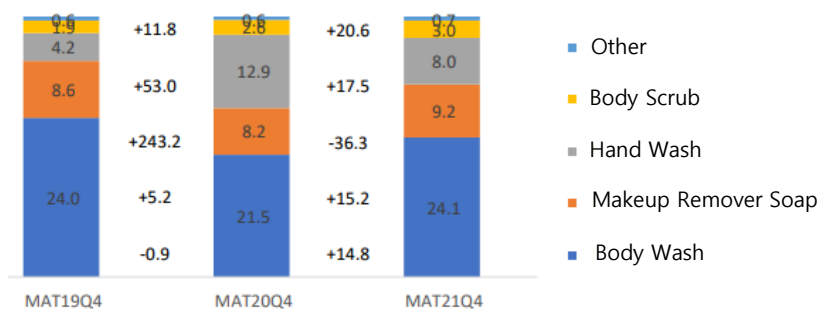


| Body Moisturizer : Breakdown |

Source : Kantar World Panel (2021 Q4)



| 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

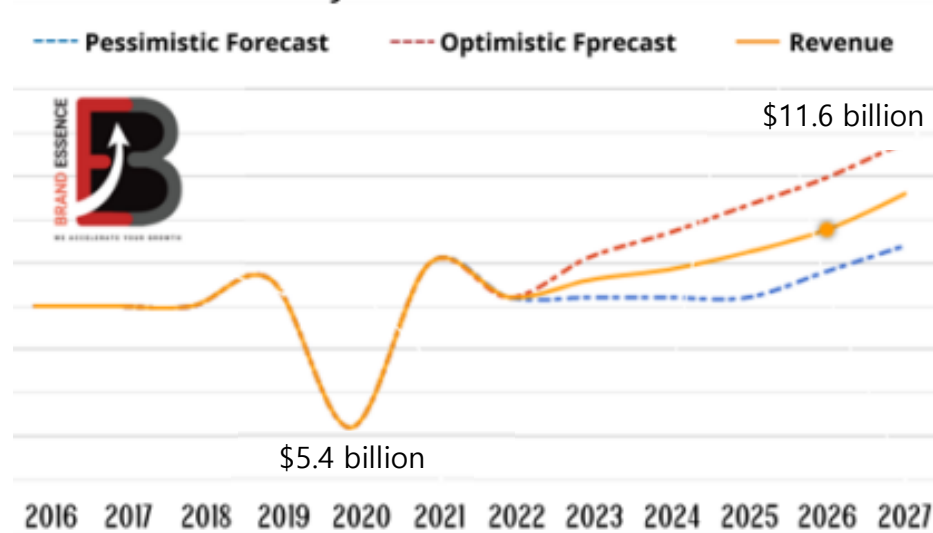


2018 \$109 million

2025 \$176 million

Source: Grand View Research

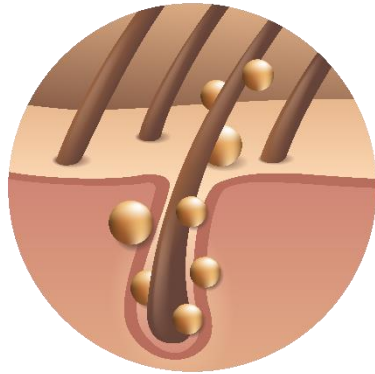
▼ Clean beauty Market Statistics 2021 – 2027



- ✓ “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





Product Name	GCOOP HAIR CONDITIONER
Product Type	Hair Care
Net Contents	300 mL (10. 14 fl. oz.)
Hyprotein 8	Hydrolyzed Keratin, Hydrolyzed Collagen, Hydrolyzed Silk, Hydrolyzed Elastin, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Hydrolyzed Corn Protein, Silk Amino Acids
Moisturization	Drumstick Seed Extract, Ceramide, Sodium Hyaluronate, Hydrolyzed Hyaluronic Acid, Sodium Acetylated Hyaluronate
Nutrients · Elasticity	Shea Butter, Argan Kernel Oil, Jojoba Oil
Scalp Soothing	Winter Cherry Root Extract, Soapnut Fruit Extract, Neem Leaf Extract, Indian Gooseberry Fruit Extract, Marshmallow Root Extract, Buckwheat Extract, Turmeric Root Extract, Mugwort Extract
Features	<div>✓ EWG GREEN grade product</div> <div>✓ For everyone, fragrance-free</div> <div>✓ No silicon or other chemical additives</div> <div>✓ Comes with a pump attached for easy use</div>



01

Contains Hyprotein 8 for Hair Care

Contains 8 complexes (Hydrolyzed Keratin, Hydrolyzed Collagen, Hydrolyzed Silk, Hydrolyzed Elastin, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Hydrolyzed Corn Protein, Silk Amino Acids) to supply nutrition to the hair, protecting and giving the hair a shine.

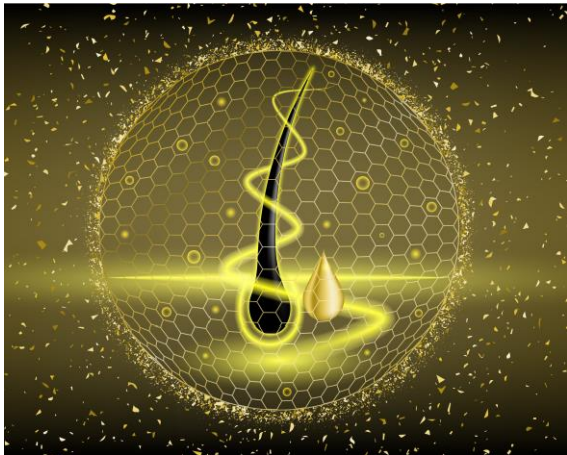


02

Moisturization for Frizzy Hair

Plant-derived surfactants (Disodium Laureth Sulfosuccinate, Lauryl Glucoside, Sodium Cocoyl Isethionate, Lauryl Betaine, Lauryl Hydroxysultaine) protect hair health and gently removes accumulated impurities and sebum on the scalp with rich, irritation-free foam.

Description limited to characteristics of ingredients



03

Contains nutrients and energizing ingredients for damaged hair.

Shea butter, argan kernel oil, and jojoba seed oil supply nutrition to weakened and damaged hair, helping maintain smooth hair texture.



04

Scented only with plant-based oils

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

Description limited to characteristics of ingredients



05

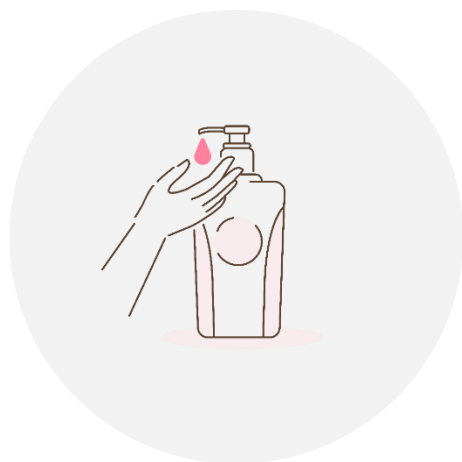
8 Conditional Complexes

Alleviates scalp irritation and stress

- **Winter Cherry Root Extract (Ashwagandha)**
A plant known as Indian ginseng, helps protect the skin.
- **Shikakai Fruit Extract**
Extracted from the fruit of the Acacia concinna tree, which grows naturally in central India, helps alleviate itching.
- **Neem Leaf Extract**
A plant also used as a traditional remedy in India, particularly revitalizes the scalp as a hair conditioning agent.
- **Indian Gooseberry Fruit Extract (Amla extract)**
From a plant known as Amla in India, rich in vitamin C, helps promote scalp health.
- **Buckwheat Extract (Polygonum cuspidatum extract)**
Aids in soothing sensitive skin.
- **Marshmallow root extract**
Soothes sensitive scalp and provides nourishment.
- **Turmeric root extract**
Derived from the root of turmeric, helps calm stressed skin due to external stimuli and stress.
- **Artemisia extract**
Helps soothe skin irritation and improves dryness.

Description limited to characteristics of ingredients

How to Use?



After shampooing,
apply an
appropriate amount
of product to the
hair.



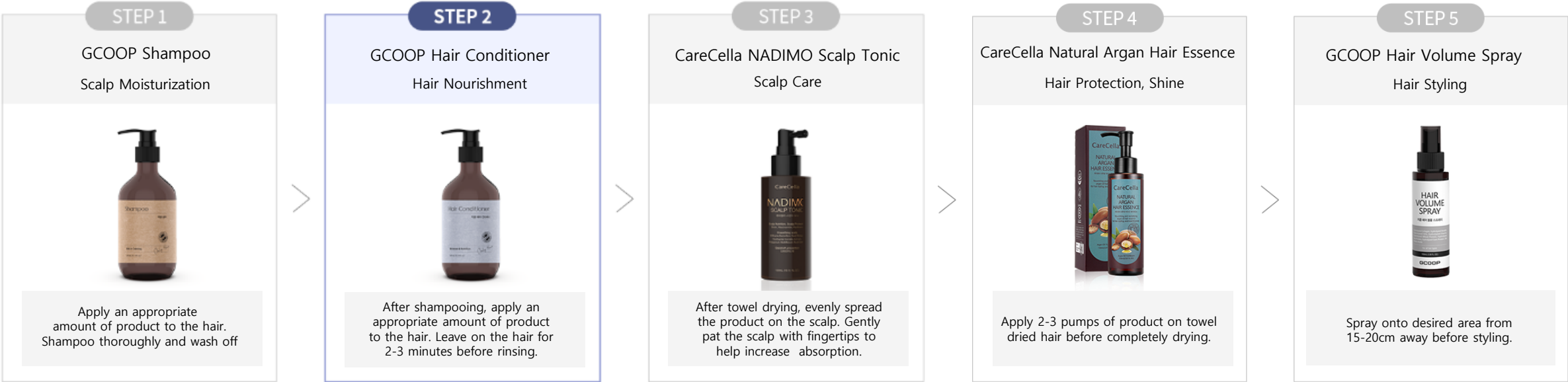
Leave on the hair for
2-3 minutes and
gently massage.



Rinse thoroughly
after massaging.



*For damaged hair,
product can be left on the
hair for 5-10 minutes
before rinsing.



Q. What are the main ingredients?

A. Hydrolysed Keratin, Hydrolysed Collagen, Hydrolysed Elastin, Hydrolysed Cir, and Silk Amino Acids

Q. Is the product only for damaged hair?

A. No, it can be used on normal hair. Argan kernel oil adds shine and nourishment to hair and Shea butter gives hair flexibility and softness. The conditioner can be used in your daily hair care routine, even if your hair is not damaged.

Q. Are there any added fragrances?

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

Thank You!