

**GCOOP**

# **GCOOP SHAMPOO**



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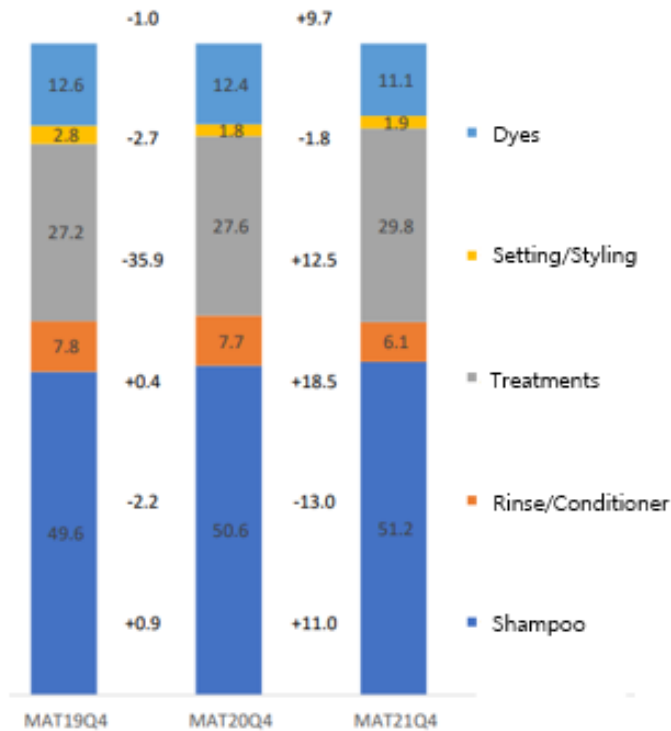


# MARKET REVIEW

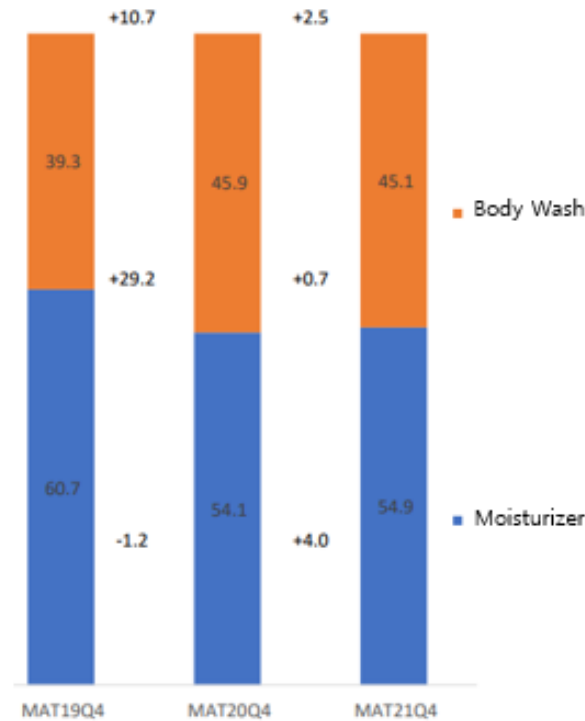




## TOTAL : Hair Care Products

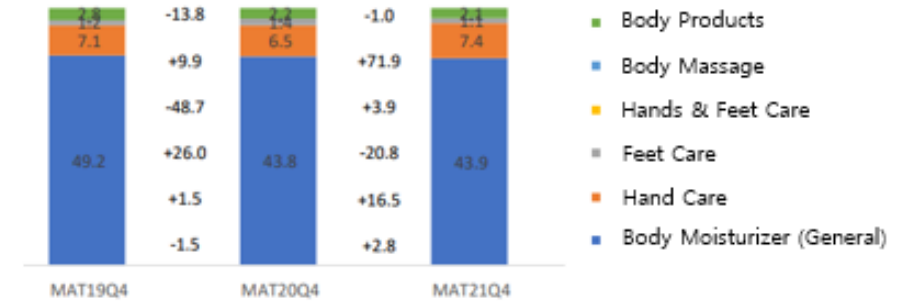


## TOTAL : Body Care Products

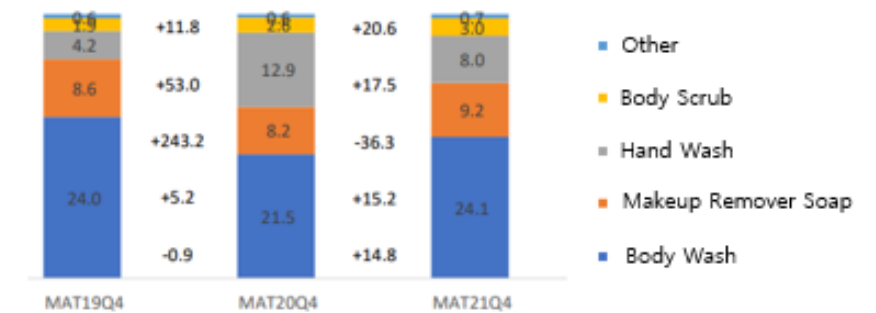


## | Body Moisturizer : Breakdown |

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.
- ✓ Sale of basic care products such as body wash and moisturizers have consistently increased.

## Global Vegan Beauty Market Size

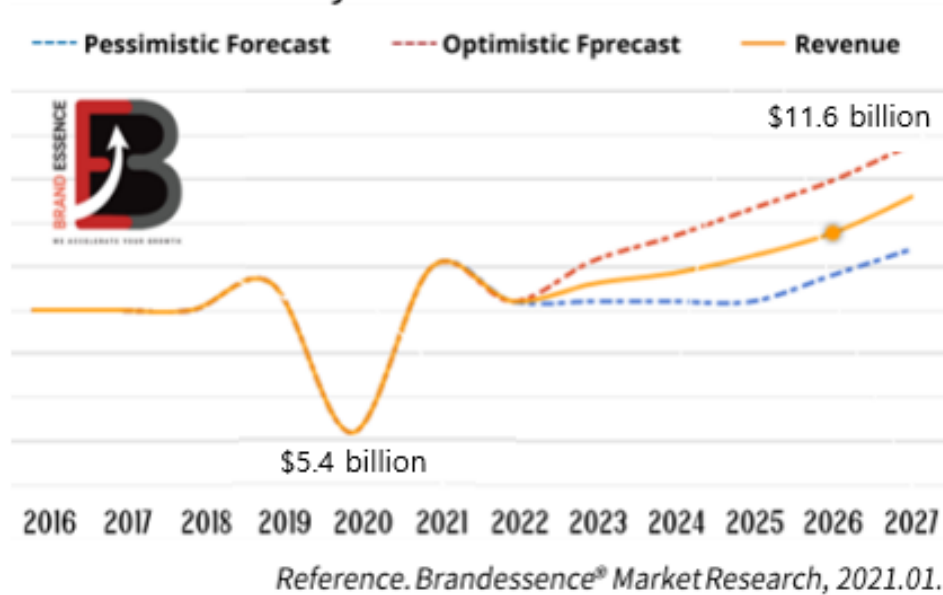


2018 \$109 million

2025 \$176 million

Source: Grand View Research

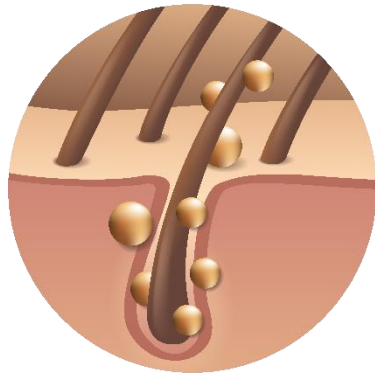
## ▼ Clean beauty Market Statistics 2021 – 2027



- ✓ "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 trends 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 Shampoo, but even better.





Original



+ Net Contents : 650 mL (20.97 fl. oz.)  
+ **Ingredients** : Lauryl Glucoside, Lauroamidopropyl Betaine, Brassicaamidopropyl Dimethylamine, Isopentyl Diol, Sorbitol, Sodium Chloride, Orange Peel Oil, Ethylhexyl Glycerin, Bergamot Oil, Lavender Oil, Allantoin, Cedarwood Oil, Eucalyptus Leaf Oil, Aloe Vera Leaf Juice, Licorice Fruit Oil, Winter Cherry Root Extract, Shikakai Fruit Extract, Neem Leaf Extract, Indian Gooseberry Fruit Extract, Marshmallow Root Extract, Buckwheat Extract, Turmeric Root Extract, Mugwort Extract, Basil Oil, Scented Geranium Flower Oil, Ginsenoside, Copper Tripeptide-1, Biotin, Hexapeptide-2, Arginine, Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1

Renewed



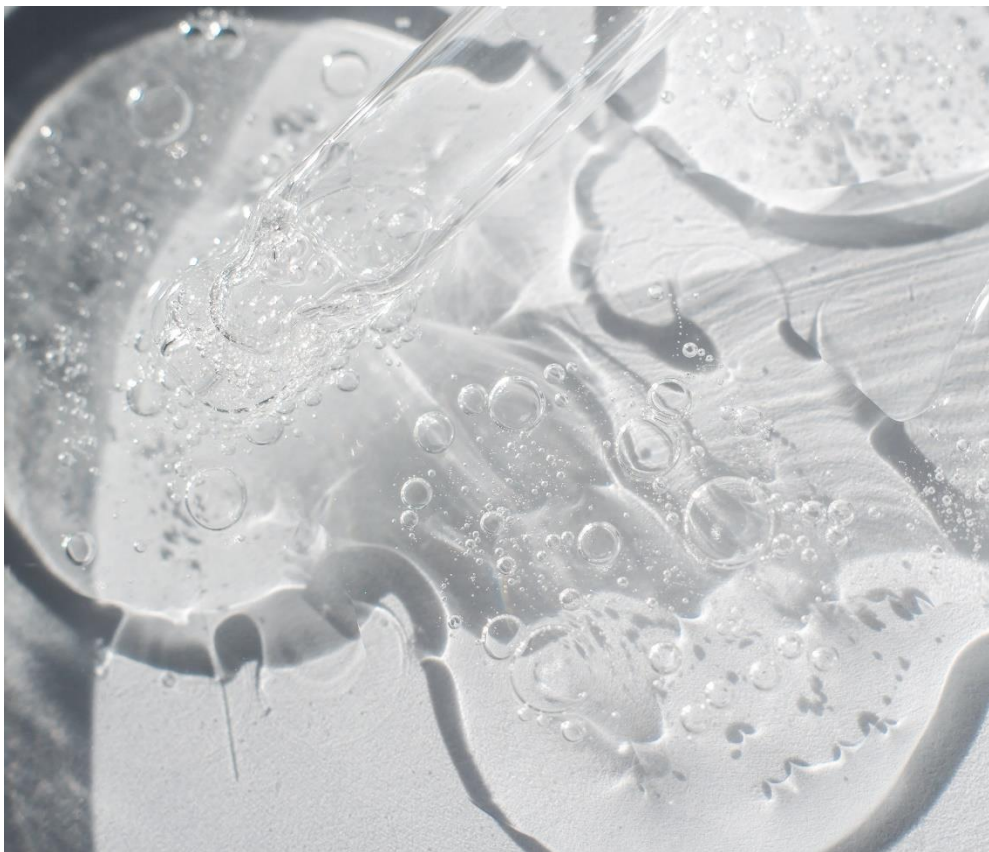
+ Net Contents : 300 mL (10.14 fl. oz.)  
+ **Ingredients** : Disodium Laureth Sulfosuccinate, Lauryl Glucoside, Sodium Cocoyl Isethionate, Sodium Chloride, Lauryl Betaine, Cocamidopropyl Betaine, Coconut Acid, Lavender Oil, Sodium Isethionate, Lauryl Hydroxysultaine, Allantoin, Panthenol, Lactobacillus/Collagen Ferment Filtrate, Drumstick Seed Extract, Ginsenoside, Winter Cherry Root Extract, Shikakai Fruit Extract, Neem Leaf Extract, Indian Gooseberry Fruit Extract, Marshmallow Root Extract, Buckwheat Extract, Turmeric Root Extract, Mugwort Extract, Silk Amino Acids, Sodium Hyaluronate, Hydrolyzed Keratin, Hydrolyzed Collagen, Hydrolyzed Silk, Hydrolyzed Elastin, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Hydrolyzed Corn Protein, Ceramide NP, Hydrolyzed Hyaluronic Acid, Copper Tripeptide-1, Sodium Acetylated Hyaluronate, Biotin, Hexapeptide-2, Arginine, Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1





Product Name	GCOOP SHAMPOO
Product Type	Hair Care
Net Contents	300 mL (10. 14 fl. oz.)
Surfactants	Disodium Laureth Sulfosuccinate, Lauryl Glucoside, Sodium Cocoyl Isethionate, Lauryl Betaine, Lauryl Hydroxysultaine
Scalp Care · Hair Elasticity	Copper Tripeptide-1, Hexapeptide-2, Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1
Scalp Soothing	Winter Cherry Root Extract, Centella Asiatica Fruit Extract, Mistletoe Extract, Indian Gooseberry Fruit Extract, Marshmallow Root Extract, Buckwheat Extract, Turmeric Root Extract, Mugwort Extract
Features	<div><div>✓</div><div>EWG GREEN grade ingredients</div></div> <div><div>✓</div><div>Richer foam with plant-based surfactants</div></div> <div><div>✓</div><div>Hair remains soft and untangled after use</div></div> <div><div>✓</div><div>More ingredients for more effect</div></div> <div><div>✓</div><div>Easy-to-use pump dispenser</div></div>





### [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



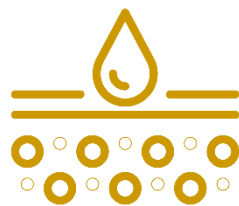
### [Disodium Laureth Sulfosuccinate]

- 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







01

## Nourishing and Energizing Ingredients for Healthy Hair

Six types of ginsenosides and peptides (Copper Tripeptide-1, Hexapeptide-2, Tripeptide-29, Acetyl Hexapeptide-8, Hexapeptide-9, Nicotinoyl Tripeptide-1)



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

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





04

## Scented only with plant-based oils

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



05

## PH 5.42 $\pm$ 0.5 Low-acidity Shampoo

Helps form a mildly acidic moisture barrier on dry scalp, providing moisture and maintaining a healthy scalp and hair even after shampooing.

Description limited to characteristics of ingredients



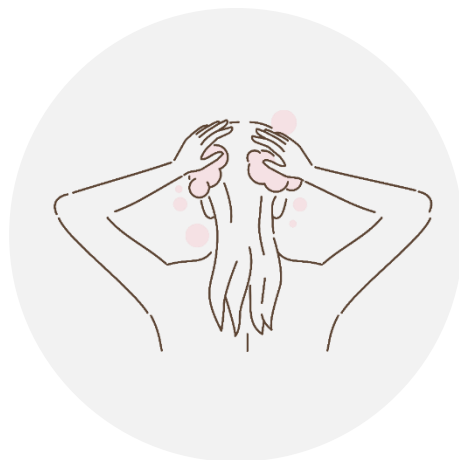
## How to Use?



Wet your hair  
thoroughly



Apply an appropriate  
amount of shampoo  
to hair and scalp

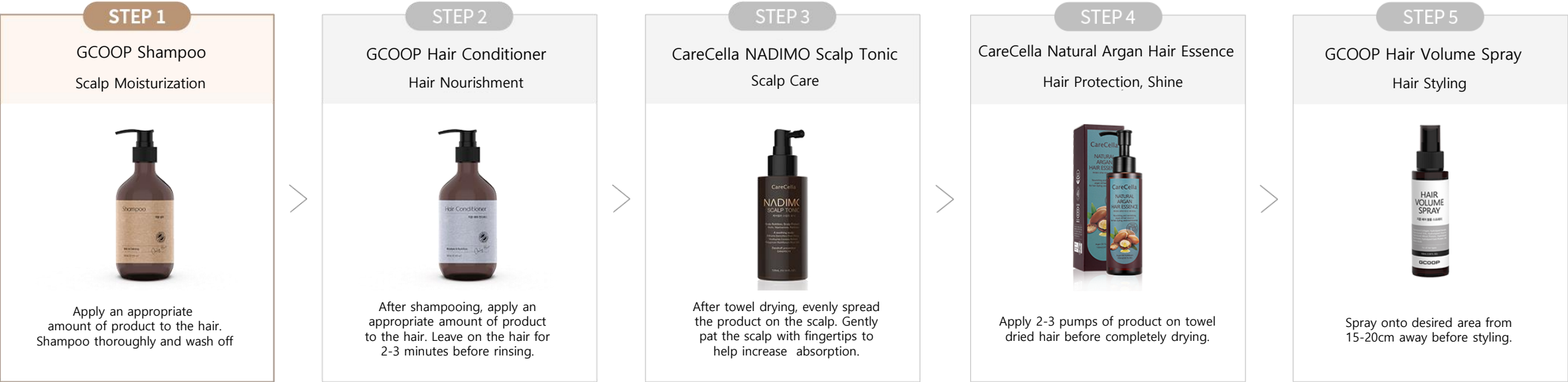


Shampoo hair and  
scalp thoroughly



Rinse off thoroughly







## Q. What are some features?

A. GCOOP Shampoo is a low-irritant shampoo that uses plant-derived surfactants to effectively remove impurities and sebum. It also contains nourishing ingredients that help maintain healthy hair and scalp.

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## Q. How are plant-derived surfactants different from common surfactants?

A. Compared to shampoos made with commonly sold synthetic surfactants, your hair may feel slightly stiffer. This is because silicone-based ingredients, which are added to artificially soften hair, are not included.

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## 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.

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## Q. Can the product help prevent hair loss ?

A. GCOOP Shampoo is not an anti-hair loss shampoo. If you are looking for a shampoo that may help with hair loss, we recommend Carecella NADIMO Shampoo.



Thank You!