

# Too Faced

COSMETICS

*Nathalie Normann & Gaby Marquez*





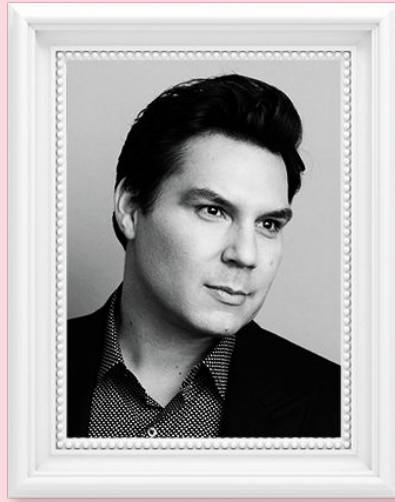
*Too Faced*<sup>™</sup>

# Table of Contents

Discovery.....	Page 3
History.....	Page 4
Core Mission & Brand Positioning.....	Page 5
Size of the Business & Pricing Strategy.....	Page 9-12
Target Market.....	Page 13-15
SWOT.....	Page 16
Competitive Review.....	Page 17-18
Product Concept.....	Page 19-21
Scope.....	Page 22
Target Market.....	Page 23-27
Competitive Review.....	Page 28-34
Skincare & Macro Trends.....	Page 35-44
Business Case.....	Page 45
Mood Boards & Assortment Plan.....	Page 46-49
Benefits & Features.....	Page 50
Brand Positioning & Launch Timing.....	Page 51-52
Potential Customers/Target Market.....	Page 53-57
Cost & Financial Analysis.....	Page 58-59
Development.....	Page 60
Time & Action Calendar.....	Page 61
Design Brief.....	Page 62
Cost Estimates.....	Page 63
Tech Pack.....	Page 64
Logistic Plan.....	Page 65
Creative Brief.....	Page 66
IP Issues.....	Page 67
Testing & Validation.....	Page 68
Quality Assurance & Control Plan.....	Page 69-70
Marketing Claims.....	Page 71-72
Consumer Testing.....	Page 73-75
Packaging & Labeling.....	Page 76-77
Launch.....	Page 78
Integrated Marketing Plan.....	Page 79-89
Product Lifecycle.....	Page 90
Ongoing Marketing Plan.....	Page 91-93
Works Cited.....	Page 94-95

# Discovery





# History

- *Founded in 1998*
- *Founders are Jerrod Blandino and Jeremy Johnson*
- *Inspired by a love of Paris, unabashed girliness and the transformative power of cosmetics, they created Too Faced, a boutique brand with big dreams*
- *In 2016 Estee Lauder bought the company for \$1.45 Billion*



FACE



EYES



LIPS



NEW



SALE

# Core Mission

*“At Too Faced, we believe makeup is power, giving women the freedom to express themselves and the confidence to take on the world. Makeup is so much more than a little color on your face. It’s a mood booster and a powerful ally. So be a star, shimmer it up and take over the world! We are here to give you the tools to create your own looks, find what you love and own your pretty.”*

# Brand Positioning

*“Today, Too Faced has grown into a leader within the beauty industry, creating innovative cruelty-free cosmetics that women love to wear.”*





**"#1-SELLING PRESTIGE MASCARA IN AMERICA"**



*Better Than Sex Mascara*



FACE



EYES



LIPS



NEW



SALE





# Size of the Business

- Net sales year 2016 was over \$270 million
- Headquarters located in Irvine, California
- 201-500 employees
- The cosmetic industry in the US is approximately \$62 Billion
- Market Share= total sales revenue/ total industry revenue
  - = 270 mil/62 bil
  - = 0.43%



FACE



EYES



LIPS

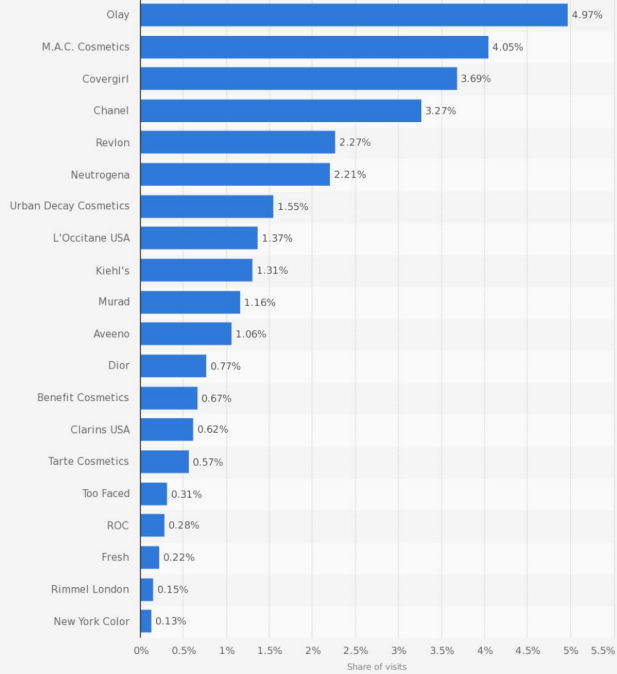


NEW



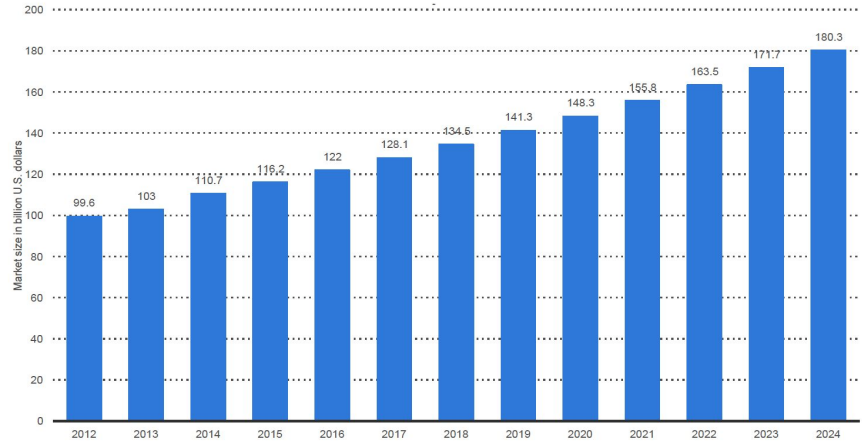
SALE

**Online market share of leading beauty brands in the United States in 2013, based on percentage of visits**



Global skin care market size 2012-2024

**Size of the global skin care market from 2012 to 2024 (in billion U.S. dollars)\***



Note: Worldwide

Further information regarding this statistic can be found on [page 37](#)

Source: Treflis.com [ID 254612](#)

# Channel of Distribution

SEPHORA

*Too Faced*  
COSMETICS



FACE



EYES



LIPS



NEW



SALE

# Pricing Strategy

- *Prestige pricing- set higher than the average drugstore brands because lower prices would hurt sales.*
- *Products prices are comparable to the competitors making them neither pricier nor cheaper.*
- *Foundations are priced between \$36-39*
- *Eyeshadow palettes are priced between \$38-49*
- *Lipsticks and lip products are priced between \$17-22*



FACE



EYES



LIPS



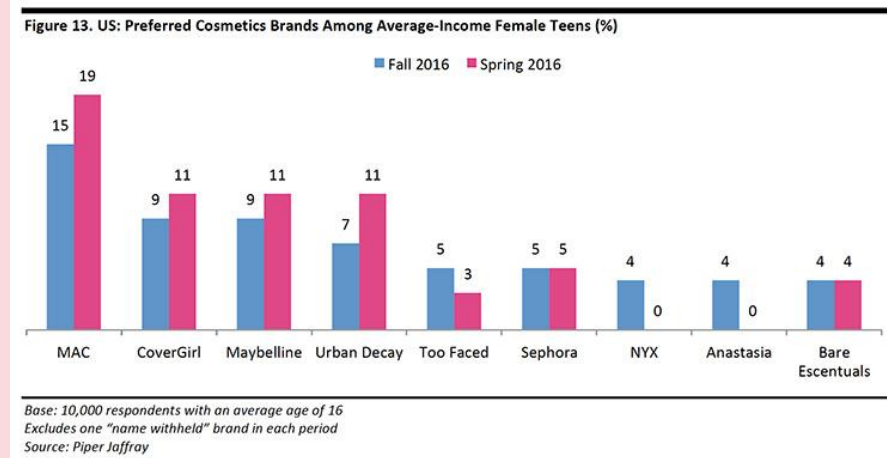
NEW



SALE

# Target Customer

- Millennials
- Gen Z
- 85% of customers are under the age of 45
- Demographic between ages 18 to 34
- Live in urban cities where stores like Ulta & Sephora are available
- Enjoys online shopping on the Too Faced Website
- Researches products through social media and influencers before purchasing new products
- Keeps up with makeup trends and involvement in social media
- Cares equally about product quality and product appearance/packaging
- 154 Million potential customers



# Millennials

*"Too Faced, founded in 1998, is expected to "win with millennials," Estee Lauder said Monday, especially among those "who are passionate about social media, fashion and pop culture."*

- *1980's- Mid 1990's/2000*
- *Age 16-36*
- *Active social media users and adapt to technology*
- *Lives in cities that have available stores as the majority of millennials prefer to buy beauty products in-store.*
- *"selfie generation," millennials have made makeup the fastest-growing cosmetics category globally.*
- *Most likely to buy all-natural beauty products since they are concerned with fitness and health*



FACE



EYES



LIPS



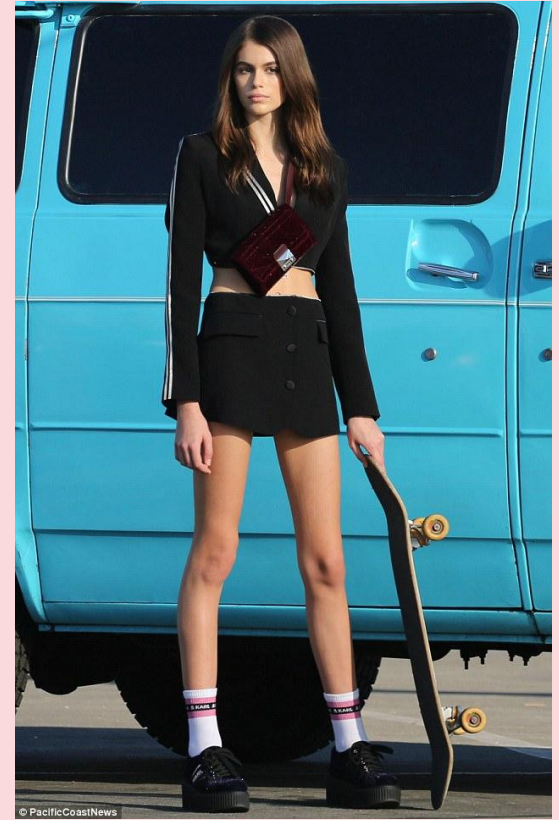
NEW



SALE

# Gen Z

- *Females*
- *1995-2009/2014*
- *Lives in a city where retailers such as Sephora & Ulta are accessible*
- *Most diverse and multicultural of any generation in the US*
- *Gen Z is a generation of highly educated, technologically-savvy, innovative thinkers*



FACE



EYES



LIPS



NEW



SALE

# SWOT

## Strengths

- Brand identity
- Estee Lauder as a parent group
- Aesthetically pleasing- visual, surface, smell
- Product and packaging quality
- Global product reach
- Affordable price point
- Cruelty free
- Well known products such as 'Better than sex' Mascara

## Weaknesses

- High fragranced products may irritate certain skin types
- Lack in line depth
- Limited face products
- Too faced itself lacks a brick and mortar store
- Core mission is long
- Not recognized internationally

## Opportunity

- New market expansion (skin care)
- Opening up boutique or pop up shops
- Expanding to new consumers such as men
- Expand internationally
- Expand both line depth and breadth
- Launching products where proceeds go to charity

## Threats

- Fierce competition from major brands (Tarte)
- Competitive and "over crowded" industry
- Launching new product lines sticking to the Too face mission, vision, and core values.



FACE



EYES



LIPS



NEW



SALE



# Competitive Review

- *Target same market segment*
- *Innovative cosmetics with fun packaging*
- *Have a strong product breadth including items such as self tanners, deodorant*
- *Influencers favor this brand due to product launch excursion to exotic locations such as Bora Bora*
- *Weakness: don't have a brick & mortar, they have a skin care line but only one collection (maracuja line, rainforest by the sea)*
- *USA based*



*\*Main Competitor*



Always formulated without: Parabens • Mineral Oil • Phthalates • Triclosan • Sodium Lauryl Sulfate • Gluten

© 2018 Tarte Inc. All Rights Reserved

# Competitive Review

## Benefit:

- *Target the younger consumer*
- *Known for their brow products*
- *Has a loyal following and has been around for a while*
- *High brand awareness*

## Urban Decay:

- *Been on the market for a while*
- *Known for their Naked Palettes*
- *Strong reputation*
- *Target millennials*
- *Weakness: only have one brick-and-mortar location*

## Anastasia Beverly Hills

- *Well recognized in the beauty industry*
- *Known for their brow products, contour and eyeshadow palette*
- *Targets a broader customer segment*
- *Recognized around the world*



# Product Concept

IT JUST COMES

*Naturally*

THE ULTIMATE *natural* BEAUTY  
COLLECTION

BETTER  
THAN SEX  
MASCARA



FACE



EYES



LIPS



NEW



SALE

IT JUST COMES

# Naturally

THE ULTIMATE *natural* BEAUTY COLLECTION



FACE



EYES



LIPS



NEW



SALE

# Objectives

- *Launch a basic skin care line that includes a cleanser, toner, and an all in one moisturizer by Fall 2018.*
- *Goals: to create product breadth for the Too Faced consumer, a product that is a must have item and is a universal product that suits every skin type including the most sensitive skin.*
- *The line expansion will hopefully prepare Too Faced for international expansion and be a global player in the cosmetic world.*



FACE



EYES



LIPS



NEW



SALE



*Scope*

*own your  
pretty*

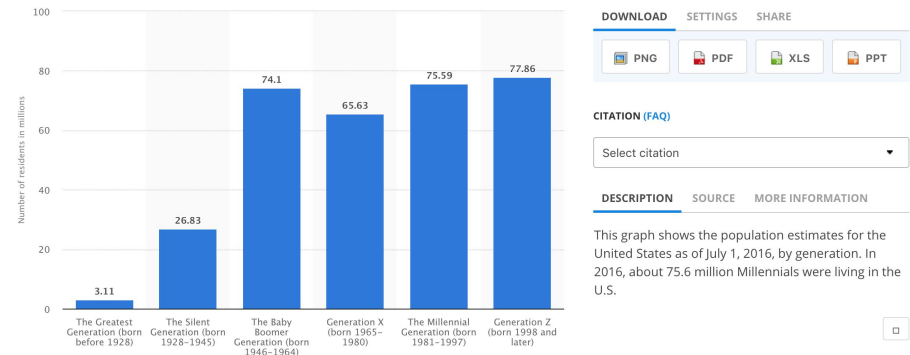
# Consumer Segments

Figure 2. Generations, by Birth-Year Range

Generation	Born	Age Range in 2017
Gen Z	2001–2020	0–16
Millennial	1980–2000	17–37
Gen X	1960–1979	38–57
Baby Boomer	1946–1959	58–71
Senior/Pre-Boomer	Before 1946	72+

Source: Fung Global Retail & Technology

Resident population of the United States in 2016, by generation (in millions)



*\*153.45 million potential consumers*



FACE



EYES



LIPS



NEW



SALE

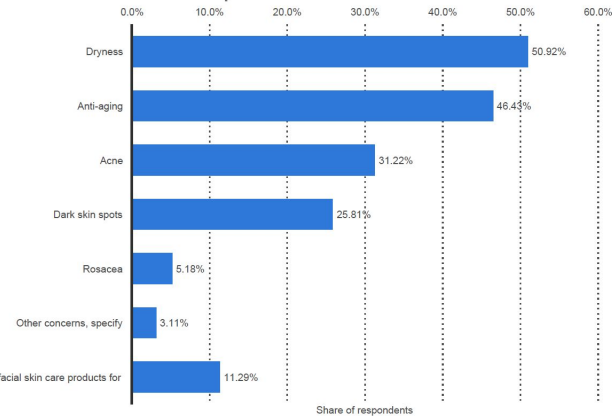
# Most Common Skin Concerns



- *Acne/blemishes*
- *Fine lines & wrinkles*
- *Dryness*
- *Oiliness*
- *Pores/texture*
- *Sensitive skin*
- *Uneven skin tone and dark spots*

Facial skin care product purpose in the U.S. in 2016

**Leading purposes of facial skin care products purchases according to consumers in the United States as of October 2016**



Note: United States, October 2016; 18-74 years; 898 Respondents

Further information regarding this statistic can be found on [page 59](#)

Source: TABS Analytics; Toluna QuickSurveys [ID 745076](#)

statista



FACE



EYES



LIPS



NEW



SALE



# Millennials

*“Roark, 27, who works in retail in Abingdon, Virginia, estimates she spends US\$300 a month on cosmetics and skin care. She watches at least three hours of tutorials each week on YouTube, learning new techniques or keeping up on emerging brands. Her morning makeup routine takes 30 minutes and involves up to 15 products.”- Financial Post*

- Identify themselves as “makeup enthusiasts”
- Spend hours on social media-video bloggers, influencers
- Use at least six products each day.
- Use 25% more cosmetics than they did just two years ago
- Known as “selfie generation”- always camera ready



FACE



EYES



LIPS



NEW



SALE

# Gen Z

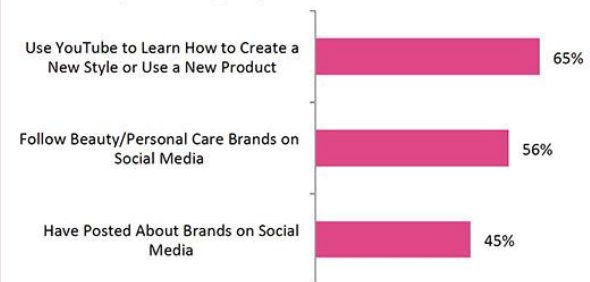
- *Known for skepticism*
- *Clarity & honesty essential in buying habits*
- *Online research about new products*
- *Look for authenticity in a brand*
- *Have enough disposable income*
- *Beauty junkie*

**Figure 12. US: Estimated Spending on Core Beauty Categories by Female Consumers Ages 12–17, 2016 (USD Bil.)**

	Total Spend
<b>Total Core Beauty</b>	<b>\$2.3</b>
Skincare	\$1.1
Cosmetics	\$0.8
Fragrances	\$0.4

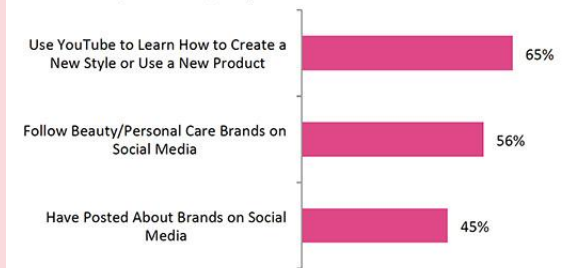
Source: Piper Jaffray/US Census Bureau/Fung Global Retail & Technology

**Figure 9. US: Percentage of Female Teens Ages 12–17 Who Use Social Media for Selected Beauty-Related Purposes, 2016**



Source: Mintel

**Figure 9. US: Percentage of Female Teens Ages 12–17 Who Use Social Media for Selected Beauty-Related Purposes, 2016**



Source: Mintel



FACE



EYES



LIPS



NEW



SALE

# Target Market

## Demographic

- Ages 13-35
- Caters to both men and women but catered more towards women
- Rural cities where stores like Sephora and Ulta are readily available and easily accessible
- Parents have disposable income to spend on prestige cosmetics, or are old enough to have their own secure job

## Geographic

- Major cities across North America
- Has access to a Sephora or Ulta

## Psychographic

- Concerned and has interest with fitness/wellness and overall health (body & skin)
- Seek natural or organic ingredients in products free from harmful ingredients such as parabens

## Behaviouristic

- Spend at least several hours a day on social media- Instagram, Youtube
- Rely heavily on researching through their favourite beauty Influencers
- Spends equal amount of time on skincare as makeup, if not more
- Incorporates at least 3-6 higher end skincare products in their daily skincare routine



FACE



EYES



LIPS



NEW



SALE

# *In-Depth Competitive Review*



SEPHORA



*Benefits/features:*

- *Eco-chic, cruelty-free, hypoallergenic, vegan.*
- *Use of natural products without parabens, triclosan & gluten.*

*Price point:*

- *Prestige pricing*
- *foundations \$36-39, eyeshadow palettes \$15-\$53, lip products \$10-\$24, & skincare \$10-\$68.*

*Consumer:*

- *Target millennials and Gen Z*

the journey of  
*tarte*  
glamorous makeup & good-for-you ingredients

“*Tarte started in 2000 with a dream of combining glamorous makeup & good-for-you ingredients.*”

## **TARTE**

*Drink of H2O Hydrating Boost  
Moisturizer Rainforest of the Sea*



*Price: \$39 for 50mL  
Not fragrance free*

### **Which skin type is it good for?**

- ✓ Normal
- ✓ Oily
- ✓ Combination
- ✓ Dry
- ✓ Sensitive

### **What it is:**

*A daily, vegan gel moisturizer that soothes and refreshes parched skin with electrolyte-packed hydration.*

### **Solutions for:**

- Dryness
- Dullness and uneven texture
- Loss of firmness and elasticity

### **What it is formulated WITHOUT:**

- Parabens
- Sulfates
- Phthalates



FACE



EYES



LIPS



NEW



SALE

# Other Brands With Similar Products



FACE



EYES



LIPS



NEW



SALE

## **KIEHL'S SINCE 1851**

### *Ultra Facial Cream*



*Price: \$29.50 for 170ml  
Ideal for those in their 20's*

### **Which skin type is it good for?**

- ✓ Normal
- ✓ Oily
- ✓ Combination
- ✓ Dry
- ✓ Sensitive

### **What it is:**

*A 24-hour daily facial moisturizer that replenishes skin throughout the day for smooth, healthy-looking skin.*

### **Solutions for:**

*- Dryness*

### **Does not list it is formulated without:**

- Parabens*
- Sulfates*
- Phthalates*



FACE



EYES



LIPS



NEW



SALE

## **BIOSSANCE**

### *Squalane + Probiotic Gel Moisturizer*



*Price: \$52 for 50mL*

*Ideal for those in their 20's  
Has the cleanest ingredients*

### **Which skin type is it good for?**

- ✓ Normal
- ✓ Oily
- ✓ Combination
- ✓ Dry
- ✓ Sensitive

### **What it is:**

*A weightless gel moisturizer infused with squalane and probiotic technology to help restore a naturally healthy-looking and beautiful complexion.*

### **Solutions for:**

- Dryness
- Redness
- Dullness and uneven texture

### **What it is formulated WITHOUT:**

- Parabens
- Sulfates
- Phthalates



FACE



EYES



LIPS



NEW



SALE



## **First Aid Beauty (FAB)** *Ultra Repair Cream Intense Hydration*



*Price: \$30 for 170g*

*Good for those in their Teens and 20's  
Cruelty free*

### **Which skin type is it good for?**

- ✓ Normal
- ✓ Oily
- ✓ Combination
- ✓ Dry
- ✓ Sensitive

### **What it is:**

*An all-over moisturizer that provides instant relief and long-term hydration for dry, distressed skin and eczema.*

### **Solutions for:**

- Dryness
- Redness
- Fine lines and wrinkles

### **What it is formulated WITHOUT:**

- Parabens
- Sulfates
- Phthalates



FACE



EYES



LIPS



NEW



SALE

# Our Competitive Advantage

- *Packaging*
- *The box and glass will be made of recycled material*
- *Cruelty free*
- *Moisturize, replenish the skin from within to create a healthy looking glow*
- *Does not interfere with makeup*
- *Ideal for those in their teens and 20's*
- *Clean ingredients/natural (no parabens, sulfates etc)*
- *Some organic ingredients*
- *If customers buy full skincare (bundle) set 3% of each item bought will be donated to a charity of choice (based on Too Faced customer votes)*



FACE



EYES



LIPS



NEW



SALE

# *Skincare Trends*





*Environmentally-Friendly  
products and packaging*





# *Skin from Within*



Beauty Dust, Amanda's AM (and sometimes PM) daily ritual, is an adaptogenic blend of super herbs that target stress to revitalize hair, skin, and nails. Add to lemon water or dust your favorite fruit!



# *Bespoke Skincare*



# Gender Neutral





*Active Beauty Buys*







# Cannabis Skin Care

*“Conditioning, CBD-rich cannabis oil fuses to lashes for thickness without fallout”*

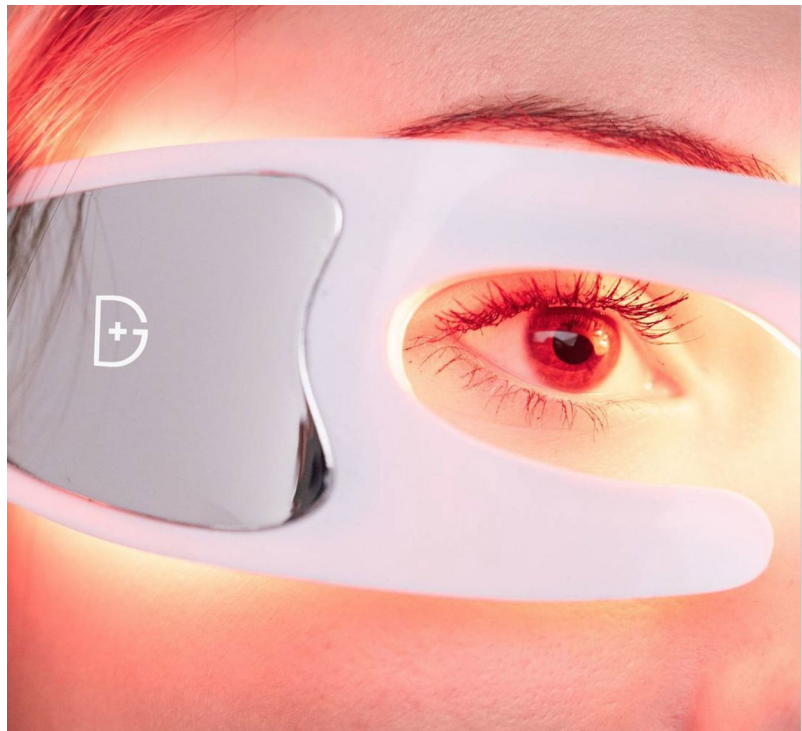
NEW

DISTR. BY/PAK MILK MAKEUP  
NY, NY 10011 · MADE IN ITALY  
RP MSL, BL9 5NB, UK  
**KUSH MASCARA**  
10 mL 0.34 fl.oz.



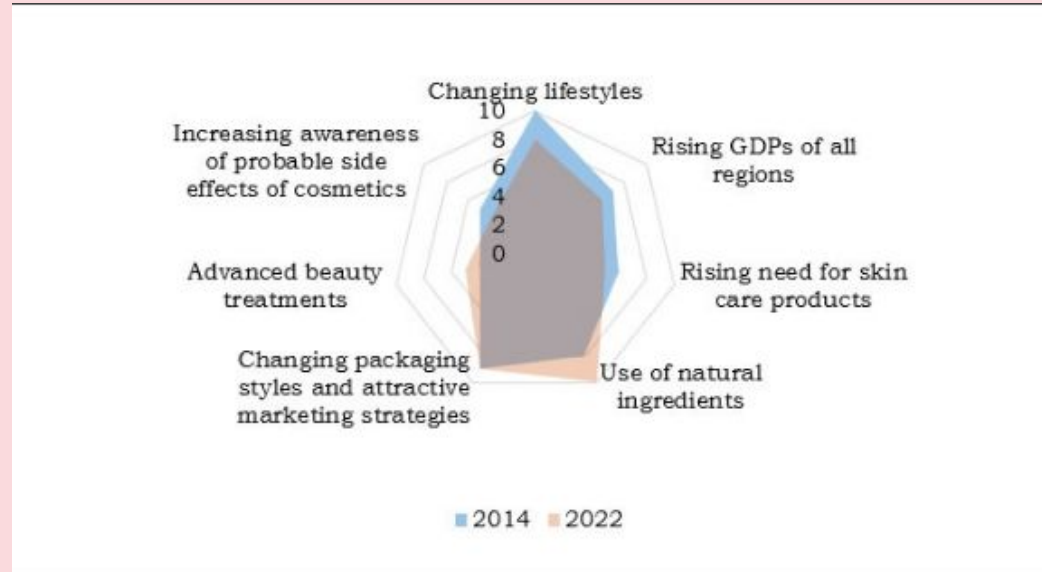


# *Gadgets*



# Macro Trends

- *Natural active ingredients- enzymes, botanical extracts & amino acids*
- *Rise of health and environmentally conscious consumers*
- *Gender neutral products/products geared towards men*



FACE



EYES



LIPS



NEW



SALE

# Products geared for men

## MALE GROOMING



**50%**

of UK men believe facial skincare products with natural ingredients are better for their skin



**29%**

of European men claim that they are spending more time looking after their hair compared to six months ago

# Employment

# Natural/Active Ingredients

## NATURAL AND ORGANIC

US consumers look for:



**42%** natural ingredients

**62%** dermatologically tested

**51%** for sensitive skin

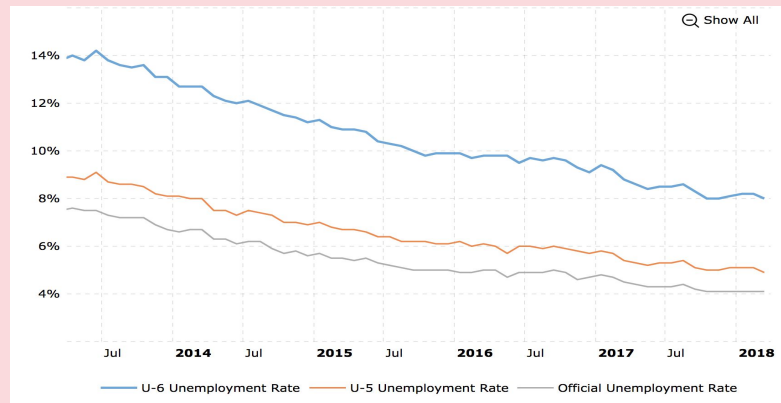
**32%** certified organic

## NATURAL AND ORGANIC

Consumers want more control over the ingredients used in their beauty products

### RISE IN 'WATER-FREE' & 'NON-RINSE' PRODUCTS

To address the global water scarcity issue





# *Business Case*





# Assortment Plan

- “Afterglow” Moisturizer
- “Bare skin” Cleanser
- “Get Naked” Toner
- “Threesome Bundle” including the moisturizer, cleanser, and toner





IT JUST COMES  
*Naturally*  
THE ULTIMATE *natural* BEAUTY  
COLLECTION



*“Threesome Bundle” = \$90*



*“Get Naked Cleanser”*

\$28

150 mL



*“Bare Skin Toner”*

\$32

200 mL



*“Afterglow Moisturizer”*

\$40.00

50 mL



# *Benefits & Features*

- *Pump feature on moisturizer*
- *Fun to use*
- *All packaging is made from recycled material*
- *Hydrates, soothes and replenishes the skin using natural ingredients such as aloe vera, ceramides, squalane, hyaluronic acid*
- *Free of Paraben, Synthetic Color, Phthalates, Sulfates, Fragrance*
- *Donation to charity*
- *Cruelty free, dermatologist tested*

# Positioning

*It Just Comes Naturally* is the perfect collection for anyone who wants to look naturally gorgeous! Our skincare line extension is inclusive for all skin types, featuring natural formulas, and free from any harmful substances. Our products are known for replenishing the skin from inside out, capturing the sexy, natural, effortless look with or without makeup.



FACE



EYES



LIPS



NEW



SALE

# Launch Timing

- Fall 2019
- Based on the 4-5-4 calendar, the launch date would be September 2nd, 2019.
- “Back to school” shopping
- Labour Day weekend
- Malls will be traffic heavy
- Launch at Sephora, Ulta and toofaced.com



FACE



EYES



LIPS

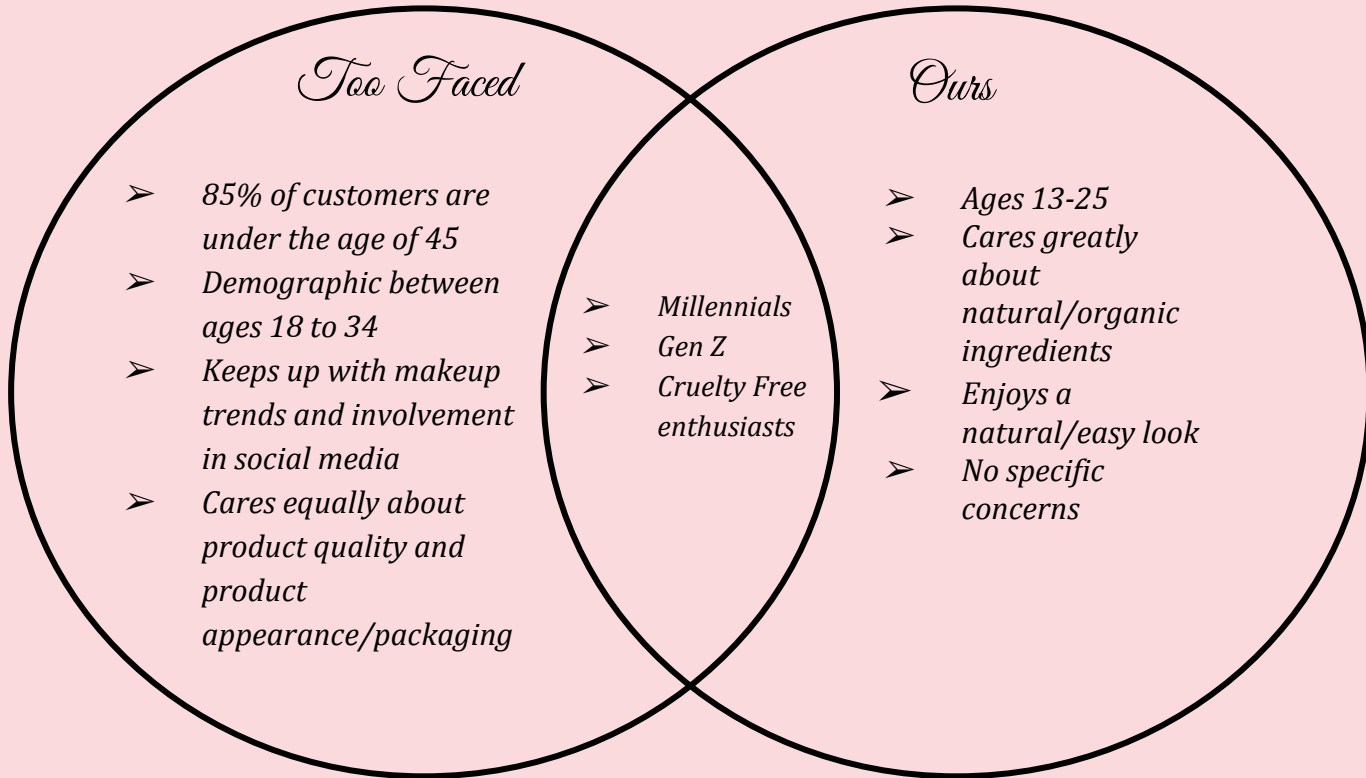


NEW



SALE

# Similarities & Differences



FACE



EYES



LIPS



NEW



SALE

# Potential Customers

- In 2016 Millennials + Gen Z = 154 Million in the U.S
- Females in both groups = 77 million
- Females that have disposable income = 39 million



FACE



EYES



LIPS



NEW



SALE

# Target Market

## Demographic

- *Ages 16-35*
- *Caters to both men and women but catered more towards women*
- *Rural cities where stores like Sephora and Ulta are readily available and easily accessible*
- *Parents have disposable income to spend on prestige cosmetics, or are old enough to have their own secure job*

## Geographic

- *Major cities across North America*
- *Has access to a Sephora or Ulta*

## Psychographic

- *Concerned and has interest with fitness/wellness and overall health (body & skin)*
- *Seek natural or organic ingredients in products free from harmful ingredients such as parabens*

## Behaviouristic

- *Spend at least several hours a day on social media- Instagram, Youtube*
- *Rely heavily on researching through their favourite beauty Influencers*
- *Spends equal amount of time on skincare as makeup, if not more*
- *Incorporates at least 3-6 higher end skincare products in their daily skincare routine*



FACE



EYES



LIPS



NEW



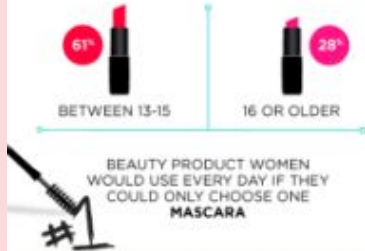
SALE

*"I think every girl likes buying clothes, but for me, I prefer to spend my money on makeup." -Meghan Roark*

## THE FOUNDATION OF FEMALE MILLENNIALS' MAKEUP HABITS

lab<sup>42</sup>  
Market Research. Smarter.

### AGE WOMEN START WEARING MAKEUP



### TIME WOMEN SPEND ON MAKEUP



### LOOKING BELOW THE SURFACE



58% BUY DIFFERENT PRODUCTS FOR SUMMER & WINTER

72% HAVE PURCHASED COSMETICS THAT INCLUDED A FREE GIFT WITH PURCHASE



OF THOSE 54% HAVE DELAYED BUYING MAKEUP THEY NEEDED IN ORDER TO RECEIVE A FREE GIFT WITH PURCHASE LATER



IN A TOUGH ECONOMY, 68% ARE LOYAL TO THE SAME MAKEUP BRANDS, RATHER THAN OPTING FOR LESS EXPENSIVE BRANDS

### PURCHASING HABITS



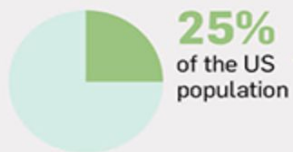
WHAT MOST INFLUENCES WOMEN TO TRY A NEW BRAND OF MAKEUP?  
**FREE SAMPLES**





## Gen Z Girls and Boys At A Glance

(those who were born since the mid-1990s)



25%

of the US population



24%

of the US workforce



40%

of the US consumer market

In 4 years they will represent

91%

of teens, a core part of Gen Z, have access to a smartphone

69%

have access to a tablet

90%

watch YouTube daily



## Gen Z Girls:

Ages 18-22

facebook

Top social networks

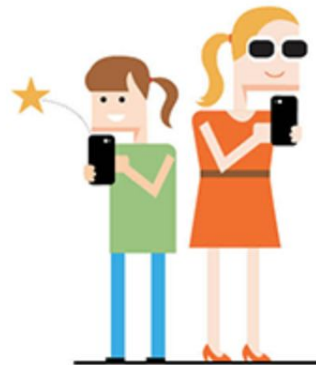
Ages 13-17

YouTube  
Instagram

## There are key differences within this demo

13-17 year olds are more likely to like celebrities

The younger segment wants content to be funny



While 18-22 year olds are more likely to follow bloggers, brands and influencers and trust them for fashion

The older group wants more substance in content



70% have used a shopping app in the past month



33% of respondents want brands to feature "real bodies"



FACE



EYES



LIPS



NEW



SALE

# Cost

- 60% we sell to sephora
- Within that 60% the cost to make the product is around 10-15%
- 40% markup on all products to the consumer
- Cost includes manufacturing, packaging, testing & validation, and launch
- Moisturizer & bundle will cost more to make because of packaging at 15% cost to make.
- Toner and cleanser will be cheaper at a 10% cost to make

Moisturizer retails for \$40. We sell to sephora at 24 dollar and it cost us \$4 to make.

Toner will cost \$1.92

Cleanser will cost \$1.68

Bundle retails for \$90. It will cost us \$8.10 to make



FACE



EYES



LIPS



NEW



SALE

# Forecasts & Financial Analysis

*Launch (first 3 months) = 500,000 units launch/1,050 Ulta & Sephora Stores in North America= 476 units per store*

- 200 moisturizers = \$8,000
- 100 cleansers = \$3,200
- 100 toners = \$2,800
- 76 bundles = \$7,600
- \$21,600 per store
- Total by launch \$22,680,000 retail sales, net for Too Faced = \$13,608,000

*Annual Basis: Goal is to generate a 10% increase for Too Faced cosmetics*

*1,000,000 units/1,050 Ulta & Sephora Stores in North America= 952 units per store*

- 400 moisturizers
- 200 cleansers
- 200 toners
- 152 bundles
- Annual basis \$45,360,000 retail
- Net Too Faced makes = \$27,216,000 which is a 10% increase to their annual revenue of \$270 million in 2016



FACE



EYES



LIPS



NEW



SALE

# *Development*



# Time & Action Calendar

Stage	Description	Start Date	End Date	Duration (Days)
1	Concept/Idea	3-Apr-18	20-Apr-18	17 days
2	Research & Development	23-Apr-18	20-May-18	30 days
3	Design Brief	21-May-18	31-May-18	10 days
4	Meeting with Chemist	1-June-18	11-June-18	10 days
5	Formula & Packaging	12-June-18	11-Jul-18	30 days
6	Tech Pack	12-Jul-18	22-Jul-18	10 days
7	Source Manufacturing	23-July-18	20-Aug-18	30 days
8	Prototype Development	21-Aug-18	16-Oct-18	60 days
9	Testing & Validation	17-Oct-18	14-Nov-18	30 days
10	Approval & Purchases	18-Nov-18	2-Dec-18	14 days
11	Marketing	2-Dec-18	2-Jun-19	240 days
12	Final quality test	3-Jun-19	3-Jul-19	30 days
13	Shipments To Channel of Distributions	8-Jul-19	5-August-19	30 days
14	Pre launch promotion/ Pr events	6-Aug-19	30-Aug-19	24 days
15	Product Launch	2-Sept-19	2-Nov-19	62 Days

# Design Brief

## ***It Just Comes Naturally Skincare Collection***

**Overview:** “Afterglow” moisturizer to be sold as main product in It Just Comes Naturally skincare collection to introduce Too Faced as a leading skincare brand in the market.

**Deliverable needs for formula:** (Free of Paraben, Synthetic Color, Phthalates, Sulfates, Fragrance, oil-free), formula must be suitable for all skin types especially sensitive skin, ingredients include (aloe vera, ceramides, squalane, hyaluronic acid)

**Deliverable needs for packaging:** primary packaging use current Too Faced Peach Collection powder as container but with added a pump feature in the interior, 50 ml of product, It Just Comes Naturally pattern on primary and secondary packaging, secondary packaging made with recycled material

**Primary audience:** Gen Z and Millennials (young skin) ages 16-35 who have little worries about their skin aside from dryness, oiliness etc. They care equally about product packaging and quality and rely heavily on social media platforms for researching new products or brands as they pull review information from their favourite influencers.

**Tone and Image:** Hydrates, soothes and replenishes the skin using natural ingredients to achieve a sexy, natural effortless look with or without makeup.

**Units:** for launch 210,000 moisturizers

**Budget and Schedule:** Budget of \$2,000,000 to produce 500,000 units by launch. Each moisturizer will cost approximately \$4 and retail for \$40. Packaging and labeling shall be sent directly to the formula manufacturer

**Process:** chemist finalizing formula and patch testing each raw ingredient, send to manufacturer to produce prototype.

**Additional information:** primary and secondary packaging shall be finished before the formula

# Detailed Cost Estimates for Launch

\*Cost to work with chemist on average = \$2500  
 \*Safety testing: \$1000

Item	Description	Cost	Cost/Per unit
1	Formula	\$500,000	\$1.00
2	Primary Packaging	\$500,000	\$1.00
3	Secondary Packaging	\$250,000	\$0.50
4	Label	\$125,000	\$0.25
5	Labor	\$500,000	\$1.00
6	Shipping	\$125,000	\$0.25
	Units	500,000	
	Total Cost	\$2,000,000	\$4.00
	Listed Price	\$20,000,000	\$40



FACE



EYES



LIPS




NEW



SALE

# Tech Pack

<b>Company:</b> <i>Too Faced</i>	<b>Product Name:</b> <i>Afterglow</i> Moisturizer
<b>Address:</b> 18231 McDermott West Suite 100 Irvine CA 92614 <b>Phone:</b> 855-866-3223	
<b>Group Name:</b> <i>It Just Comes Naturally</i> Skincare Collection	
<b>Ingredients:</b> Water, Aloe Vera, ceramides, squalane, hyaluronic acid	
<b>Packaging Materials:</b> Primary packaging to be used from Peach collection powder, but with It Just Comes Naturally pattern. Secondary packaging to use recycled material.	<b>Product Amount:</b> 50 ml
<b>Product Detail:</b> Interior pump, logo and lace design printed around, sealed tight cap, matte finishing, circular shape	
<b>Description:</b> hydrating, oil-free moisturizer suitable for all skin types	



# *Production & Logistics Plan*

*Made in the USA by contract manufacturer ( final product will be shipped off from the factory that produces the formula once each batch has been tested for quality control)*

*-----> 1 week*

*Distribution center*

*-----> 2 weeks*

*Ulta and Sephora*

*\*Ground shipping*

*\*FOB destination: Too Faced will pay for transportation costs and retail title of merchandise until product arrives at the designated destination.*



FACE



EYES



LIPS



NEW



SALE

# Creative Brief

## ***It Just Comes Naturally Skincare Collection***

**Overview:** launching “Get Naked” cleanser, “Bare Skin” toner, “Afterglow” moisturizer

**Deliverables needed:** product shots and video shoot, 1 launch event, campaign/ad, talking to distributors, 1 influencer trip before the launch integrating 12 influencers, social media marketing, 20 PR packages for youtubers and 10 for instagram influencers

**Primary audience:** Gen Z and Millennials ages 16-35 that care about natural skincare. Mainly use youtube, instagram, facebook. Likes transparency in their product ingredients, and are a innovative generation.

**Tone and Image:** They care about quality in products and want substance in content. Too Faced wants these items to be a “must haves.”

**Messages:** Features, Benefits and Value: Natural ingredients and environmentally friendly packaging, suitable for all skin types, donation to charity, cruelty free & dermatologist tested

**Budget and Schedule:** Budget of \$1,360,800 on marketing (5% of total revenue of Too Faced ), by launch within 3 months generate a revenue of \$13,608,000

**Process:** Analyze budget and possibilities of a trip for product launch by inviting influencers, send PR packages to influential Youtubers

**Additional Information:** aesthetics of this launch should go with the theme of the current It Just Comes Naturally Skincare Collection



FACE



EYES



LIPS

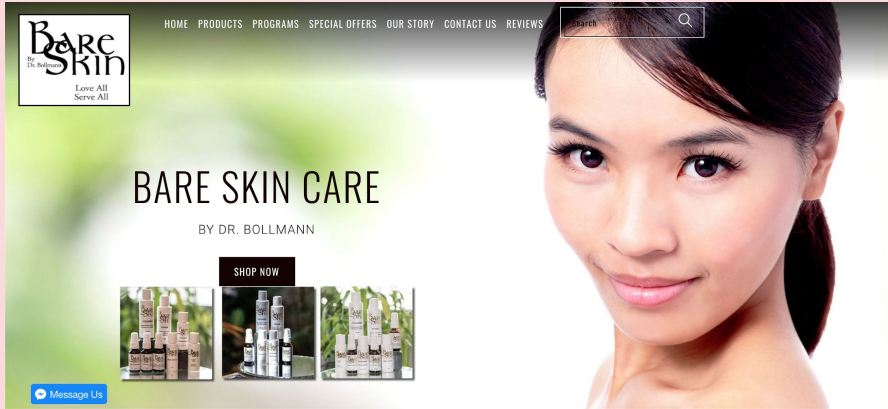


NEW



SALE

# Potential Regulatory and IP Issues



FEDERAL TRADE COMMISSION  
PROTECTING AMERICA'S CONSUMERS



FACE



EYES



LIPS



NEW



SALE



# Testing & Validation

# Quality Assurance

- *Quality ingredients*
- *Quality packaging*
- *Consistent quality batches*
- *Quality manufacturing*
- *Quality equipment*
- *Quality dispatch*
- *Pre-Shipment Inspection, Post-Shipment inspection, Random Inspect*
- *Product functions*
- *Compliance in Tech Pack*
- *Regular random checks by inspectors*
- *Ensure all materials and corresponding components are verified before leaving the line*



*Visual Quality Expectations Product must be free from but not limited to the following defects:*

- *Dirt stains pitting scratches and excessive glue*
- *Incompatible components, missing parts and improper fit/finish*
- *Scuffed, smeared, unreadable or misaligned labels*
  - *Sharp edges, chipped glass, broken containers or leakage*
  - *Contamination, debris, filth or rancidity*
- *Containers must not be over/under filled*



# Marketing Claims

**Moisturizing-** hydrating, dewy, supple, replenished, glowy, radiant, plump, soothing, calming, revitalized, restore, energized, nourished, hydro boost, elasticity, silky, lightweight, glass skin, refreshed, bouncy, satin, rejuvenate, healthy, balanced, absorbing

**Cruelty free**

**Oil free**

**Vegan**

**Natural ingredients**

**Easy to use**

**Suitable for all skin types**

- Our Afterglow moisturizer is hydrating to give the skin soothing, energized, and healthy glow
- Afterglow moisturizer is enriched with natural ingredients to allow for maximum hydration
- Our hydroboost formula is clinically proven to ensure intense moisture leaving the skin supple and rejuvenated
- The afterglow moisturizer is cruelty free and vegan friendly
- Suitable for all skin types, our lightweight formula absorbs instantly into the skin providing a nourished and healthy looking glow
- It is a Moisturizing and hydrating solution for every skin type
- The afterglow moisturizer instantly quenches dry skin to keep it looking hydrated and supple all day long
- Absorbs quickly and instantly delivers maximum hydration
- Oil-free, hydro boosting formula maintains skin's moisture suitable to wear alone or under makeup
- Users see a difference in skin hydration within a week
- Most see improvement in their skin and feel hydrated through our hydroboost formula locking in all moisture
- Proven to deliver maximum hydration
- Delivers intense moisture for long-lasting hydration leaving skin feeling nourished
- Most felt their skin was supple and smooth
- Majority felt inclined to try our moisturizer featuring user friendly packaging and a built-in pump



FACE



EYES



LIPS



NEW



SALE

# Claim Requirements

- *Vegan : Certification by a qualified independent agent*
- *Cruelty free : Certification by Leaping Bunny, PETA or qualified certifying agent*
- *Gluten free: An independent laboratory analysis showing <20ppm gluten*
- *Clinically proven: Two independent clinical or research studies, Testing must be performed on the actual product formulation*
- *Dermatologist/Allergy tested: Repeat Insult Patch Test (RIPT) overseen by a Dermatologist (minimum 50 participants)*
- *All-natural Natural ingredients (by name): Certification of the product by the Natural Products Association (NPA) or EcoCert, Ingredients designated as natural must be found on the list of recognized natural ingredients published by NPA*



FACE



EYES



LIPS



NEW



SALE



# Consumer Testing Plan



*“The Federal Food, Drug, and Cosmetic Act does not require cosmetic products and ingredients to be approved by FDA before they go on the market, except for color additives that are not intended for use as coal tar hair dyes. However, they must be safe for consumers under labeled or customary conditions of use. Companies and individuals who market cosmetics have a legal responsibility for the safety of their products and ingredients.” - FDA*

*\*The following testing will be done in house by the parent company, Estee Lauder, who have their own toxicologists, safety experts, regulatory affairs team, and scientists who rely on scientific research and refer to “government-supplied lists of chemicals for information regarding ingredient restrictions and comply with all legal limits on the use of ingredients.” - Estee Lauder*



FACE



EYES



LIPS



NEW



SALE

***Microbiological/challenge testing also referred to as PET (preservative efficacy testing)***

***Purpose:*** helps ensure microbial stability and preservation during the product's intended shelf life and consumer use (in other words it ensures bacteria, yeast, and mold won't start growing in your products and potentially harm your customers).

*Needed for products that contain water*

***Stability testing***

***Purpose:*** "The purpose of stability testing is to ensure that the cosmetic product maintains its intended physical, chemical and microbiological quality, as well as functionality and aesthetics when stored under appropriate conditions"

***Packaging Stability Tests***

- ***Glass Tests, Weight Loss Tests*** To determine evaporation (water loss through the container wall or closure gaps), ***Leaking Tests, Tumble testing, Easy to use, Sanitary, Pump test***

***Claims testing and user trials (also know as performance testing, or efficacy testing)***

*This is used to substantiate claims you make about your product.*

***Hydration testing and testing on different skin types***

***Safety testing-*** skin irritation, reaction, sensitivity

***Patch testing/clinical testing***

*This enables you to say your product is "dermatologically tested" or "dermatologist approved". Good for sensitive skin must be tested on a minimum of 50 participants must complete the Repeat Insult Patch Test (RIPT) with a dermatologist overseeing.*



### Research results:

In an independent consumer testing panel of 50 women age 25 to 55:

- 100% agreed their skin felt replenished and nourished
- 97% agreed their skin felt moisturized
- 97% agreed their skin texture felt soft and smooth
- 88% agreed their skin was strengthened
- 85% agreed their skin looked plumped and youthful
- 73% agreed their skin felt firmer and elastic



FACE



EYES



LIPS



NEW



SALE

# Packaging and Labeling

- *Name of product (21CFR 701.1) - Afterglow*
- *Statement of identity (21 CFR 701.11) - Hydrates, soothes and replenishes the skin using natural ingredients such as aloe vera, ceramides, squalane, and hyaluronic acid*
- *Net Quantity or content (21 CFR 701.13) - 50mL*
- *Direction for safe use - for external use only, if product touches eye rinse eye with water*
- *Warnings (21 CFR 740) - stop using or talk to doctor if condition worsens or symptoms persist for more than 7 days*
- *Flammability warnings (16 CFR part 1500.3)*
- *Name and Address of the manufacturer, packer or distributor (21 CFR 701.12) - Dist.par Too Faced Cosmetics, LLC, Irvine, CA 92614 USA*
- *Ingredient Declaration (21 CFR 701.3) this includes active (must have name(s) and quantity (%)) and inactive ingredients)*
- *Lot/Batch code- barcode will be under the box on secondary packaging*
- *Expiration Date - 2 years*

*\*Additional packaging: vegan, cruelty free, gluten free, packaging created using FSC certified paper*



FACE



EYES



LIPS



NEW



SALE

# Too Faced

COSMETICS

18231 McDermott West  
Suite 100 Irvine CA 92614

**Ingredients:** Water, Aloe Vera, ceramides,  
squalane, hyaluronic acid

Made in USA

304849

Net Wt. 35 g / 1.23 Oz



FACE



EYES



LIPS



NEW



SALE

# Launch



# *Integrated Marketing Plan at Launch*

## **Objectives:**

- *Launch a skincare line extension to the "It Just Comes Naturally" collection featuring a moisturizer, cleanser and toner*
- *Launch by 2 Sept 2019*
- *Generate a revenue of \$13,608,000 net for Too Faced within the first three months of launch by 2 Nov 2019*
- *Become a leading skincare brand within the market creating "must have" products for our Gen Z and millennial customer*
- *Further enhance Too Faced brand identity by continuing to focus on company's vision and goals*
- *Broaden Too Faced customer by featuring skin care products suitable for all skin types*
- *Financials for the end of the year: Net Too Faced makes = \$27,216,000*
- *10% sales increase annually*

## **Budget:**

- *Financials: Budget of \$1,360,800 on marketing (5% of total revenue of skincare launch for Too Faced )*
- *\$1,000,000 for launch marketing budget, \$360,800 for on-going marketing budget*
- *Approximately \$250,000 dollars for launch trip*
- *Co op money from Sephora, Ulta to do advertisement (product shot & video shoot) = Ulta contributes 25%, Sephora contributes 25%, Too Faced contributes 50% towards cost of shoot*

## **Schedule: 6 months**

- *Product shot*
- *Video shoot to advertise on youtube, instagram, sephora.com, toofaced.com*
- *Influencer trip*
- *Launch party at Too Faced headquarters for local beauty influencers*
- *E-mail marketing, Social media marketing (facebook, instagram)*
- *PR packages a week before launch to influencer that did not go on trip, Sephora and Ulta can start heavily promoting before the launch on their instagram*

# Marketing Calendar Breakdown

Stage	Description	Start Date	End Date	Duration (Days)
	<b>Marketing plan</b>	<b>3-Dec-18</b>	<b>3-Jun-19</b>	<b>182 days</b>
1	Product shot & video shoot planning	3-Dec-18	31-Dec-18	35
3	Influencer planning	31-Dec-19	10-Feb-19	41
4	Launch planning	11-Feb-19	15-Mar-19	32
5	PR packaging production and planning	18-Mar-19	29-Apr-19	42
6	Final check on planning	29-Apr-19	3-May-19	4
7	Product shoot & video shoot	6-May-19	3-Jun-19	26
	<b>Launch Promotions</b>	<b>5-Aug-19</b>	<b>2-Sept-19</b>	<b>35 days</b>
1	Product sneak peek	5-Aug-19	5-Aug-19	1 day
2	Email & social media marketing	5-Aug-19	16-Aug-19	11 days
3	Influencer trip	18-Aug-19	23-Aug-19	5 days
4	PR packages go out to influencers	24-Aug-19	26-Aug-19	3 days
5	Launch party inspection	26-Aug-19	31-Aug-19	5 days
6	Launch party	1-Sept-19		1 day
7	Launch	2-Sept-19		1 day



# Promotional Message

*“It Just Comes Naturally is the perfect collection for anyone who wants to look naturally gorgeous! Our skincare line extension is inclusive for all skin types, featuring natural formulas, and free from any harmful substances. Our products are known for replenishing and hydrating the skin from inside out, capturing the sexy, natural, effortless glow with or without makeup.”*

- *Use brand positioning statement within promotional activities to promote natural, effortless beauty.*
- *Emphasize the idea that it is Too Faced first foray in the skincare market*
- *Use slogans, our core values and hashtags to create word of mouth especially through influencers*
- *#allnatural #bareskin #lovenatural #lovenatural #bareface #afterglow #toofacedtoonatural #secrettonomakeup*

# Product Shot Inspiration





# PR Packages

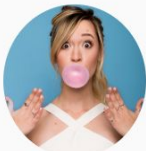


# Potential Influencers



**James Charles** ✓

4,739,219 subscribers



**Alisha Marie** ✓

7,308,519 subscribers



**jeffreestar** ✓

7,080,767 subscribers



**Casey Holmes**

1,647,162 subscribers



**LaurDIY** ✓

7,644,902 subscribers



**Manny Mua** ✓

4,847,979 subscribers



**Bethany Mota** ✓

10,524,408 subscribers



**Sierra Furtado** ✓

2,679,789 subscribers



jackieaina

Following

3,650 posts 923k followers 746 following

**Jackie Aina** 🇺🇸 in LA | Phil 4:13 BUSINESS ONLY! ✉️jackie@rare.global 🚫 do not add me to your mailing list 📧: @jackieaina  
rstyle.me/~cz-arNQX

Followed by desertrouads, caseyh91, uftabeauty + 22 more



j\_demonteiro

Follow

97 posts 1,191 followers 992 following

**Jacqueline** • D.M. 🇺🇸 🇩🇪 🇯🇲 🇨🇦 Montreal - Makeup - Fitness - Lifestyle blog •  
Twitter : @J\_DeMonteiro • Collaboration 📧 E-mail: jackiedemonteiro@gmail.com  
📺 Youtube channel:  
youtu.be/ceoZpuj4ZDk



kristinjohs

Following

639 posts 467k followers 374 following

**Kristin Johns** youtuber, jesus lover 🌱 clayton@scalemangement.co  
youtu.be/zj\_1Hmrk42s

Followed by sierrafurtado, jeromejaro, jvanmatre15 + 22 more



madison89miller

Follow

2,818 posts 127k followers 666 following

**Madison Miller** 📺 Mommy to be, beauty & lifestyle Youtuber 📺  
Twitter|Snapchat|Facebook:Madison89Miller 📧: madisonmillerblogs.com 📧:  
madisonbusiness@ipsy.com  
[www.youtube.com/madisonmiller89](http://www.youtube.com/madisonmiller89)

Followed by larialee

# *Exotic trip for exclusive launch*

S  
E  
Y  
C  
H  
E  
L  
L  
E  
S



# *Las Coloradas, Pink Lakes in Yucatan, Mexico*

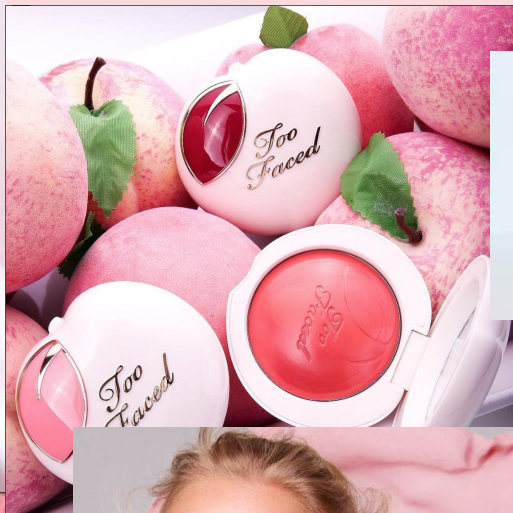


# Launch Parties





# Campaigns & Product Shots



# Product Lifecycle at Launch and Ongoing

- *Mature market*
- *Product life cycle of skincare generally longer than cosmetics*
- *Lifecycle prediction: skincare last around 6 months, if consumers love the product they will repurchase it*
- *Before sales start to mature an ongoing marketing plan will be implemented*

## Marketing Strategies: Maturity Stage

- **Product – Diversify brand and models**
- **Price – Set to match or beat competition**
- **Distribution – Build more intensive distribution**
- **Advertising – Stress brand differences and benefits**
- **Sales Promotion – Increase to encourage brand switching**

9 - 19



FACE



EYES



LIPS



NEW



SALE

# Ongoing Marketing Plan

- *Financials for the end of the year: Net Too Faced makes = \$27,216,000 which is a 10% increase to their annual revenue of \$270 million in 2016*
- *\$360,800 remaining in marketing*
- *After a few years of selling, reintroduce with anniversary or influencer packaging to en*
- *In the future expand skincare line with products specific to cater certain needs*



FACE



EYES



LIPS



NEW



SALE

# On-going Marketing Calendar Breakdown

	<b>Ongoing Marketing</b>	<b>2-Mar-2020</b>	<b>4-Jan-2021</b>	<b>Duration (Days)</b>
<b>1</b>	Sponsored posts/videos	2-Mar-2020	6-July-2020	91 days
<b>2</b>	Travel set	13-July-2020	24-Aug-2020	42 days
<b>3</b>	Sephora sample size	14-Sept-2020	5-Oct-2020	21 days
<b>4</b>	Holiday packaging	2-Nov-2020	28-Dec-2020	56 days
<b>5</b>	Charity rotation	28-Dec-2020	1-Jan-2020	5 days
<b>6</b>	Possibility of new product launch	4-Jan		214 day



# Works Cited

<https://thoughtcatalog.com/january-nelson/2018/02/it-apparently-costs-around-338640-to-send-your-fav-beauty-bloggers-on-those-epic-brand-trips-youve-been-seeing-all-over-youtube/>

<http://www.latimes.com/business/la-fi-estee-lauder-too-faced-20161115-story.html>

<http://wwd.com/beauty-industry-news/beauty-features/estee-lauder-to-acquire-too-faced-beauty-brand-for-1-4b-10705202/>

<https://www.funglobalretailtech.com/research/deep-dive-gen-z-beauty-social-media-symbiosis/>

<https://chemistscorner.com/what-are-the-startup-costs-for-a-cosmetic-business/>

<https://nuphoriq.com/create-a-marketing-budget/>

<https://www.schoolofnaturalskincare.com/selling-homemade-cosmetics-product-testing-safety-assessments/>

[https://view.hsn.net/webdocuments/documents/13\\_cosmetics\\_qamannual.pdf](https://view.hsn.net/webdocuments/documents/13_cosmetics_qamannual.pdf)

<https://www.elcompanies.com/our-commitments/viewpoints/ingredients-and-safety>

<https://www.healthfocusmanufacturers.com.au/about-us/quality-assurance>

<https://cen.acs.org/articles/94/i19/Making-cosmetic-claims-stick.html>



FACE



EYES



LIPS



NEW



SALE

# Works Cited Contd.

<https://www.fda.gov/Cosmetics/GuidanceRegulation/LawsRegulations/ucm074162.html>

<https://fashionista.com/2017/05/generation-z-beauty-marketing-advertising>

<http://www.adweek.com/brand-marketing/infographic-heres-how-gen-z-girls-prefer-shop-and-socialize-online-171328/>

<https://www.funglobalretailtech.com/research/deep-dive-gen-z-beauty-social-media-symbiosis/>

<https://www.harpersbazaar.com/uk/beauty/beauty-shows-trends/a14415615/beauty-trends-2018/>

<http://www.macrotrends.net/1377/u6-unemployment-rate>

<http://business.financialpost.com/news/retail-marketing/millennials-lust-for-makeup-driving-a-boom-in-the-cosmetics-industry>

[https://tartecosmetics.com/en\\_US/tarte-about-us-history.html](https://tartecosmetics.com/en_US/tarte-about-us-history.html)

<http://www.stephensonpersonalcare.com/blog/2016-06-22-5-key-trends-in-cosmetics-personal-care-infographic>



FACE



EYES



LIPS



NEW



SALE