

Anti-dandruff and Acne Series

**FRESH MINT**

# Market Trends

- **Growing demand** for organic cosmetics shows strong positive momentum.
- **Eco-consciousness** and responsible consumption trends
- **Safe formula** for both people and the environment
- **Consumers** increasingly prioritize skincare over makeup

## 47%

Year-over-year growth in demand for natural-ingredient cosmetics (Q1 2024 vs. Q1 2023)

## +20%

Haircare products (shampoos, conditioners, masks)

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Analysts highlight the fastest-growing categories in natural organic cosmetics:

- Haircare: 4x growth
- Facial skincare: 3x growth
- Bodycare: 2x growth





# Benefits of the Mint Product Line

The new anti-dandruff and acne care series. These products are designed to comprehensively address skin concerns for both body and scalp.

## EVERGUARD COMPLEX – Clinically Proven Ingredient

The patented EVERGUARD complex contains highly effective active ingredients that eliminate dandruff, acne, and imperfections while preventing their recurrence.



**Niacinamide** - Effectively combats itching and irritation, hydrates, and improves skin texture and tone



**Rosemary Extract** - Provides antiseptic and anti-inflammatory benefits, enhances microcirculation to promote skin regeneration and recovery



**Salicylic Acid** - Effectively fights dandruff by gently exfoliating dead scalp cells and preventing their recurrence



**Tea Tree Oil** - Delivers powerful antibacterial and antifungal properties to combat acne and breakouts



**Peppermint Oil** - Creates a refreshing, clean sensation while improving skin condition and minimizing pores

# Our Key Differentiators

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- Mid-price range
- Comprehensive solution for both body and scalp concerns
- 95-100% natural ingredients in formulas
- Patented EVERGUARD complex with clinically proven efficacy
- Aromatherapeutic benefits from essential oils in formulations



**BOTAVIKOS**  
skin care & aromatherapy

**CeraVe**  
DEVELOPED WITH DERMATOLOGISTS

**ARAVIA**  
LABORATORIES

**likato**  
PROFESSIONAL

**head & shoulders**

**Mirrolla**  
**SULSEN**

**CLEAR**



## Scalp & Hair Care Products

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1. 2-in-1 Shampoo & Conditioner
2. Anti-Dandruff Scalp Serum (Targets itching & flaking)

### Key Benefits:

- Deeply cleanses scalp, removes excess oil and buildup
- Creates a balanced, fresh scalp environment
- Controls oily hair while maintaining overall scalp and hair health



## Body Care Products

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1. Tea Tree Oil Body Wash
2. Blemish-Control Body Lotion

### Key Benefits:

- Specially formulated for breakout-prone, irritated skin
- Features carefully selected natural ingredients
- Promotes clearer, healthier-looking skin



# Contacts

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