



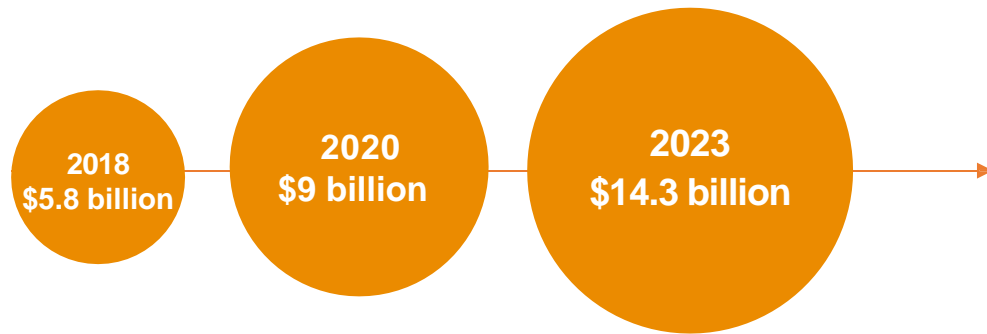
BOTAVIKOS  
skin care & aromatherapy

TEENS

# Market

## Growing Trend: Teen Beauty

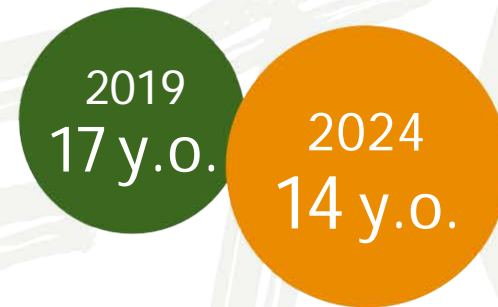
The natural cosmetics market has shown consistent year-on-year growth in the omnichannel sector:



This reflects strong consumer interest in seeking natural solutions across various categories.

The buyer's lifecycle has shifted. The "Beauty" category now boasts one of the broadest lifecycles.

Early adoption of cosmetics is becoming a prominent trend, especially among Generation Alpha (born after 2010). This is largely driven by social media influence. Children are now starting to use cosmetics as early as 7-9 years old.



\*age of starting skincare product usage

Purchasing preferences have also changed: five years ago, the focus was on makeup, while now it's on skincare.

# Market

Teenagers' influence in the cosmetics industry is transforming how products are developed, marketed, and consumed. Their preferences and behaviors are driving innovation, pushing brands toward greater **inclusivity**, **transparency** and **social responsibility**.

## Popular Topics Among Teens:

- Acne-prone skin/pores
- Sebum control
- Hydration
- Clean hair
- Cleansing/exfoliation
- Scent
- Intimate hygiene
- Redness reduction

In the  
U.S.:

**73%** of teen consumers prefer using personal care products (BPC) designed specifically for their age group

**#TeenageSkincare** has garnered over 26.4 million views on TikTok



# Teens Botavikos:

## **Natural comprehensive care for young skin**

Eliminates and prevents breakouts, acne, enlarged pores, and excess sebum.

## **Natural hair care for teens**

Smooths unruly and porous hair that is difficult to comb and style.

## **Natural body care for teens**

Gently and deeply cleanses the skin, leaving it soft and smooth, while toning and hydrating.



# Active Ingredients

## Anti-Pollution Complex Against HEV Radiation

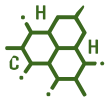
A unique blend of amino acids — betaine, proline, serine, and myo-inositol — protects the skin not only from environmental stressors but also from the harmful effects of artificial blue light (HEV radiation).



Inulin and Zinc — soften the skin, maintain hydration, regulate sebum production, and tighten pores



Lactic and Azelaic Acids — gently exfoliate, even out skin tone, and accelerate cell renewal



Beta-Carotene — provides antioxidant benefits, promotes detoxification



Shea Butter — has a rich texture, deeply nourishes and moisturizes the skin, eliminates flakiness, and leaves skin soft and smooth  
Premium Plant Oil Complex (flaxseed, olive, carrot seed) — strengthens the skin's protective barrier, reduces irritation and redness, and speeds up cell regeneration



Extracts of Pine, Blueberry, Blackberry, Calendula, Green Tea, and Ginseng — deliver antioxidant and toning effects, reduce skin reactivity, and shield against external aggressors

### Action:

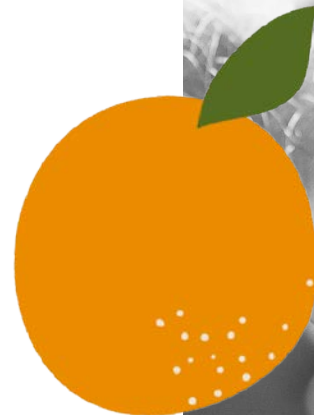
- Anti-acne
- Mattifying
- Hydration
- Redness reduction
- Pore minimization
- Cleansing
- Exfoliation
- Odor neutralization
- Hair smoothing

# Social Mission of the Collaboration



ΑΗΤΟΥ ΤΥΤ ΡΕΡΟΜ

Part of the revenue from our skincare and haircare line funds a foundation dedicated to supporting autistic people and families of children with ASD and neurodevelopmental conditions





# Updated Design

The **redesign** serves as a key differentiator in the youth skincare category. We've adapted our design with a focus on younger audiences, making the products brighter and more dynamic to reflect modern trends and the lifestyle of the new generation!

before:



after:



# Skincare



Cleansing gel with absorption effect infused with birch charcoal  
100 ml



Hydrating mist indoor light-pollution shield  
100 ml



Prebiotic essence skin flora normalizing  
30 ml



Revitalizing lotion with lactic & azelaic acids  
30 ml



Cleansing balm + makeup remover  
50 ml



Matte primer oil & shine control  
50 ml



Purifying Mask for Pores & Blackheads  
50 ml



# Body care

NEW  
size



Detox shower gel  
470 ml



Detox shower gel  
200 ml



Detox body scrub  
250 ml

# Hair care



Smoothing shampoo frizz control  
470 ml



Smoothing balm frizz control  
470 ml



Smoothing shampoo frizz control  
200 ml



Smoothing balm frizz control  
200 ml



Smoothing spray frizz control  
& thermal protection  
100 ml

# Competitive Advantages



## Advantages Botavikos Teens:

- **Comprehensive Facial Skincare Range** – A complete solution for young skin imperfections. The line also includes hair and body care products.
- **Nationwide Coverage & Omnichannel Presence** – Widely available across natural cosmetics retailers.
- **Affordable Pricing** – Accessible to both young and adult audiences.





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and trust nature —  
choose Botavikos

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