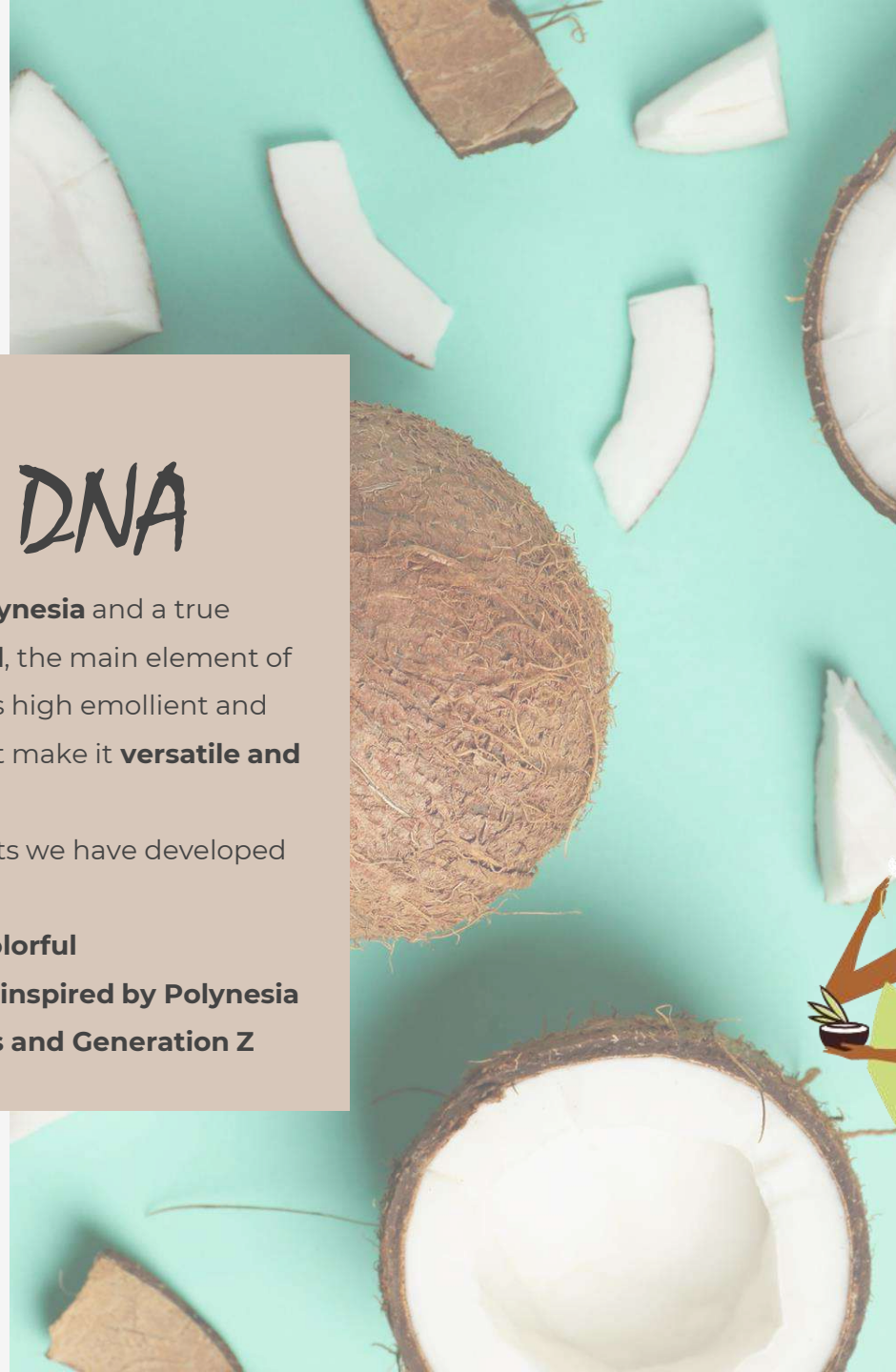# COCO MONOÏ

Brandbook

Hello!

Brand DNA

A typical cosmetic from **Polynesia** and a true symbol of beauty, **Monoi Oil**, the main element of this line, is recognized for its high emollient and moisturizing properties that make it **versatile and multifunctional.**

Inspired by these ingredients we have developed Coco Monoi, a brand:

- **Multitasking, fun and colorful**
- **With active ingredients inspired by Polynesia**
- **Dedicated to millennials and Generation Z**

COCO MONOÏ

Consumer Pain Points

1. Words & Concepts

BEAUTYROUTINE

MORNING
Face cleansing
Eye contour
Serum
Moisturizing Cream

NIGHT
Face cleansing
Toner
Eye contour
Serum
Moisturizing Cream

2. Absence of Color

3. Scientific Communication

COCO
MONOÏ

Brand main features.

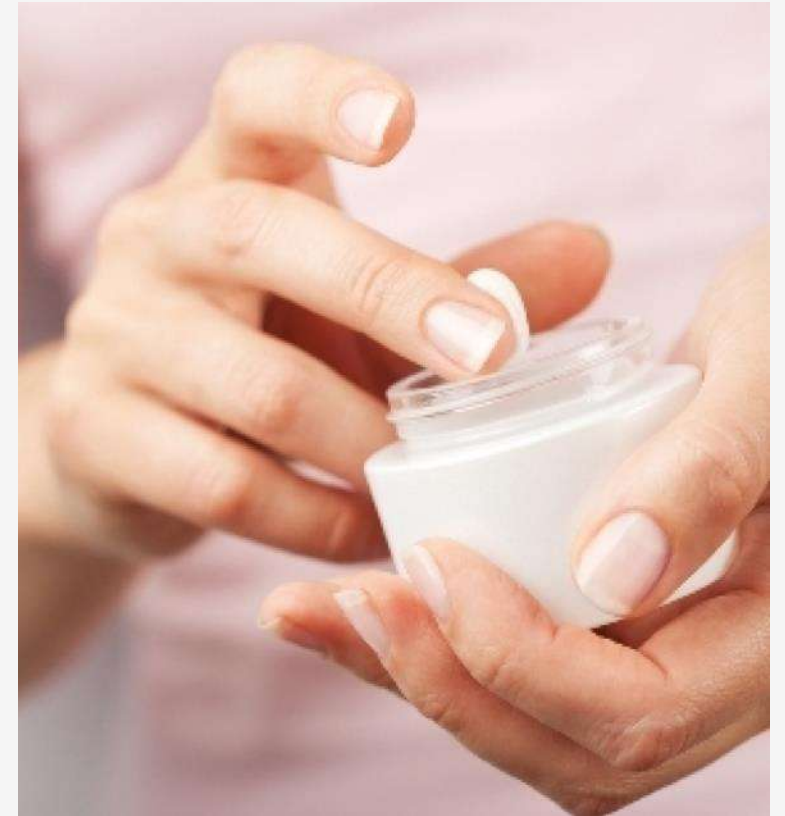**1.** No beauty to-do-list
but multitasking products

2. Colorful and Fun

3. Reassure with natural
ingredients infused in the formula

Mil

COCO
MONOÏ

Consumer Persona

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Alice.
Socially conscious

DEMOGRAPHY

AGE: 23-38 years

GENDER: woman

POSITION: with full-time or part-time job

PURCHASING HABITS: she is the person responsible of purchase and buys online, in drugstores or in perfumery.

INSIGHT

"I often don't have time for a complete skincare routine, who wants to spend their evenings applying products in front of the mirror?"

OBJECTIVES AND REASONS

- She is **not a lover of the steps of the beauty routine and has little consistency**
- She wants products **with trendy active ingredients**
- She likes to be **involved in brand communication**

PSYCHOLOGY

- She aspires to a **healthy lifestyle and looks for products that gratify her**
- She is hyper-connected to the network, communicates and informs herself through **social media**
- She values the authenticity of the **brand and does not trust traditional advertising**

BEHAVIOR & FRUSTRATION

- She has little time, **always on the move, running to the next appointment in her full agenda during the day**. She dreams of a moment for herself that she usually takes at the end of the day.

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Product Features

Everyone is crazy about Coconut!

Market boom linked to the **beneficial properties of coconut.**

- Mintel highlights how **coconut water** is the drink whose consumption has **quintupled in recent years**, recording a **+540% in sales.**
- In Europe in 2017, coconut-scented bubble baths registered **+12% and hair products containing coconut oil + 31%**
- **Celebrities use** it as a **multitasking product to hydrate, remove make-up and nourish their hair**

*Report Mintel, The Future Of Ingredients, 2019

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The Products

Product Features

· 98% Coconut Oil and Gardenia from Tahiti
· The purity of the ingredients is manifested in the change in consistency of the formula as the temperature changes.

5 in 1 Olio Multitasking

· Daily body and hair treatment
· Face illuminating serum
· Regenerating hair mask
· Facial cleansing and make-up remover oil
· Hair styling

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Monoi di Tahiti

What is the Enfleurage technique?

Tiare flowers are macerated in coconut oil, until it is saturated with their fragrance.

After about two weeks, the Monoi oil from Tahiti is born, it will be particularly impregnated with the fragrance of the Tiare flower.

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COCO MONOÏ

2 in 1 Body Cream

2 IN 1:

1. Body nourishment
2. Illuminating effect if applied in combination with COCO MONOI 5IN1 MULTITASKING OIL.

INGREDIENTS:

Full-bodied and enveloping texture that nourishes dry and damaged skin; while it gives softness and silkiness to normal skin

FRAGRANCE: Coconut & Tiare flowers

OLFACTORY DESCRIPTION

Gourmand, Musky Floral

COCO MONOÏ

COCO MONOÏ

3 in 1 Hair Mask

MASCHERA CAPELLI HAIR MASK

3 IN 1:

1. Mask
2. Conditioner
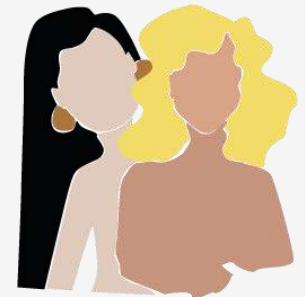3. Leave on Treatment

INGREDIENTS:

Contains **coconut oil** that gives hair shine and softness, preserves it thanks to the presence of **vitamin E**. It repairs damaged hair thanks to the **Lauric Acid** contained in **Coconut oil,** with proteins similar to those of the hair.

FRAGRANCE: Coconut & Tiare flowers

OLFACTORY DESCRIPTION

Gourmand, Musky Floral

COCO MONOÏ

COCO MONOÏ

2 in 1 Hair e Body Scrub

2 IN 1:

1. Intense body exfoliation
2. Volumizing and illuminating for hair and scalp

INGREDIENTI:

Based on **sea salt**, it **contains coconut water with a moisturizing function**. It is also enriched with **Monoi oil from Tahiti,** which is obtained thanks to the **enflourage technique of Tiare Flowers in coconut oil:** it has nourishing, emollient and soothing properties.

FRAGRANCE: Coconut & Tiare flowers

OLFACTORY DESCRIPTION

Gourmand, Musky Floral

COCO MONOÏ

COCO MONOÏ

2 in 1 Face e Body Shower Oil

2 IN 1:

1. Body cleansing oil
2. Facial cleansing oil in the shower

INGREDIENTS:

Contains coconut oil with nourishing properties: thanks to **Lauric Acid** which has an affinity with the skin. The inclusion of **Lauric Acid, vitamin K and E** in the texture increases the washing power, creating a light and soft foam.

FRAGRANCE: Coconut & Tiare flowers

OLFACTORY DESCRIPTION

Gourmand, Musky Floral

COCO MONOÏ

OLIO DOCCIA VISO & CORPO

FACE & BODY SHOWER OIL

200 mL
6.76 FL.Oz.

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Kit Lip Balm + Hands and Nails Cream

Day & Night Lip Balm:

Thanks to beeswax and candelilla, **its formula during the day** gives an emollient effect and protects chapped lips from external aggressions. **If left on overnight**, the lips regain optimal comfort and softness.

Hand & Nail Cream:

Soft, fast-absorbing texture. It is not greasy and gives **the skin, cuticles and nails** maximum comfort, giving a feeling of softness and protection.

COCO MONOÏ

COCO MONOï

Kit Hands and Nails Creams 30 ml

Hand & Nail Cream:

Soft, fast-absorbing texture. It is not greasy and gives **the skin, cuticles and nails maximum comfort,** giving a feeling of softness and protection.

We have developed this formula **in three different fragrances,** the fragrance of the Coco Monoi line and two new fragrances inspired by the **California sunsets and the exotic beaches of Florida.**

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COCO MONOï
EAU DE TOILETTE

GOURMAND, FLORAL, MUSK

L.A. SUNSET
COCO MONOï
EAU DE TOILETTE

FRUITY, GOURMAND, MUSK

MOODBOARD

OLFACTORY PYRAMID

HEAD

HEART

BASE

OLFACTORY PYRAMID

HEAD

HEART

BASE

The line
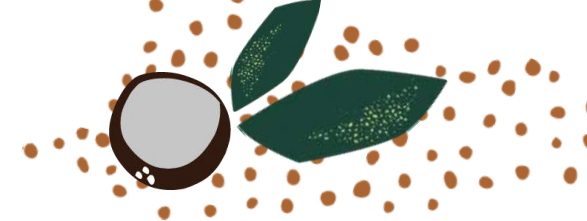
5in1
Olio
Multitasking

100 ml

3 in 1
Hair Mask

250 ml

2 in 1
Hair & Body
Scrub

250 ml

2 in 1
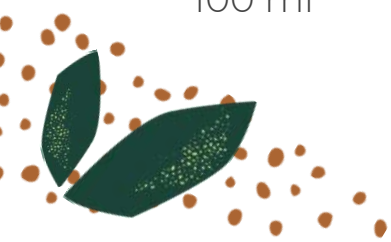Body
Cream

250 ml

2 in 1
Face &Body
Shower Oil

200 ml

Eau
de toilette
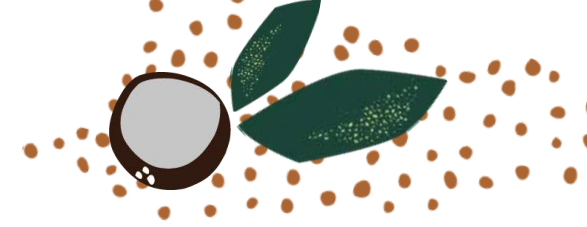
100 ml

Eau
de toilette

100 ml

Coco Monoi Kit

Kit Lip Balm 10 ml
+ Hands and Nails Cream 30 ml

10+30 ml
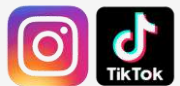
Kit Hands and Nails Creams 30 ml

30 ml

Communication Plan

Instagram&Tik Tok Campaing

POP Materials

Dedicated Website

PR & Influencer

COCO MONOÏ

Thank You!

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