



COCO  
MONOI

*Brandbook*

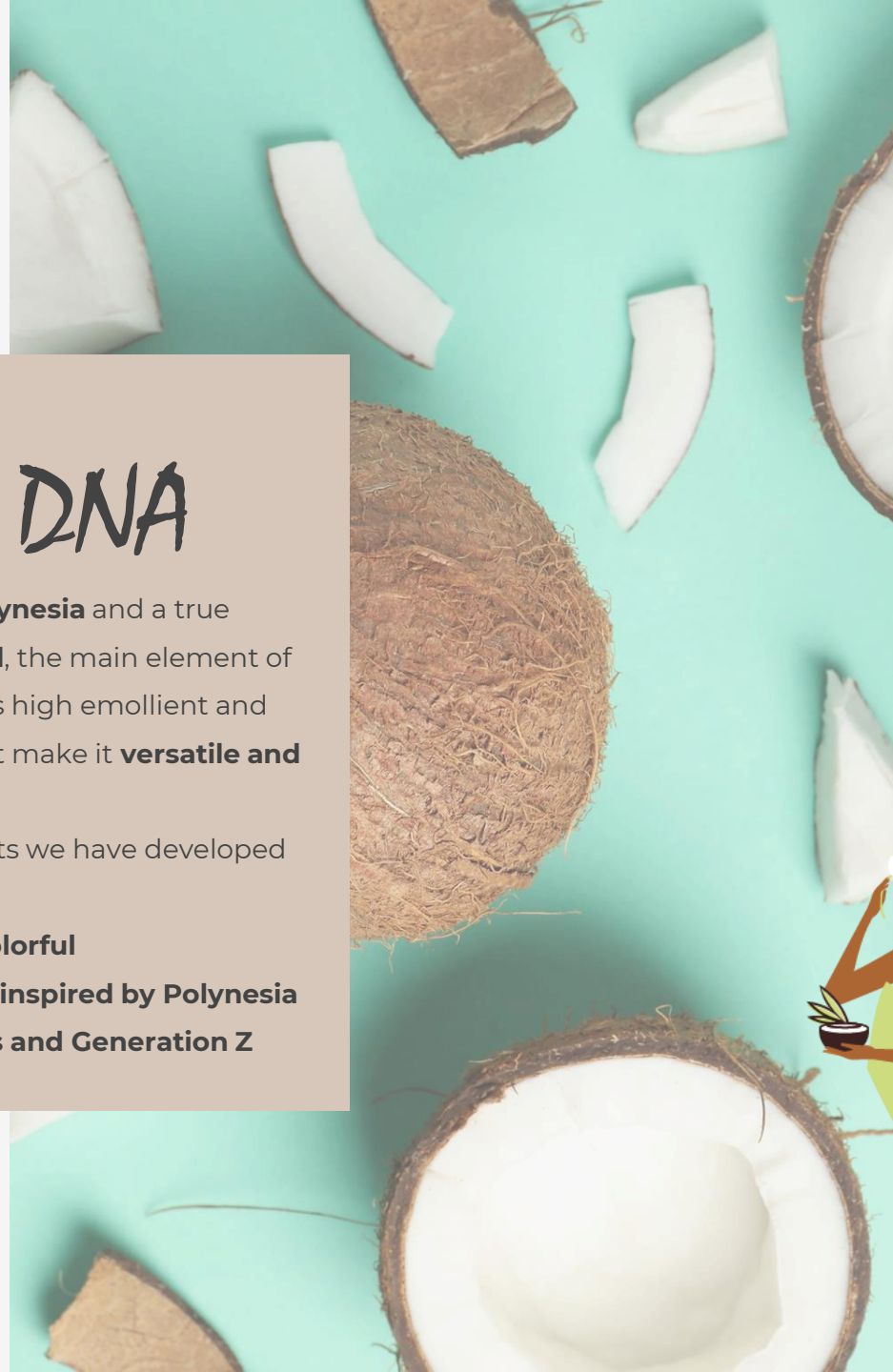


## Brand DNA

A typical cosmetic from **Polynesia** and a true symbol of beauty, **Monoï 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 Monoï, a brand:

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



# Hello!



COCO  
MONOÏ



# Consumer Pain Points

## 1. Words & Concepts



## 2. Absence of Color



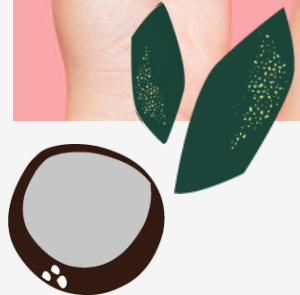
## 3. Scientific Communication



# 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



# Consumer Persona







# 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.

### 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

# For Who?



### 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?"*



### 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.

# 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

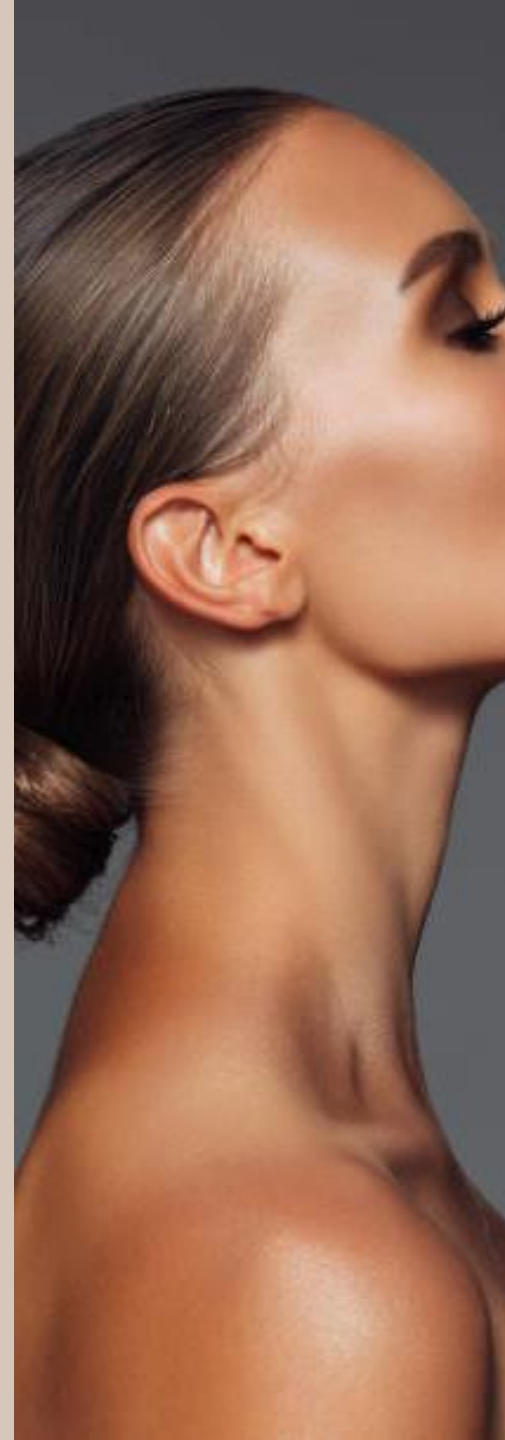




# The Products



# Body Care





# COCO MONOI

## 2 in 1 Face e Body Shower Oil

### 2 IN 1:

- Body cleansing oil
- Facial cleansing oil in the shower

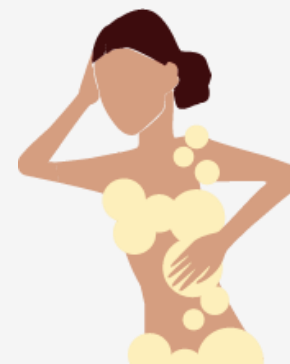
### INGREDIENTS:

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



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# COCO MONOI

## 2 in 1 Body Lotion

### 2 ACTIONS IN 1:

1. Hydration

2. Glossiness

### INGREDIENTS:

Body Lotion 2in1, able to bring hydration and glow. Once applied, the cream absorbs quickly, leaving skin silky soft and incredibly radiant and fragrant. When used in combination with the Multitasking 5in1 Oil, it offers a glow effect!!!

**FRAGRANCE:** Coconut & Tiare flowers

### OLFACTORY DESCRIPTION

Gourmand, Musky Floral



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# COCO MONOI

## 2 in 1 Body Cream

### 2 IN 1:

- Body nourishment
- 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



# *Hair Care*







# COCO MONOI



## 2 in 1 Shampoo & Balsamo

### 2 ACTIONS IN 1:

1. Hydration

2. Glossiness

### INGREDIENTS:

A 2in1 cleansing conditioner that cleanses and detangles as gently as possible while respecting the balance of skin and hair in a single gesture. With a moisturizing and super glossy effect, it is the perfect ally for heavenly hair. Its Formula is enriched with Vitamin B5, Elderberry Extract and Pomegranate.

**FRAGRANCE:** Coconut & Tiare flowers

### OLFACTORY DESCRIPTION:

Gourmand, Musky Floral



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# COCO MONOÏ

## 3 in 1 Hair Mask

### 3 IN 1:

1. Mask
2. Conditioner
3. Leave on Treatment

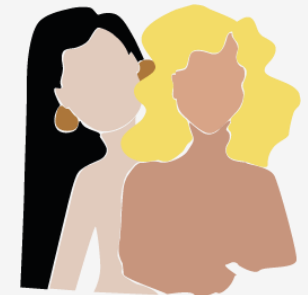
### INGREDIENTS:

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



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# *Body and Hair Care*





COCO MONOI  
Travel size



# 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



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.

# Monoi di Tahiti





# COCO MONOI

## 2 in 1 Hair e Body Scrub

### 2 IN 1:

- Intense body exfoliation
- Volumizing and illuminating for hair and scalp

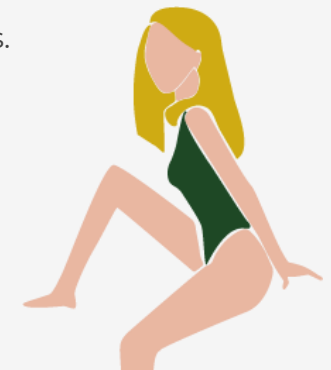
### INGREDIENTS:

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 enfleurage technique of Tiare Flowers in coconut oil: it has nourishing, emollient and soothing properties.

**FRAGRANCE:** Coconut & Tiare flowers

### OLFACTORY DESCRIPTION

Gourmand, Musky Floral



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*Kit*



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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.



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# COCO MONOI

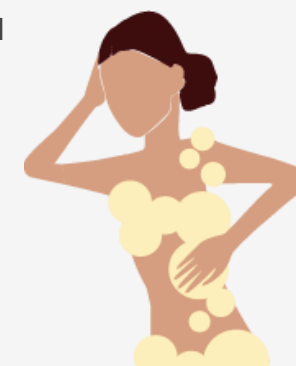
## *Kit Hands and*

## *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**.



# COCO MONOI

# Fragrances







COCO  
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GOURMAND, FLORAL, MUSK

EAU DE TOILETTE

MOODBOARD



OLFACTORY  
PYRAMID

HEAD



HEART



BASE



L.A. SUNSET

COCO  
MONOI

FRUITY, GOURMAND, MUSK

EAU DE TOILETTE



OLFACTORY  
PYRAMID

HEAD



HEART



BASE



COCO  
MONOI





COCO  
MONOI

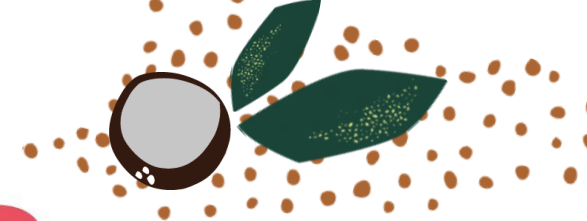
COMING SOON

On the way are two new fragrances  
inspired by the desire to travel and  
learn about the world! A long journey  
where the fragrances themselves will  
transport us to distant worlds.



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# The Line



## CORPO



**2in1  
Crema Corpo**  
vaso da 250 ml



**2in1 Olio Doccia  
Viso e Corpo**  
flacone da 200 ml



**2in1  
Latte Corpo**  
flacone da 200 ml

## CAPELLI



**3in1  
Maschera Capelli**  
vaso da 250 ml



**2in1  
Shampoo & Balsamo**  
flacone da 200 ml

## FRAGRANZE



**L.A. Sunset  
Eau de Toilette**  
flacone da 100 ml



**Coco Monoï  
Eau de Toilette**  
flacone da 100 ml

## CORPO E CAPELLI



**2in1 Scrub  
Corpo e Capelli**  
vaso da 250 ml



**5in1 Olio  
Multitasking**  
flacone da 100 ml



**5in1 Olio  
Multitasking**  
flacone da 30 ml

## KIT MANI E LABBRA



**Kit labbra  
mani e unghie**  
2 tubi da 30 ml



**Kit  
mani e unghie**  
3 tubi da 30 ml

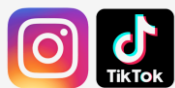


# Communication

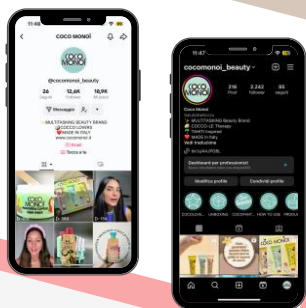




# Communication Plan



Instagram&Tik Tok  
Campaing

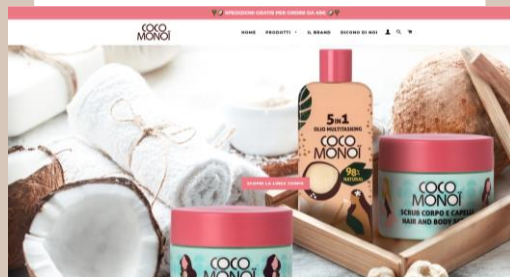


**coco  
MONOI**

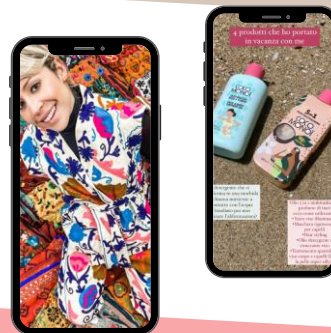
POP  
Materials



Dedicated  
Website



PR & Influencer



**coco  
MONOI**

*Thank You!*

