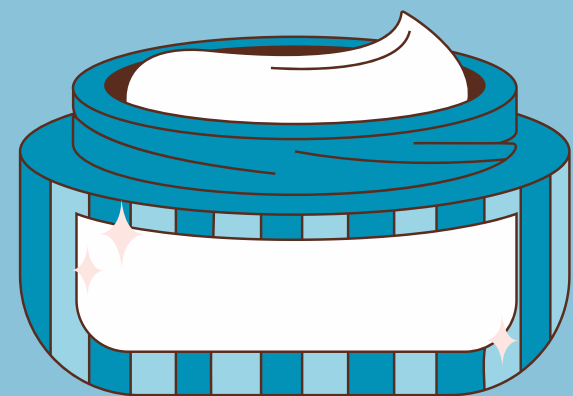


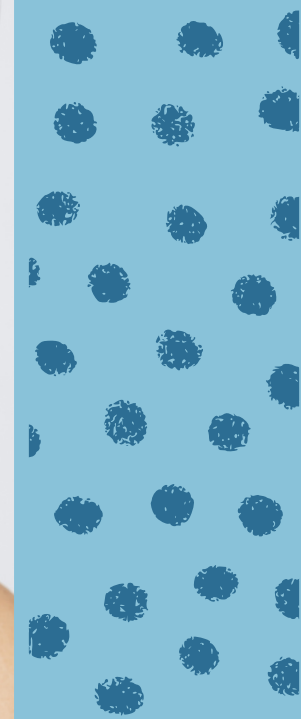
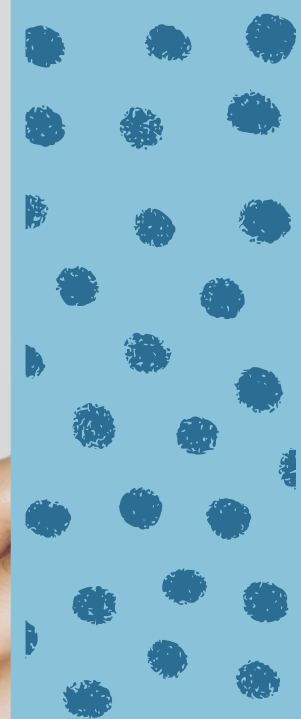


Hydro PM

PRESENTATION BY WILSON,
HEAVEN, KY, FATIMAH, HAILEY,
DILLON, AND TASMINA



Harnessing the Power of Nature for Restorative Skincare”



PURPOSE



Our purpose is to improve the health and well-being of individuals skin by providing, high-quality, quick and efficient, accessible all in one skincare products, promoting self care, and wishing to increase self esteem within society



What is Hydro PM?

HYDRO PM IS AN INCLUSIVE SKINCARE BRAND AIMING TO BE APART OF EVERYONES SKINCARE ROUTINE. HYDRO PM IS AN ALL IN ONE CREAM USED AT NIGHT TO ILLUMINATE, REJUVENATE , AND MOST IMPORTANTLY HYDRATE YOUR SKIN SO YOU CAN WAKE UP LOOKING REFRESHED. HYDRO PM IS FOR THE PEOPLE WITH BUSY LIVES WITH LITTLE TIME IN THE MORNING, OUR PRODUCT WORKS BEST OVERNIGHT SO IT CAN TAKE SKINCARE OFF YOUR PLATE IN THE MORNING.

Why do we need Hydro PM?



DURING THE PANDEMIC PEOPLE ADJUSTED TO WORKING FROM HOME AND WITH THIS CAME THE LACK OF APPRECIATION FOR THEIR APPEARANCE, PEOPLE KNEW THEY WOULD BE INDOORS FOR A WHILE SO THEY BEGAN TO LET THEMSELVES GO. HOWEVER AFTER THE PANDEMIC, SURVERYS CONDUCTED BY YUGOV STATES "ONE IN FIVE ADULTS (20%) FELT SHAME, JUST OVER ONE-THIRD (34%) FELT DOWN OR LOW, AND 19% FELT DISGUSTED BY THEIR BODY IMAGE IN THE LAST YEAR". THIS STATISTIC SHOWS THE IMPORTANCE OF INCREASING SELF ESTEEM IN OUR SOCIETY AND WITH IT BEING OUR MISSION WE WILL DO WHATEVER IT TAKES TO HELP PEOPLE FEEL MORE COMFORTABLE IN THEIR OWN SKIN.

How can Hydro PM help?



AT HYDRO PM WE AIM TO SOLVE THIS PROBLEM BY CREATING A NIGHT TIME FACIAL CREAM THAT REDUCES THE DAUNTING STEPS TO ACHIEVING A GREAT FACE CARE ROUTINE WITHOUT LEAVING YOU BANKRUPT. OUR PRODUCT WILL ALLOW ANYONE NO MATTER THE AGE NOR GENDER TO SAVE TIME AND MONEY BY SIMPLY APPLYING OUR PRODUCT BEFORE BED. HYDRO PM WILL WORK ITS MAGIC OVER NIGHT ALLOWING YOU TO SKIP MANY OF YOUR MORNING STEPS AND REDUCING THE NUMBER OF SKIN CARE PRODUCT YOU WOULD BUY.

OUR PARTNERSHIPS

AMAZON

IS OUR FIRST PARTNER TO HELP US WITH BRANDING, MOVING AND JUST GETTING OUR NAME/PRODUCT ON THE MARKET.



SIMS/EA COMPANY

IS OUR SECOND BRAND PARTNERSHIP BECAUSE IT HELPS US CATER TO THE YOUNGER GENERATION.



BUZZFEED

IS OUR THIRD AND FINAL PARTNER BECAUSE THEY'RE UNIVERSAL TO ALL AGE GROUPS AND CAN MAKE OUR PRODUCT MORE OBTAINABLE FOR EVERYONE.

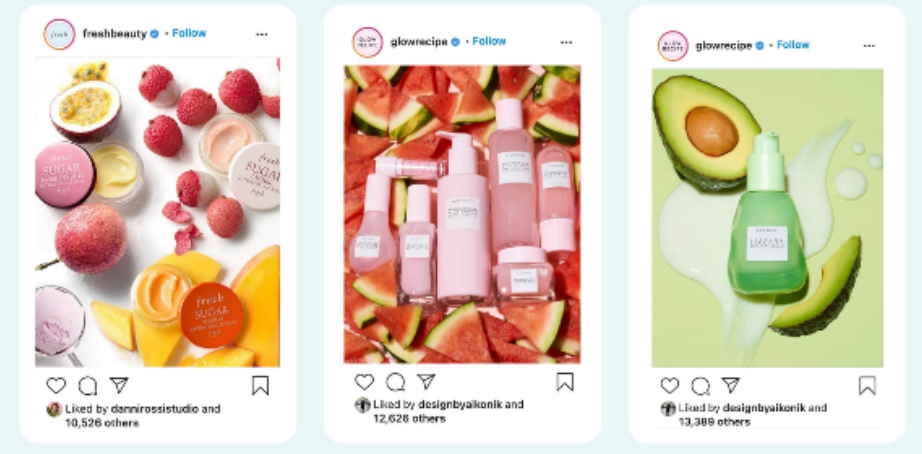
BuzzFeed

WE KNOW THAT THE SKIN CARE BUSINESS IS BOOMING AND THESE ARE A FEW COMPANIES THAT WE FEEL, MAY BE AT COMPETITION WITH OUR BRAND. THESE COMPETITORS CAN ALSO SERVE AS PEOPLE WE CAN COLLABORATE AND SPONSER WITH OUR PRODUCTS.

Florence by Millie



Glow recipe



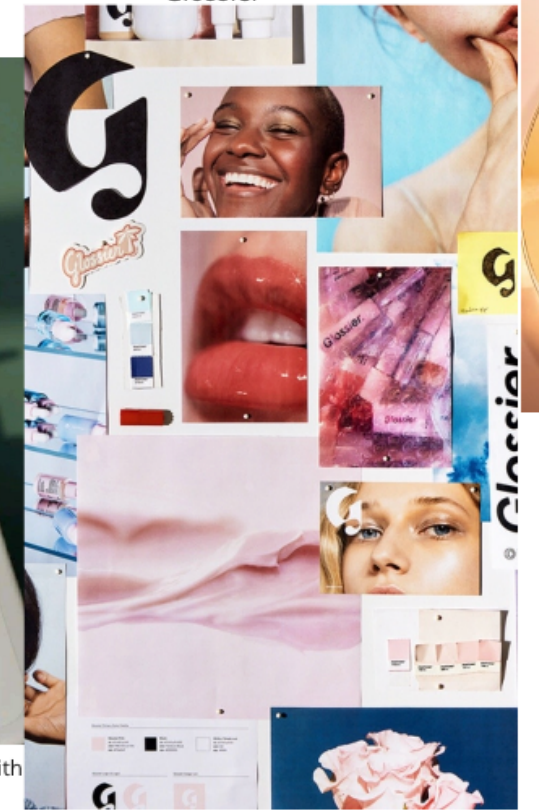
L'Oréal



Super goop



Glossier



Cerave



Good Genes



WORK YOUR MAGIC



Kiramon



Spa kingston

cerave can become a collaborator with the topic of cleansers because they are more known for cleansers

We can also collaborate with glossier if we decide to expand our skin care line for many more products

kiramon can also become a collaborator since they are a Korean brand and know the ins and outs of skin care

Who is Hydro PM targeted to



EVERYONE



OUR TARGET AUDIENCE IS FOR AGES 18 - 60 AND IT'S TARGETED TO BOTH MAN AND WOMAN

35-45



MIDDLE AGED PEOPLE ARE ANOTHER TARGET DEMOGRAPHIC BECAUSE THEY ARE TRYING TO GET A HIGHER POSITION IN THEIR JOBS THAT THEY HAVE BEEN WORKING FOR YEARS NOW AND ON TOP OF THAT THEY ARE THINKING OF HAVING FAMILIES OR ALREADY HAVE A FAMILY TO TAKE CARE OF



18-24

YOUNG STUDENTS ARE ONE OF OUR TARGETED DEMOGRAPHIC BECAUSE THEY ARE STARTING TO FEEL REAL RESPONSIBILITIES LIKE HOW TO MANAGE A JOB AND KEEPING THEIR GRADES UP

54-60

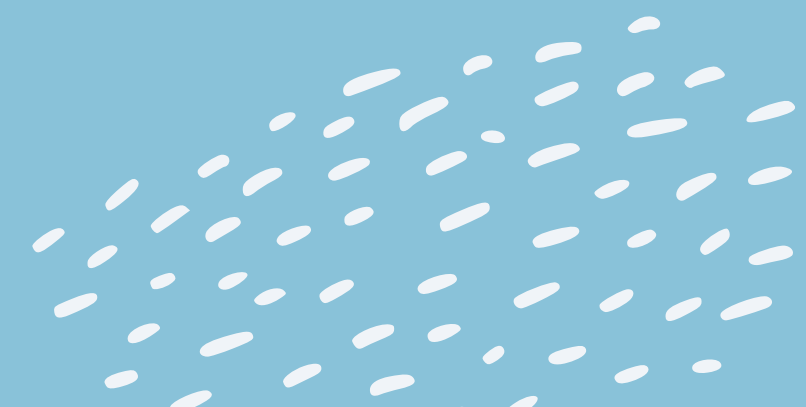
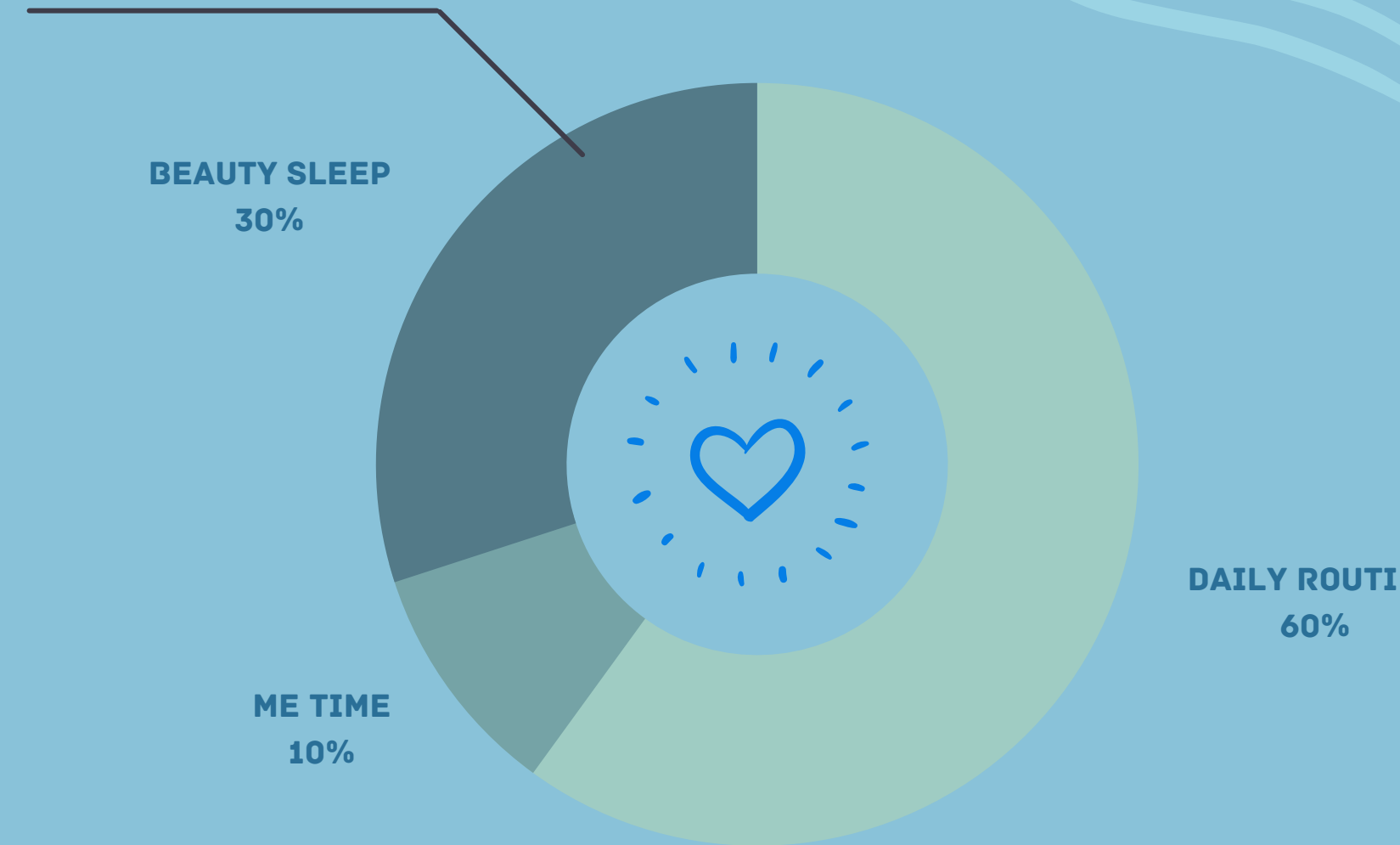
LASTLY OUR OTHER TARGETED DEMOGRAPHIC IS PEOPLE GOING INTO RETIREMENT. THIS IS A TARGETED DEMOGRAPHIC BECAUSE EVEN THOUGH THEY ARE LEAVING THEIR JOBS THEY ARE TAKING CARE OF THEIR GRANDCHILDREN AND THEY ARE DISCOVERING HOBBIES THAT THEY NOW HAVE TIME FOR

What is in Hydro PM

- HYDRO PM AIMS TO BE INCLUSIVE TOWARDS ALL SKIN TYPES WHICH IS EXACTLY WHY WE CHOSE TO INCLUDE AN OPTION THAT CAN CUSTOM MAKE YOUR PRODUCTS AND INCLUDES DESCRIPTIONS OF EACH PRODUCT AND WHAT IT PAIRS BEST WITH SO PEOPLE CAN CURATE A PRODUCT TOWARDS THEM. SOME THINGS WE'D LIKE TO INCLUDE IN THIS PRODUCT IS...

- SPF 50
- GREEN TEA
- HYALURONIC ACID
- GLYCOLIC ACID
- AZALEIC ACID
- SALIC ACID
- CERAMIDE
- GLYCERIN
- RETINOL
- NIACIN AMIDE

- EMOLLIENTS
- BURDOCK ROOT
- VITAMIN C
- FYCOLIX ACID
- TRANEXAMIC ACID



HYDRO PM MARKET STRATEGY

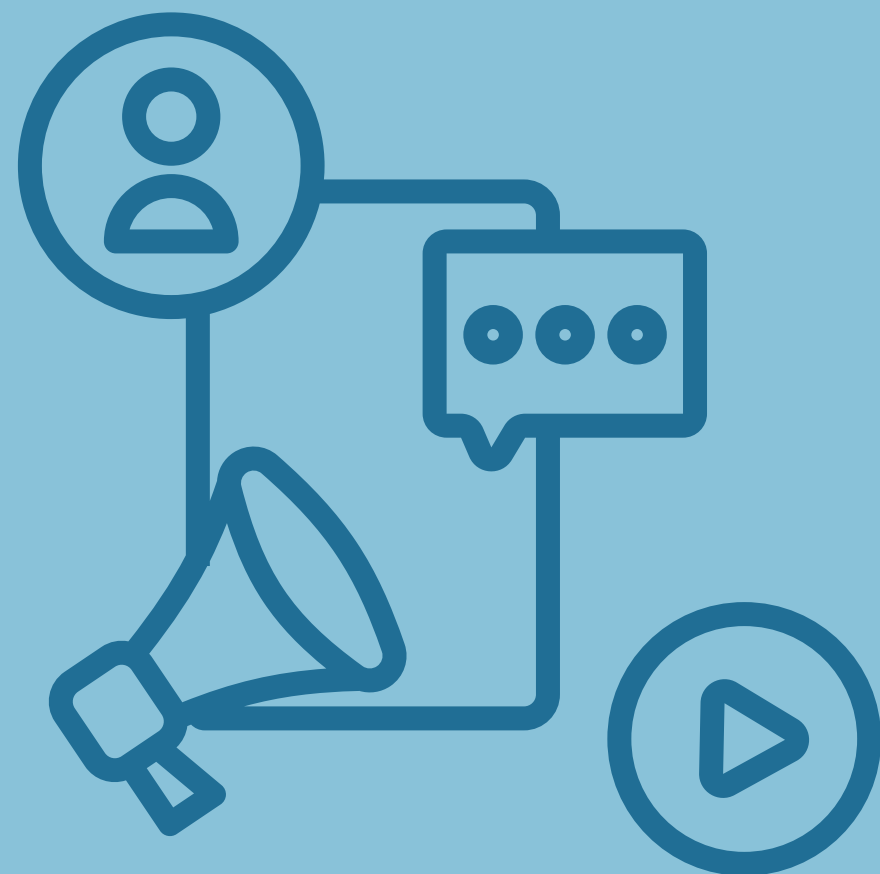


AT HYDRO PM, WE WANT TO MAKE SURE THAT EVERYONE HAS ACCESS TO OUR PRODUCT SO THEY CAN ALL WAKE UP WITH A CLEAN FACE. TO ACHIEVE THIS OUR MARKETING TEAM WILL FOCUS ON UTILIZING SOCIAL MEDIA, COLLABORATING WITH OTHER SKINCARE INFLUENCERS, INVESTING IN CONTENT MARKETING, SO THAT CONSUMERS CAN SEE HOW THEY FUNCTION AND WHAT THEY CAN ACHIEVE, AS WELL AS THE RESULTS THAT THEY CAN EXPECT USING THEM. ADDITIONALLY ONE MORE WAY THAT OUR ORGANIZATION WILL PROMOTE OUR BRAND IS BY NATURALLY ENCOURAGING CONVERSATION, COMMENTS, AND INTERACTIONS. WE WILL ALSO INTERACT WITH OUR CLIENTS BY ANTICIPATING THEIR QUERIES AND WORRIES. LASTLY WE WILL CROSS-PROMOTE OUR COSMETICS ON OTHER SOCIAL MEDIA PLATFORMS AS WELL AS ADVERTISING OUR FACIAL PRODUCTS ONLINE BY USING BRANDED GAMES



Our Future Plan

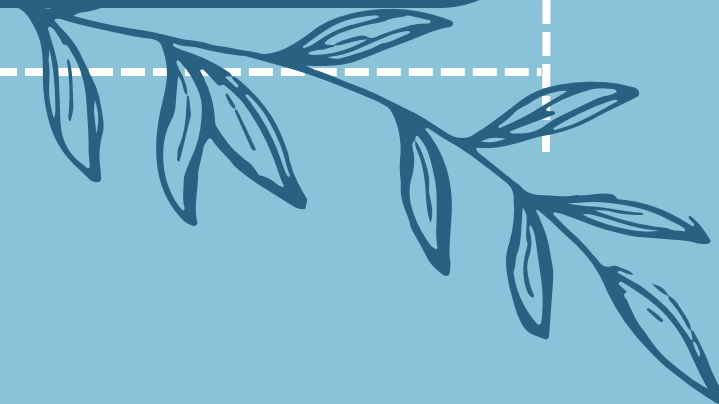
We think that the best approach to distribute our facial goods is through our brand, retailers as well as indirect distribution to retail markets, supermarkets, health and beauty shops, pharmacies / drugstores, and others, are the main distribution channels in the skincare sector that we will be focusing on. Additionally, we also offer our products for sale online and in physical locations.



How does our product make a difference



HYDRO PM IS A SUSTAINABLE AND BIODEGRADABLE PRODUCT. OUR CONTAINER IS MADE OF 80% SPRUCE FIBERS AND 20% PEAT. SPRUCE FIBERS ARE A KIND OF ELASTIC WOOD FIBERS AND PEAT IS A KIND OF SOIL. THIS MAKES OUR PRODUCT BIODEGRADABLE BECAUSE IT CAN BE PLANTED IN THE GROUND AND GROWN INTO A PLANT OF YOUR CHOICE. THE OUTSIDE OF ALL OUR CONTAINERS CAN BE PUT BACK INTO THE ENVIRONMENT AND INCREASE THE GREENERY THAT NEW YORK CITY IS LACKING. THE INSIDE LINING OF OUR CONTAINER IS MADE FROM RECYCLED ABS PLASTIC AND CAN BE BROUGHT BACK AND REFILLED.





OUR PROTOTYPE



23 ▶ CANVA STORIES

Dimensions
3.5 in X 3.5 in X 2 in
(outer container)

Hydr @ PM

Item 2

Dimensions
3 inch X 3 inch X 2 in
(inner container)

we want Item 2 to be able to fit into

be able to screw off

1/2 in

CNVFILLM FF1 23 ▶

23 ▶ CANVA STORIES

Hydr @ PM

3.5 x 3.5 x 2 in
(inches)

Outer Container

1 Spf 50 - protects you from 98% of the sun's UV rays

2 Green tea - Anti-inflammatory

3 Retinol - helps unclog pores

4 hyaluronic acid - keeps skin moisturized, promotes collagen and elasticity

Item 2

3 in x 3 in x 2 in
(inches)

recycled plastic

6 oz of product

CNVFILLM FF1 23 ▶

WAYS WE INTEGRATE TECHNOLOGY

Buzzfeed quiz

WE WISH TO HAVE A WEBSITE WHERE PEOPLE CAN ANSWER QUESTIONS ABOUT WHAT TYPE OF SKIN THEY HAVE AND WHAT THEY WISH TO BEAUTIFY, THEN OUR QUIZ CRAFTS A WELL WRITTEN EXPLANATION OF WHAT PRODUCT FROM OUR WEBSITE THEY WOULD NEED AND THE EFFECTS IT HAS ON THEM.

Shopping simulator

WE WISH TO HAVE A QR CODE ON THE SIDE OF OUR CONTAINER THAT TAKES PEOPLE TO OUR WEBSITE AND IT HAS SIMULATION GAME SHOWING YOUR CHARACTER BUYING PRODUCTS AND IT TAKES YOU TO THE CART WHERE YOU CAN PURCHASE THE ITEMS YOUR CHARACTER BUYS

24/7 customer service

WE WISH TO HAVE 24/7 CUSTOMER SERVICE WITH BOTH CALLS AND TEXTING. OUR CUSTOMER SERVICE REPRESENTATIVES CAN ANSWER ALL THE GENERAL QUESTIONS ABOUT YOUR SHIPMENT, TRACKING, ETC BUT ALSO THEY CAN HELP FIND PRODUCTS FOR YOU. WE WANT TO HAVE 24/7 SERVICE TO SHOW OUR CUSTOMERS OUR LOYALTY AND RELIABILITY

AI Personalization

WE WISH TO HAVE A PROGRAM ON OUR WEBSITE THAT SCANS YOUR FACE AND POINTS OUT OBSCURITIES THAT HYDRO PM CAN HELP WITH. OUR PERSONALIZED FILTERS SHOWS WHAT TYPE OF SKIN YOU HAVE AND WE WISH TO HAVE A DERMATOLOGIST WORK WITH US SIDE BY SIDE TO PUT OUT THE MOST FACTUAL SCANS OF EVERYONES SKIN.

CHECK OUT OUR WEBSITE



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Nutrient-rich formulas for every skin type

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Shop Our Best Sellers


Daily Cleanser \$24.00	Toner \$22.00	Moisturizing Mask \$30.00	Body Lotion \$24.00
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The finest ingredients to create the finest you!

Our moisturizing mask is packed with aloe vera and hyaluronic acid to get your skin softer than you ever thought possible.



Highly Effective
Our skin care products have been created and tested by us to get you noticeable results.



Ethically Sourced
You can sleep easy knowing we sourced natural raw materials.

Find Your Routine

— Skincare 101

Your one-stop shop for tips, product launches, customer review highlights and more.

[Read All Posts](#)

night cream and oils with a purpose.

Whether you're looking to relax or rejuvenate, our serums and oils know the way.

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Exclusive: The Rejuvenation Line



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