





# BUSINESS PLAN 2024

## PERSONAL CARE

---



### COMMERCIAL TEAM FOCUS ITEMS

#### BIO CAPIGEN VEG V2:

- Hair Loss Treatment, stimulates growth, stimulates keratin synthesis, revitalizes hair fiber, improves seborrhea. Rich in B-complex vitamins - including Niacinamide and Panthenol, Amino Acids, Zinc PCA, botanical extracts, and glucose. It also acts as a Vegetable Keratin for the hair.

**This is the best-selling active in the world by Coblosa due to its performance and excellent results!**

#### ETHOMEGA (Cosmos):

- Extreme nutrition. Repairs, nourishes, and hydrates the structure of weak and frizzy hair. Anti-free radicals. Restores the hair barrier function, UVA protection. Protects the integrity of the hair fiber.

#### GLYCOENERGIZER HAIR:

- Epigenetic activity. Energy source for the skin cells of the scalp and hair. Promotes oxygen consumption. Stimulates follicular cells, increasing hair growth. Anti-stress and anti-hair loss. This is a fast growth active (quick response to treatment)

#### BIO CERAMIDYL HAIR:

- Repairs dry and damaged hair. Natural constituent of the skin and hair, acts on the scalp and strands. Prevents premature aging of hair. Increases the strength, resistance, and shine of the hair. Protects the sensitive and irritated scalp by strengthening the barrier function. Restores the hair's lipid barrier. Improves the cohesion of the scales. COBIOsa has the best ceramides on the market = high purity!

### TOOLS

#### Presentations:

- Presentation BIO CAPIGEN VEG V2
- Presentation BIO CERAMIDYL HAIR
- Presentation ETHOMEGA
- Presentation GLYCOENERGIZER HAIR
- Cobiosa Bio Capigen VEG V2 and Glycoenergizer Hair Training
- Cobiosa Bio Ceramidyl Hair and Ethomega Training

# BUSINESS PLAN 2024

## PERSONAL CARE



### CTD prototypes:

1. Scalp Prebiotic Shampoo Code HC 2.200623.ctd  
(Bio Capigen VEG V2 + Bio Ceramidyl Hair).

The shampoo is prebiotic because of Cobiobalance. However, the main ingredients are Bio Capigen VEG V2 and Bio Ceramidyl Hair = summary of the active ingredients and their functions in the formula are described in the formulation.

2. Scalp Prebiotic Conditioner Code HC 3.250823.ctd  
(Bio Capigen VEG V2 + Bio Ceramidyl Hair).

The shampoo is prebiotic because of Cobiobalance. However, the main ingredients are Bio Capigen VEG V2 and Bio Ceramidyl Hair = summary of the active ingredients and their functions in the formula are described in the formulation.

3. Nail Pen Code NC 1.140823.ctd  
(Bio Capigen VEG V2)

4. Regenerative Complex for Eyelashes and Eyebrows SKC 1.080823.ctd (Bio Capigen VEG V2)

5. Solid Mask HC 2.291223.ctd  
(Ethomega)

6. Nourishing Oil Code: HC 2.300123.ctd  
(Ethomega)

7. Growth Booster Ampoule Code: HC 2.290822.ctd  
(Bio Capigen VEG V2 + Glycoenergizer Hair)

### SALES TEAM FOCUS

- Items on budget
- Hair Care Market
- PET Market
- Scalp Care Market

### BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):

- BIO MARINE COLLAGEN HAIR
- CHIAPROTECT (COSMOS)
- COBIOBALANCE (COSMOS)
- HAIR DANDRUFF REDUCER
- HAIRDENSYL COMPLEX
- RADIANCYL (COSMOS)
- SEBORREDUCTYL (COSMOS)
- THRICOMEGA (COSMOS)
- PROTECSYL (COSMOS)
- LAUNCH AT IN COSMETICS EUROPE 24