



### COMMERCIAL TEAM FOCUS ITEMS

#### **KahlWax 6607L MB (sunflower):**

- . Vegetable wax obtained from refined sunflower seed oil. Provides long-lasting shine for lipsticks, lip glosses, and lip balms. High oil-binding capacity and heat resistance. Imparts hardness to solid forms. The main ingredient of choice for any solid format and as a stabilizing agent for oily fillers. There is no BHT in the composition. High quality: MCassab has been a pioneer in disclosure the teachings of this wax in the cosmetic market for over 11 years!

#### **KahlWax 2811:**

- . Rice wax. Promotes a dry touch and non-tacky sensory experience. Matte effect. Ideal for dry-touch oily gels due to its ability to bind to oils.

#### **KahlWax 6279L MB (Myrica):**

- . Vegetable wax that promotes a soft sensory experience and excellent spreadability. Imparts hardness followed by high softness. Provides fixation in hair.

#### **KahlWax 6607 WOA (Deodorized Sunflower):**

- . Vegetable wax obtained from refined deodorized sunflower seed oil. Provides long-lasting shine for lipsticks, lip glosses, and lip balms. High oil-binding capacity and heat resistance. Imparts hardness to solid forms. Free of antioxidants. With Cosmos certification.

#### **KahlWax 6103 MB:**

- . Synthetically derived beeswax.

### TOOLS

#### **Presentations:**

- 1.6607L 6607WOA 6607H Sunflower Waxes 01-09-2023
2. 6279L-Myrica-Wax\_01-09-2023
3. 6279L Myrica Fruit Wax\_PT
4. 2811-Rice-Bran-Wax\_01-09-2023
5. TDS KW 6103 MB
6. Value Matrix KW 6607LMB, KW 6279L

# BUSINESS PLAN 2024

## PERSONAL CARE



### Prototypes:

#### Make up:

1. Hydration and Volume Bullet Lipstick Code MKP 1.270722.ctd
2. Lip Balm SPF 50 Code MKP 1.041122.ctd
3. Multi Stick BBS Code MKP 1.250822..ctd

#### Sun Care:

1. FPS 50 Color Stick Code SUN 1.271123.ctd (KW 6607L MB e KW 2811)

#### Hair Care:

1. Solid Conditioner Code HC 2.211122.ctd (KW 6607L MB and KW 6279L)
2. Solid shampoo HC 1.050221.ctd (KW 6607L MB, KW 6279L)
3. Hair Mask for Curly Hair Code HC 1.140422.ctd (KW 6279L)

#### Skin/Body Care:

1. Primer Soft Focus Code SKC 1.180123.ctd (KW 6607 WOA e KW 2811)
2. Eye Area Stick Code SKC 1.120922.ctd (KW 6607 WOA e KW 2811)
3. Body Moisturizing Stick Code SKC 2.220124.ctd (KW 6607L MB)

### SALES TEAM FOCUS

1. All solid formats (KW 6607L MB)
2. Solid formats that require an explosion of fragrances (KW 6607WOA)
3. Ointments (KW 6607L MB)
4. Stabilizing high oil load (e.g., in hair masks - KW 6607L MB)
5. Sun Care and Solid Sun Care (KW 6607L MB, KW 2811)
6. Make up (KW 6607L MB, KW 2811)
7. Hair Care (KW 6279L)
8. Solid Hair Care (KW 6607L MB, KW 6279L)
9. Counterfeiting: Kahlwax 2811, Kahlwax 6607L MB, Kahlwax 6103

### BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):

**Kahlwax 2227 Megaveggie (Cosmos/ RSPO) :** Natural substitute for beeswax

**KahlWax 6614 Tea Wax:** Tea wax

**KahlWax 6692 Rose Wax:** Rose wax

**KahlWax 6684 Jasmine Wax:** Jasmine wax

**KahlWax 6698 Orange Wax:** Orange wax

**Kahl Jelly 7038 Coco:** Blend of coconut oil and olive oil

**KahlJelly 7036 Plus:** Vegojelly