



BUSINESS PLAN 2024

PERSONAL CARE



FOCUS ITEMS

Manuka Essential Oil (Vegan, Cosmos, Cruelty free):

Essential oil derived from Manuka tree leaves.

Contains 20% concentrated triketones: M β TK20+: the β -triketones (leptospermone, isoleptospermone, flavone) have antimicrobial/antibacterial, anti-inflammatory, and antiviral activity. The indication "20+" means that there is a minimum of 20% β -triketones present in this oil. As a rule, Manuka oil contains variants in the percentage of triketones, which can range from 5 to 10%. Our partner, Manuka Biologicals, guarantees a content of 20% triketones because they control the production of Manuka oil from the east coast of the North Island of New Zealand. This rich content of active ingredients will ensure the excellent efficacy of the medicinal oil and its antibacterial, anti-inflammatory, and antiviral properties.

M β TK20+: effectively inhibits inflammatory processes such as eczema, psoriasis, redness, itching, cracking, and frequent skin flaking that leads to poor healing. This inhibition occurs because Manuka oil can suppress the inflammatory cytokine TNF- α , which is directly linked to these inflammatory processes. Additionally, Manuka oil inhibits inflammation caused by UV radiation, which leads to premature aging of the skin.

It has a powerful deodorizing action, which can be interesting for clients looking for natural deodorants.

For Hair Therapies, it is an excellent ingredient (there is a product line in the market called Tea Tree by Paul Mitchell; Manuka can inspire clients who want to develop this type of line with a new concept, appeals, and effectiveness).

For intimate care lines, including the sale of pure essential oil, along with soap for sitz baths during candidiasis outbreaks.

Manuka Oil is 1,000 times more potent (more powerful action) than Manuka honey and is 30 times more effective than Tea Tree oil (melaleuca).

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TOOLS:

Presentations:

Manuka Biologicals Mf3TK 20+ Manuka Oil - Official Presentation

Haircare and Skin-Personal Care Specific Manuka Biologicals Manuka Oil - Presentation: diabetic foot images

Mf3TK20+ Manuka Oil (Tasha) New Presentation 2023

Study Results - Manuka Oil Ref. Jojoba and Manuka Oil (2%)

Prototypes:

Toiletries:

1. Intimate Menstrual Foam Code VC 4.091222.ctd
2. Intimate Menopause Foam Code VC 5.091222.ctd

Skin & Body Care:

1. Anti-Acne Serum Mf3TK 20+ Code SKC 2.091121.ctd
2. Nail oil code NC 1.061221.ctd

Pet Care:

1. 3-in-1 Spray Cleans, Protects, and Conditions Code PET 1.071123.ctd

SALES TEAM FOCUS

- Toiletries: deodorants, V-Care intimate care soaps
- Skin & Body Care: Acne, Foot Care (fungi, bacteria)
- Hair Care: Deep Cleansing
- Pet Care
- Aromatherapy