



BUSINESS PLAN 2024

PERSONAL CARE



FOCUS ITEMS

ACT LINE- ACT-WHITE A2 / ACT-YELLOW / ACT- RED/ ACT-BLACK:

- Hydrophobic treatment composed of 3 components: plant-derived amino acid, fatty acid, and silane. Excellent dispersibility in oils, hydrophobicity, excellent color development, great adhesion, and high durability. **Main indications:** Foundation, stick foundation, compact powder. A/Si emulsions, O/W emulsions, anhydrous and powder formulations, projects where immediate stock availability is important and high long-lasting performance.

MIYOAQUA LINE - MIYOAQUA WHITE / MIYOAQUA YELLOW / MIYOAQUA RED/ MIYOAQUA BLACK:

- Hydrophilic treatment composed of naturally sourced Sodium Alginate. Facilitates dispersion process, high color development, prevents color separation and agglomeration. **Main indications:** Tinted sunscreen

MIYONAT ISA LINE - MIYONAT ISA-WHITE / MIYONAT ISA YELLOW / MIYONAT ISA RED / MIYONAT ISA BLACK:

- Hydrophobic natural treatment of lauric acid providing a light and lubricating sensation. It has high dispersibility and long-lasting properties. **Main indications:** Emulsions A/Si, O/W, anhydrous, and powders, where cost is a decisive factor. Natural projects.

SILICA BEADS SB300:

- Sensory modifier composed of porous particles with oil-absorbing properties, providing a matte, soft-focus effect.

MIYOSHADE Z Plus:

- Mineral sunscreen with 96% non-nano zinc oxide with a hydrophobic surface treated with silicones, offering excellent transparency for sunscreens. It acts synergistically with titanium dioxide, boosting SPF and UVA protection.

MIYOSHADE T Clear:

- Mineral sunscreen with 76.96% non-nano titanium dioxide with a hydrophobic surface treated with silicones, offering excellent transparency for sunscreens. Provides high SPF, long-lasting protection, and water resistance.

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TOOLS

PRESENTATIONS:

1. TREATED PIGMENTS ACT - 2024 PRESENTATION
2. TREATED PIGMENTS MiyoAQUA - 2024 PRESENTATION
3. TREATED PIGMENTS MiyoNAT ISA - 2024 PRESENTATION
4. MiyoSHADE Z Plus - Presentation
5. MiyoSHADE T Clear - BROCHURE Rev. 2-E (002)
6. Silica Beads - BROCHURE - REV.4-E
7. Video: W/O Emulsion Facial Base with MiyoNAT ISA

CTD PROTOTYPES:

MAKE UP

1. A/Si POP Base with ACT + 18-color foundation collection - MKP 2.270422.ctd
2. Long-Lasting Foundation with ACT - MKP 1.240124.ctd
3. Natural Makeup Foundation with MiyoNAT ISA - MKP 2.040923.ctd
4. A/Si Makeup Foundation with MiyoNAT ISA - MKP 1.040923.ctd
5. Silica Beads SB 300

SUN CARE

1. Color SPF 50 Sunscreen with MiyoAQUA + MiyoSHADE T CLEAR - SUN 1.240124.ctd
2. SPF 50 Mineral Fluid Sunscreen (MiyoShade TClear + MiyoShade Z Plus) - SUN 1.020921.ctd
3. SPF 50 Color Stick (MiyoNAT ISA + MiyoShade TClear + MiyoShade Z Plus) - SUN 2.240124.ctd

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SALES TEAM FOCUS

- Items on budget
- Makeup Market
- Sun Care Market
- Share protection for clients we already serve

BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):

- MiyoFLEX EV
- MiyoNAT VLS
- MiyoFEEL SXI-L
- UNIFILMA HVY
- RHEOPEARL KL2
- MiyoHAZE WHITE
- MICA CM-10
- MiyoSCREEN UZ-04
- Natural & Vegan
- MiyoSCREEN UT-04