

SUDARSHAN



# BUSINESS PLAN 2024

PERSONAL CARE

SUDARSHAN

## FOCUS ITEMS

### COUNTERPARTS TEAM:

LIST OF SUDARSHAN COUNTERPARTS	
MERCK	SUDARSHAN
TIMIRON STARLUSTER MP 115	SUMICOS SILVER STANDARD 43133
TIMIRON SUPERSHEEN MP 1001	SUMICOS SILVER SILKY FINE 43124
TIMIRON SUPER GOLD	SUMICOS IRIDESCENT GOLD 43237
COLORONA COPPER	PRESTIGE COPPER 35152 (more expensive) or SUMICOS COOPER 4387 (cheaper)
COLORONA SIENNA	PRESTIGE FIRE RED 35153
COLORONA DARK BLUE	PRESTIGE SAPPHIRE 35160
COLORONA BRONZE	PRESTIGE BRONZE 35151 (more expensive) or SUMICOS BRONZE 43737 (cheaper)
BASF	SUDARSHAN
FLAMENCO ULTRA SPARKLE 4500	SUMICOS SILVER FLASH 43157
TIMICA BRILLIANT GOLD 212G	SUMICOS BRIGHT GOLD 43636

## FOCUS PRODUCTS FOR HAIR CARE:

### SUMICOS™ SILVER SILKY FINE:

Particle smaller 1-25 microns - pearlescent effect in shampoos and soaps

### SUMICOS™ SILVER FLASH:

Larger particle 15-150 microns - sparkling effect in shampoo, leave-in, masks, serums, and sprays

### SUMICOS™ BRIGHT GOLD:

Intermediate particle 10-60 microns - golden pearlescent effect in leave-in, masks, serums, and sprays

### PRESTIGE™ SPARKLING PURE GOLD:

Larger particle 20-150 microns - sparkling effect in leave-in, masks, serums, and sprays

## FOCUS PRODUCTS FOR HAIR CARE:

### SUMICOS™ BLACK 2230C:

Untreated black iron oxide - Focus: Mascara for eyelashes, eyeliners

### SUMICOS™ YELLOW 2213:

Untreated yellow iron oxide - Focus on customers who do not use treated pigments in makeup foundation

### SUDACOS™ RUBINE 3051:

Red 7 - Focus on customers who produce lipstick

### SUDACOS™ CHERRY 3061:

Red 6- Focus on customers who produce lipstick

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### FOCUS ITEMS

#### FOCUS PRODUCTS FOR BODY CARE: HIGHLIGHTERS, BRONZERS, SUNSCREEN

##### **SUMICOS™ BRIGHT GOLD:**

Natural mica, intermediate particle 10-60 microns - golden/yellowish effect

##### **SUMICOS™ BRONZE:**

Natural mica, intermediate particle 10-60 microns - tanning effect

##### **SUMICOS™ COPPER:**

Natural mica, intermediate particle 10-60 microns - reddish tanning effect

##### **SUMICOS™ IRIDESCENT GOLD:**

Natural mica, intermediate particle 10-60 microns - slightly yellowish white effect in the product, subtle yellowish golden shimmer effect on the skin

### PRODUCTS THAT CAN BE OFFERED DURING THE 2024 OLYMPICS

##### **PRESTIGE™ SAPPHIRE:**

Intermediate particle 10-50 microns - Blue

##### **PRESTIGE™ EMERALD:**

Intermediate particle 10-50 microns - Green

##### **PRESTIGE™ BLUE GLOW:**

Glam & Glow Line: natural mica with synthetic mica sparkle, larger particle size from 20 to 90 microns - iridescent with more noticeable blue sparkle

##### **PRESTIGE™ GREEN GLAM:**

Glam & Glow Line: natural mica with synthetic mica sparkle, larger particle size from 20 to 150 microns - iridescent with more noticeable green sparkle

##### **SUMICOS™ IRIDESCENT BLUE:**

Intermediate particle 10-50 microns Iridescent effect with blue reflection

### SENSORY MODIFYING FILLERS

##### **SUMICAIR™ CREAM MICA:**

Sensorial modifier, talc substitute with particle size ranging from 10 to 60 microns. Natural

##### **SUMICAIR™ SILKEN MICA:**

Sensorial modifier, talc substitute with particle size ranging from 1 to 60 microns. Natural

FOR OTHER REQUESTS, PLEASE CHECK STOCK AVAILABILITY WITH THE BUSINESS DEVELOPMENT TEAM.

#### **POINT OF ATTENTION: THE FOLLOWING PIGMENTS ARE NOT VEGAN:**

Prestige Soft Ruby, Prestige Ruby, Prestige Sparkling Coral Gold, Prestige Amethyst, Prestige Rose Gold, Sumicos Radiant Orchid, Sumicos Garnet Mist - all contain carmine in the composition - please refer to Sudarshan Vegan\_TiO2 Free flyer



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### TOOLS:

- Online and physical catalog – Sudarshan Cosmetic Brochure
- Sudarshan Display Catalog
- Sudarshan Vegan\_ TiO2 Free flyer
- Flyer Sudarshan has the solution for you

### PRESENTATIONS

- SUDARSHAN HAIR CARE
- SUMICAIR FILLERS FUNCTIONAL INGREDIENTS FOR PERSONAL CARE APPLICATIONS
- SUDARSHAN SUNKISSED BODY HIGHLIGHTERS
- SUDARSHAN MAKEUP

### CTD PROTOTYPES:

#### MAKE UP

- Highlighter Stick - MKP 1.060922.ctd
- Lip Plumping Lip Gloss – MKP 3.270223.ctd
- Eyeliner with Prestige Sapphire MKP 1.230124.ctd
- Eyeliner with Prestige Emerald MKP 2.230124.ctd
- Loose Eyeshadow with Prestige Sapphire - MKP 3.230124.ctd
- Loose Eyeshadow with Prestige Emerald - MKP 4.230124.ctd
- Lipstick with Sudacos Rubine x Sunchemical - MKP 5.230124.ctd
- Lipstick with Sudacos Cherry x Sunchemical - MKP 6.230124.ctd

#### SKIN CARE

- Body highlighter with Sumicos Bronze – Brazilian Bling – BC 1.230124.ctd
- Body highlighter with Sumicos Rose – Promenade Pink - BC 2.230124.ctd
- Body highlighter Sumicos Cooper – Bali Bronze - BC 3.230124.ctd
- Body highlighter with Sumicos Bright Gold – Atoll Aurum - BC 4.230124.ctd
- Facial Moisturizer With Sumicos Cream mica x without mica - SKC 1.230124.ctd
- Facial Moisturizer With Sumicos Silken mica x without mica - SKC 1.230124.ctd
- Lipstick with Sudacos Deep Maroon - MKP 7.230124.ctd

#### HAIR CARE

- Shampoo with Sumicos Silver Silky Fine – HC 3.230124. ctd
- Shampoo with Sumicos Silver Flash – HC 4.230124.ctd
- Hair mask Prestige Sparkling Pure Gold – HC 1.121222.ctd
- Hair mask with Sumicos Bright Gold - HC 7.230124.ctd
- Hair spray with Sumicos Silver Silky Fine - HC 5.230124.ctd
- Hair spray with Sumicos Bright Gold - HC 6.230124.ctd

#### SUN CARE

- FPS 30 Sunscreen with Glow Sumicos Iridescent Gold effect- SUN 1.230124.ctd

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## SALES TEAM FOCUS

- Items on budget
- Counterfeiting
- Makeup Market
- Skin Care Market
- Hair Care Market
- Nail Polish Market
- Sun Care Market
- Oral Care Market

## BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):

- OTHER PRODUCTS FROM THE CATALOG WITH COMMERCIAL VIABILITY ANALYSIS