

Teana[®] vegenius

NEW

*100% natural
powder serums*



market situation

Cosmetic brands offer products of any format with skincare benefits: moisturizing, lifting, brightening, etc. This is also loose powder market's trend. Manufacturers add active ingredients to powder formulations in order to highlight new claims.

They try to make their products more natural to meet the preferences of the target audience. The 100% natural mineral cosmetics segment's growth is an example.

Besides, one of the major global trends is water-free cosmetics.

There is a number of reasons for that:

- Eco-responsible cosmetic formulations
- Travel-friendly
- Dry formats are associated by the consumer with more concentrated ones



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market situation

Up-to-date niches in the loose powder market:

- Color cosmetics
- Mattifying powder veils
- Mineral powders
- Night powders
- Powders with extracts/minerals added
- Silk/bamboo powders

100% natural powders with a powerful skincare benefits due to their botanical composition. No one can offer anything like that!

*natural
loose powders*



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what do we offer?

100% natural composition

Active botanical extracts

Amazingly soft texture

Matte skin without dryness

Dry serum (morning and night)

Makeup fixing powder

20 g

One pack is enough for 3 to 4 months

**We are launching an absolutely
new product category!
*2in1 100 % natural powder serum***



Innovative eco-friendly plastic-free packaging

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2in1 facial serum and powder

- More supple skin
- Anti-wrinkle effect
- Antioxidant protection

How to use?

We recommend to use Vegenius powder serums in different ways:

- as a dry serum, applying it to cleansed skin,
- as a primer before makeup,
- as a setting powder, applying it over makeup. 🍷

Pour a small amount of powder in the lid and apply it to your face with a makeup brush.

100% natural ingredients: Solanum Tuberosum Starch, Magnesium Stearate, Polysorbate 80, Malus Domestica Fruit Extract, Camellia Sinensis Leaf Extract, Red wine Extract, Citrus Aurantifolia Fruit Extract, Trigonella Foenum-Graecum Seed Extract, Laminaria Ochroleuca Extract, Hibiscus Sabdariffa Flower Extract.



LIFTING & SOFT FOCUS

Perfectly supple skin
with no photo filter

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2in1 facial serum and powder

- Soothing
- Moisturising
- Anti-inflammatory effect

How to use?

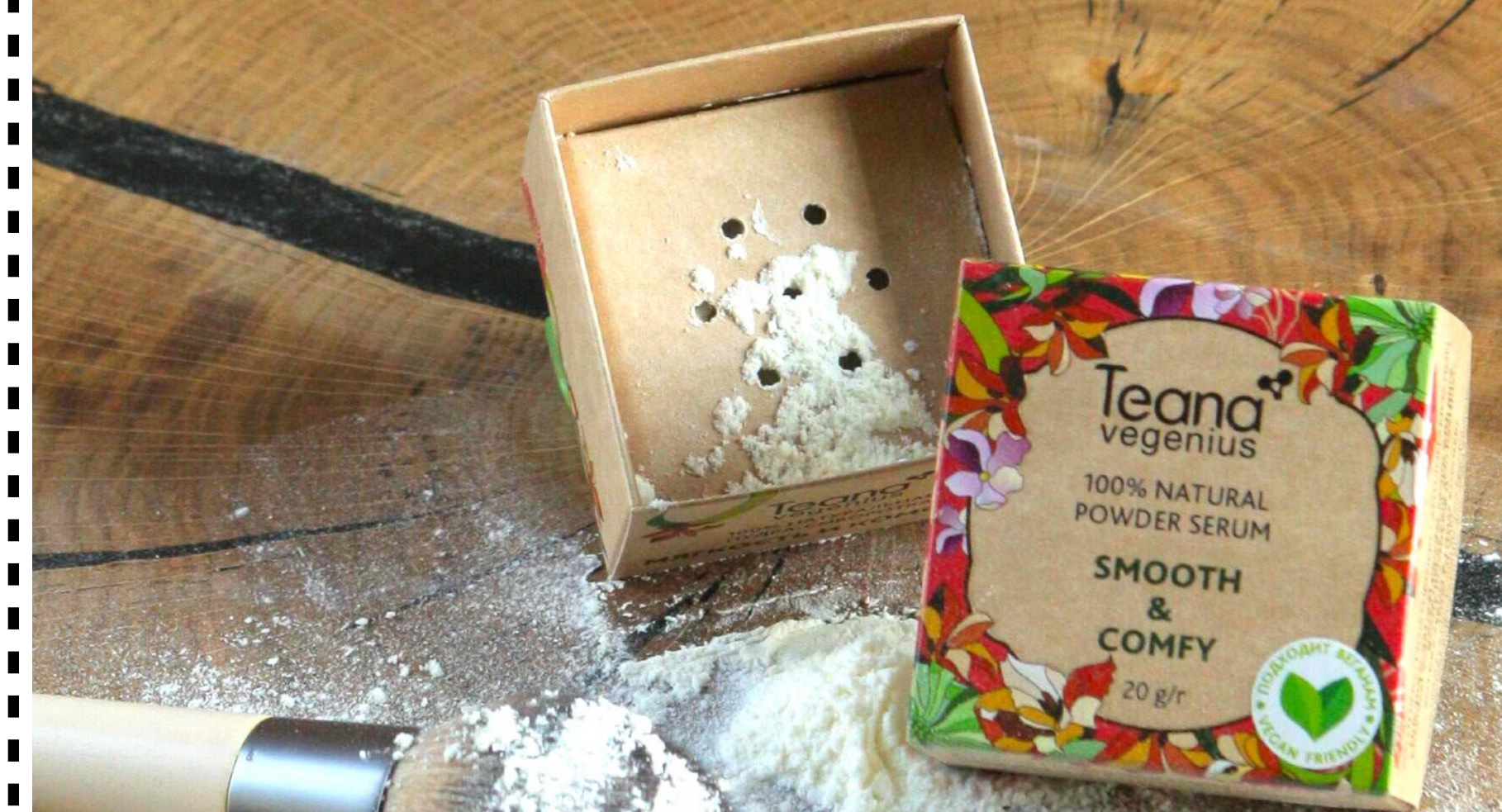
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SMOOTH & COMFY
Perfectly soft skin
without irritation and inflammation



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2in1 facial serum and powder

- Toning effect
- Smoothness
- Sebum control

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EVEN TONE & TEXTURE

Amazing complexion and matte finish

Teana⁺ vegenius

100% NATURAL
POWDER SERUMS

product positioning

- Facial serums
- Loose powders
- Green zones
- Discovery zones

Visual merchandising

NEW!



Teana vegenius

new to try

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A UNIQUE COSMETIC PRODUCT

