

Double

gen z

new line

k-beauty

exclusive

cleansing



Fria Brand

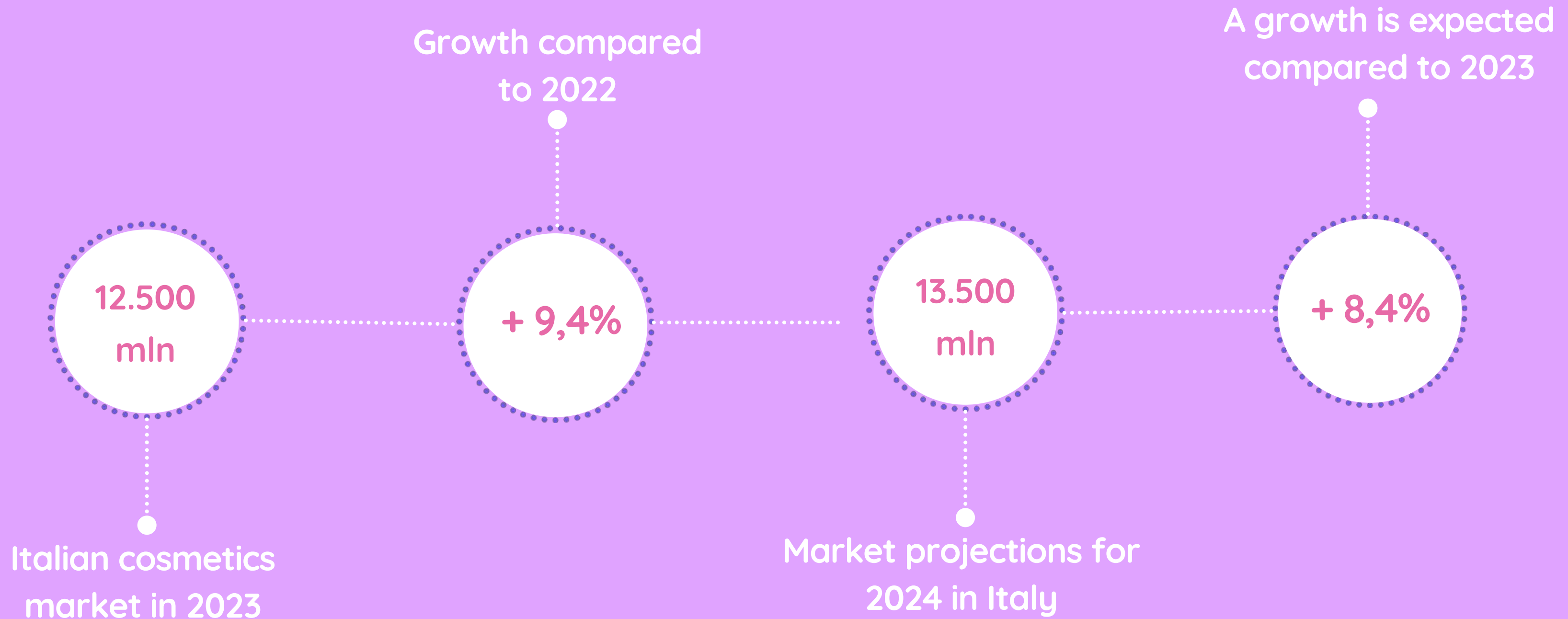
FRIA

As a pioneer in the wet wipes category, especially for makeup removal, Fria is excited to introduce new product lines designed to meet the demands of a dynamic market and provide consumers with innovative solutions.

Fria's current range of makeup remover wipes:

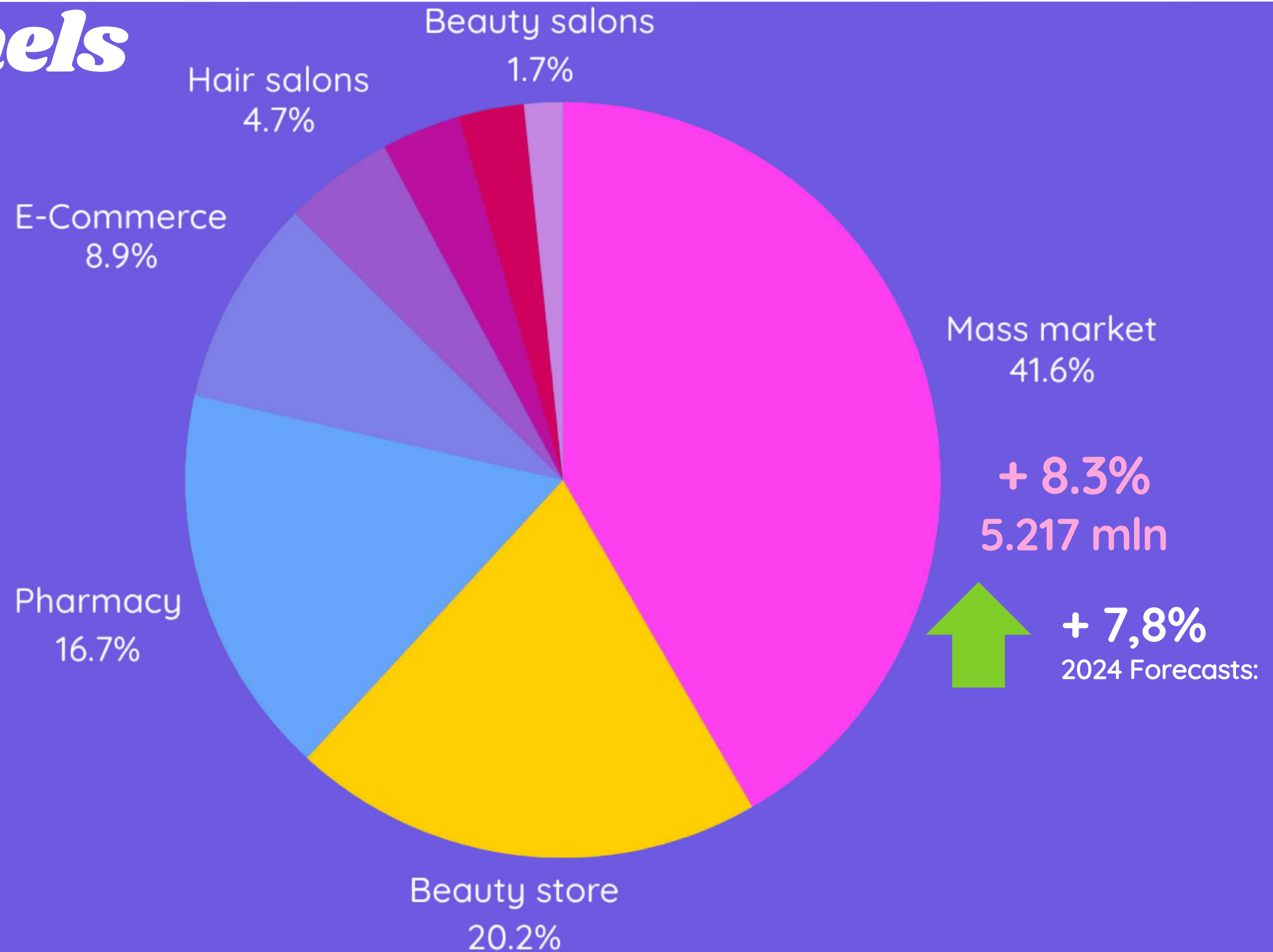


The cosmetics market performance in 2023



Sales Channels

Cosmetics market value in 2023



Sales Value €

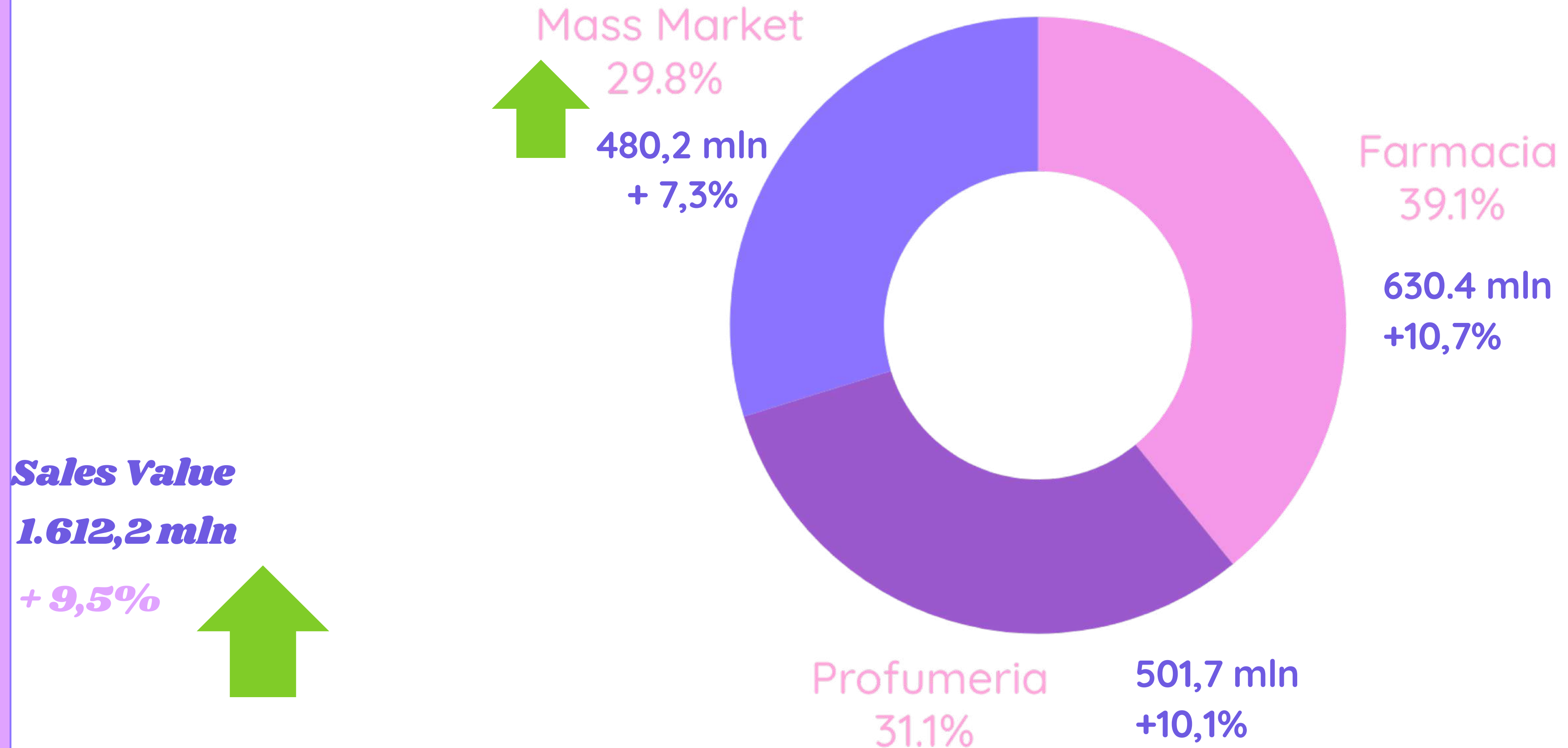
12.530 mln

Total Market

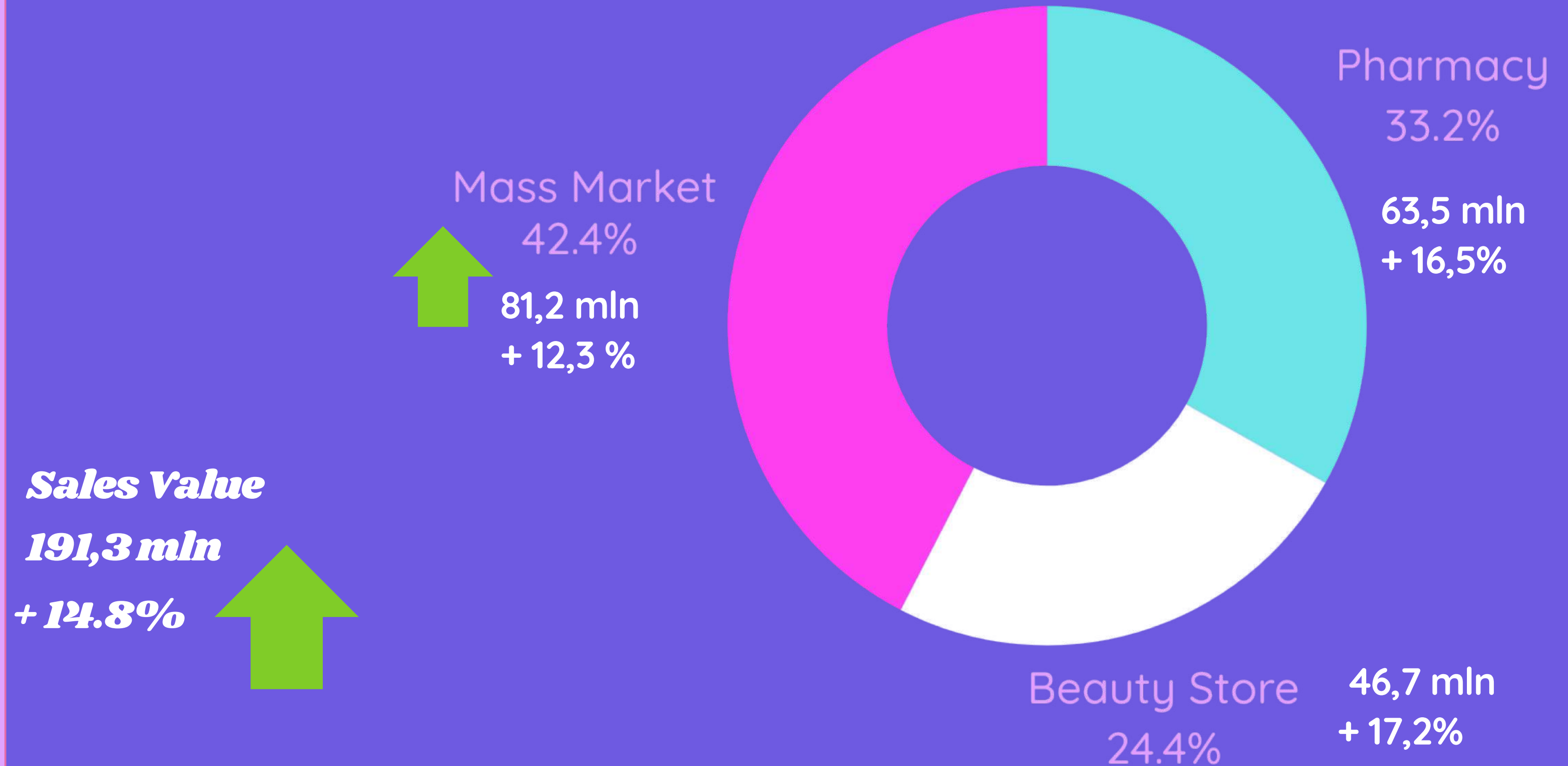
+ 9,4%



Facial cosmetics market value in 2023



Facial and eye cleansers and makeup removers market value in 2023



The Italian skincare market figures

Facial skincare

Primary consumer category

> 1.612 mln €

> + 9,5%



Facial and eye cleansers and makeup removers are experiencing growth

> 191 mln €

> + 14,8%



Moisturizing and nourishing creams are showing an upward trend

> 279 mln €

> + 13,2%



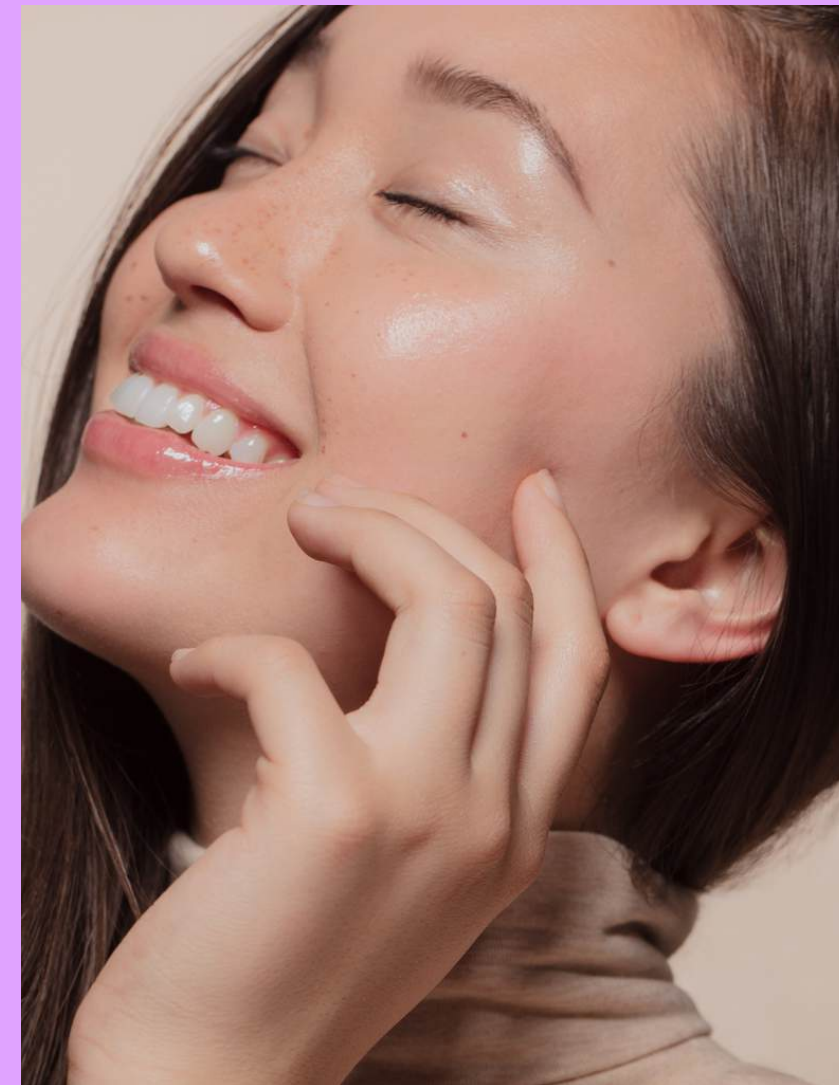
KOREAN BEAUTY



The global K-beauty market, encompassing Korean skincare products, has an estimated value of 10.2 billion US dollars.

forecast to maintain a 9% annual growth rate through 2027"

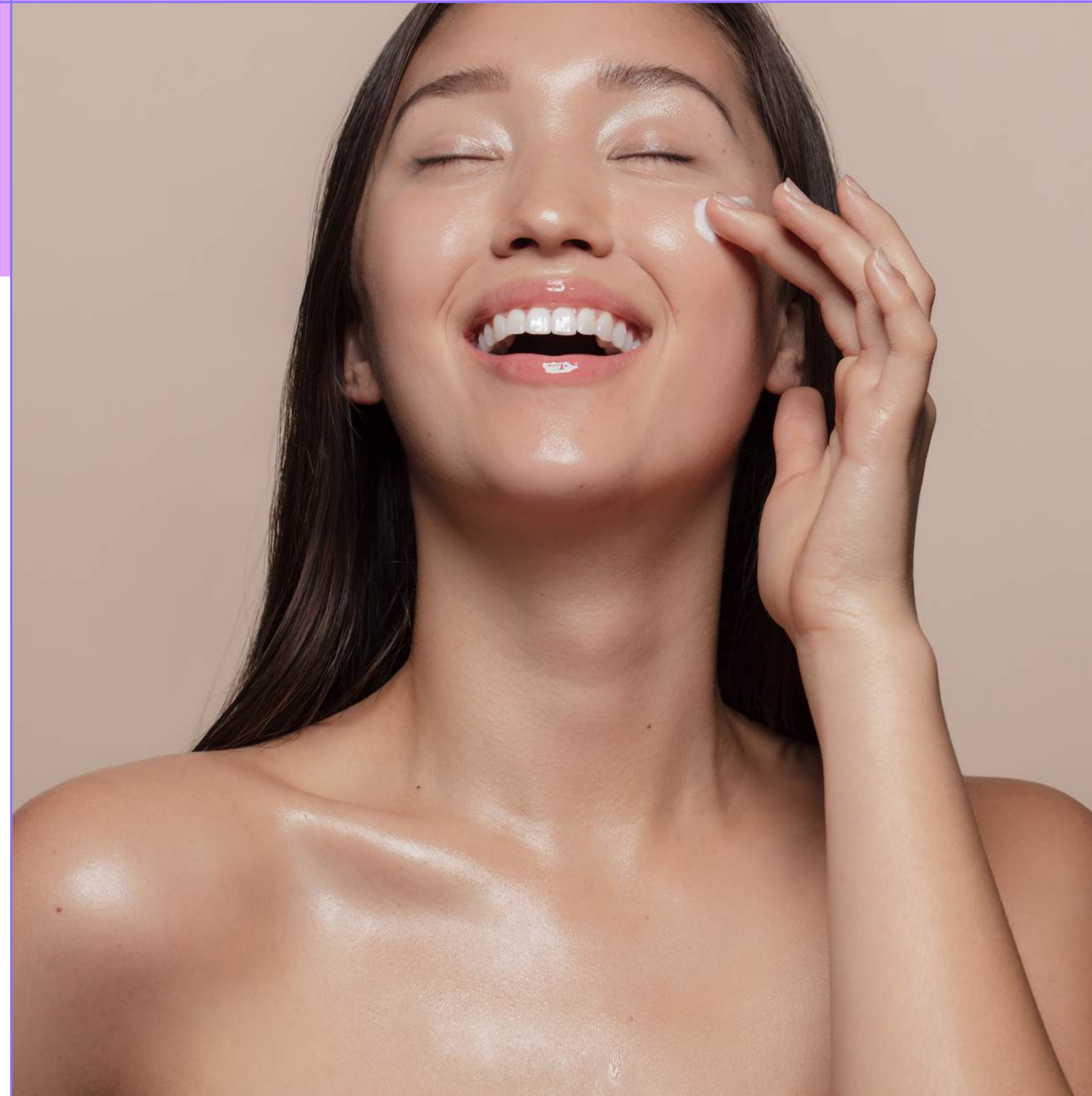
K-BEAUTY



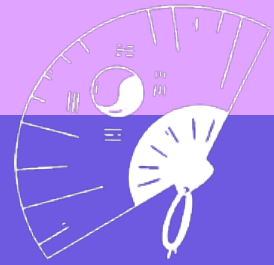
SKIN CARE TREND

2024

- + Korean skincare
- + GLASS SKIN
- + Peptidi
- + Fermented
- + Growth Factors
- + Clean Skin Care



KOREAN SKINCARE



K-BEAUTY TREND

Korean skincare is leading the way. With a 10-step regimen, each step requiring a specific product, this routine is a game-changer for skincare.



GLASS SKIN

Glass Skin has undoubtedly become the most sought-after skincare trend in recent times. This meticulous routine aims to create a flawless, glass-like complexion, characterized by velvety smoothness and a complete absence of blemishes.

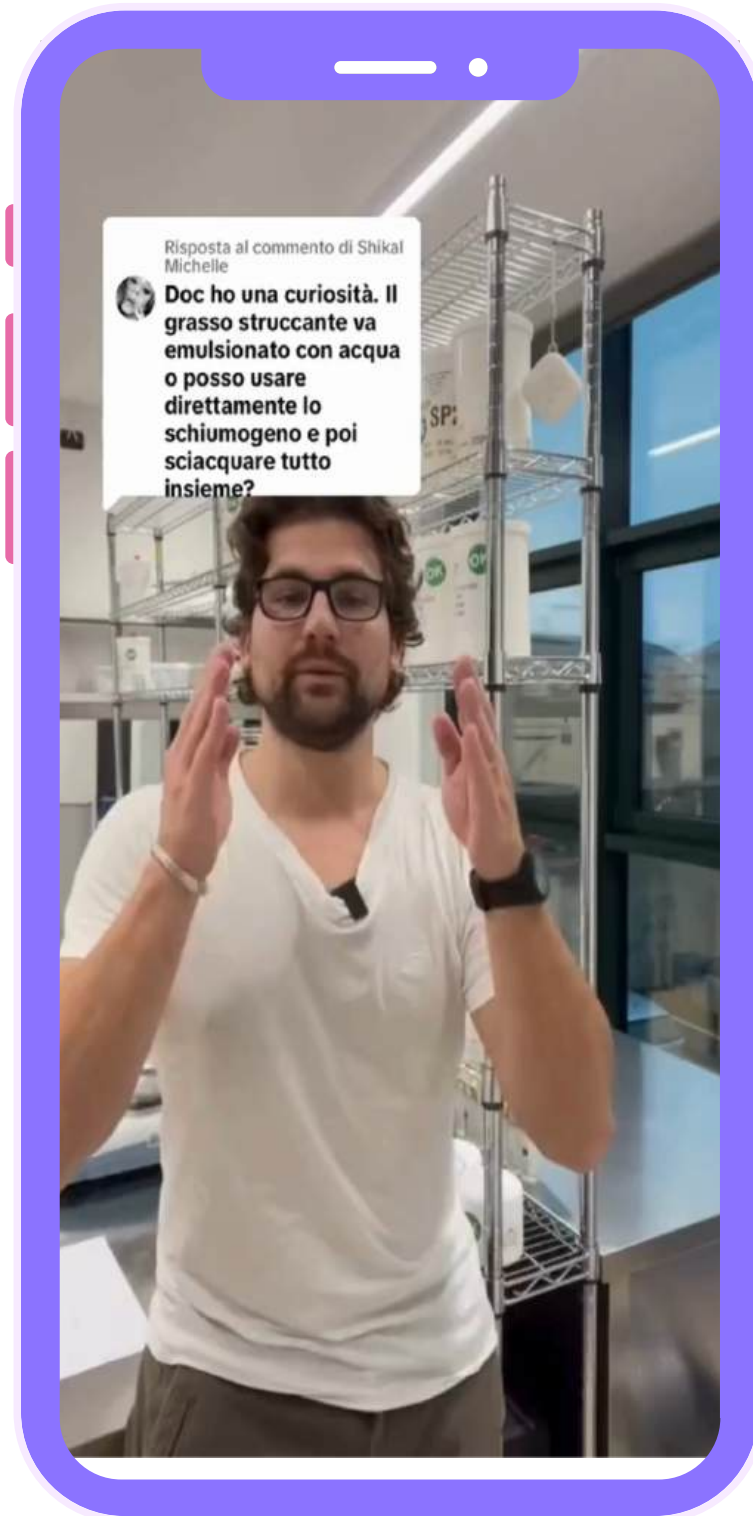


DOUBLE CLEANSING

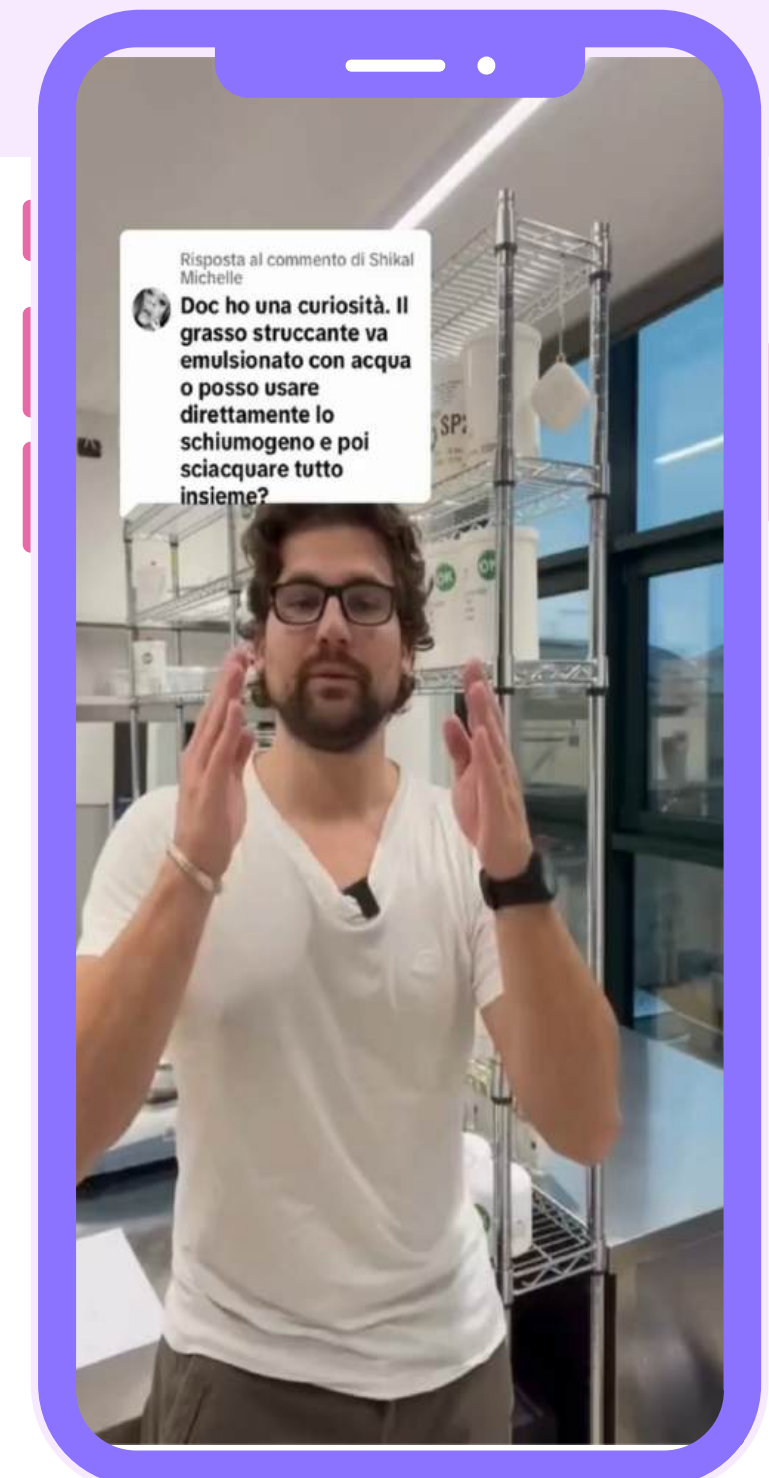
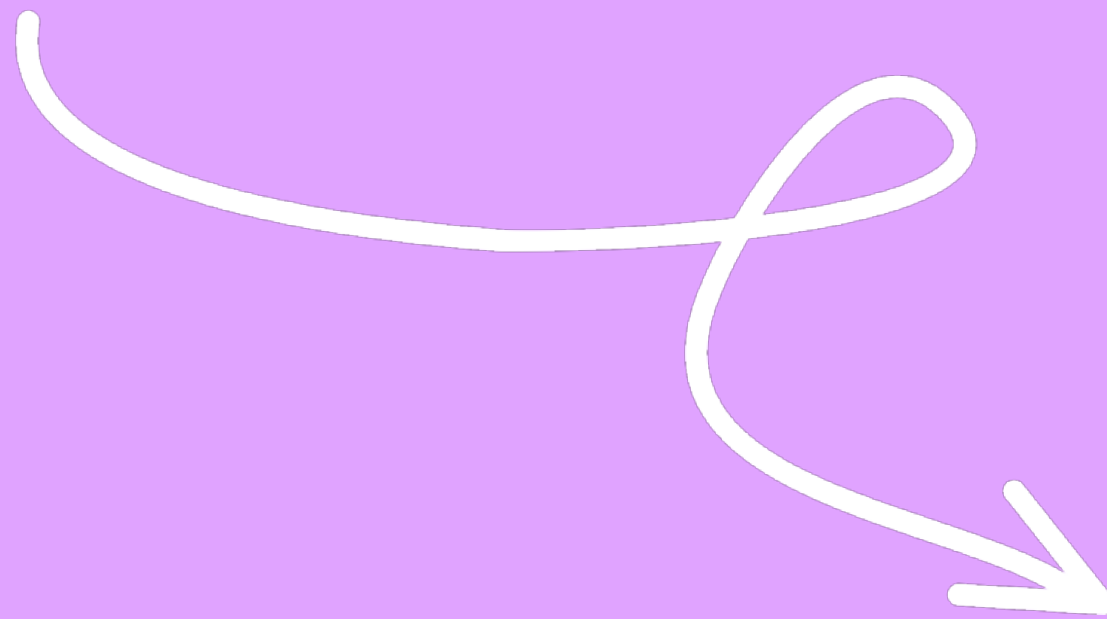
This is the initial step in the Korean skincare regimen. It involves a double cleansing process: first, an oil-based cleanser is applied to dissolve makeup and excess sebum, and then a water-based foaming cleanser is used for a deeper clean.



The Foundation of Korean Skincare: Double Cleansing



Double cleansing: It's not just a trend, it's a phenomenon! This two-step method has captured the attention of beauty enthusiasts worldwide.



So, what exactly is this double cleansing thing all about?



Cleanse

Double Cleansing is a two-step cleansing method popularized by Korean skincare. It's designed to provide a deep and thorough cleanse, removing all traces of makeup, sunscreen, sebum, and other impurities.

- ✦ **Step 1:** Oil-Based Cleansing - such as a balm or oil, is massaged onto dry skin to break down oil-based impurities like makeup, sunscreen, and sebum. The oil attracts and dissolves these substances, lifting them from the skin.
- ✦ **Step 2:** A water-based foam cleanser is then used to remove the oil-based cleanser, along with any remaining water-soluble impurities. This step ensures that the skin is completely clean and refreshed.



Benefits of Double Cleansing

Complete Impurity Removal:

Double cleansing removes makeup, impurities, sunscreen, and excess sebum more effectively than traditional cleansers. It ensures that your skin is impeccably clean.

Enhanced Product Absorption:

Clean skin absorbs skincare products like serums, moisturizers, and treatments more effectively, maximizing their benefits.

Preserves Skin's Natural Barrier:

Using an oil-based cleanser helps to maintain the skin's natural lipid barrier, preventing dryness and irritation.

Improves Skin Texture and Luminosity:

Regular double cleansing can help to remove dead skin cells, promoting a brighter, smoother, and more even complexion.

TARGET

GEN Z

Generation Z is the future of consumerism. Digitally native and globally connected, they are redefining how brands market to consumers.

- **Key Characteristics and Behaviors:**

- Open-minded and global: They value diversity and inclusivity, seeking brands that align with their values.
- Demanding and impatient: Gen Z expects personalized experiences and instant gratification.
- Health-conscious and environmentally conscious: They prioritize products that are good for them and the planet.
- Digital natives and social influencers: They rely heavily on online reviews and social media recommendations.
- Experiential shoppers: They seek unique experiences and value-added services, both online and in-store.

- **What Gen Z Wants:**

- Authenticity: Brands that are genuine and transparent.
- Personalization: Products and experiences tailored to their individual needs.
- Sustainability: Products that are environmentally friendly.
- Social impact: Brands that make a positive impact on the world.





***Fria's new Korean Beauty
project is set to redefine facial
cleansing***

THE PROJECT

Double cleansing inspired by Korean beauty, tailored to European skin

FRIA
korean
beauty

TREND



Growing
market



Strong focus in
supermarkets

PROJECT OVERVIEW



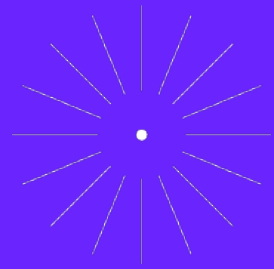
2 steps
3 products



cleansing butter,
cleansing oil,
cleansing mousse

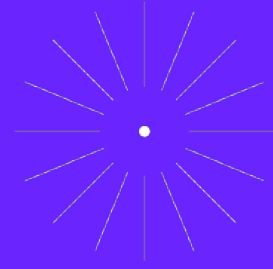


Our Values



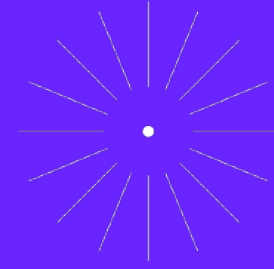
INCLUSIVE BEAUTY

We believe that beauty knows no gender. Our products are designed to cater to all skin types, ensuring that everyone can find the perfect fit for their unique needs.



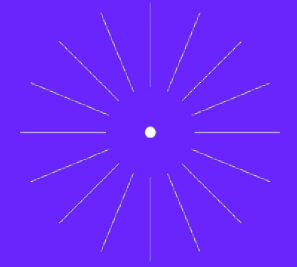
QUALITY AND INNOVATION

We are passionate about creating products that not only look good but also work. Using the finest ingredients and cutting-edge technology, we deliver results you can see and feel.



SUSTAINABILITY

We are committed to minimizing our impact on the planet. From sourcing natural ingredients to using eco-friendly packaging, we strive to create a more sustainable future.



TRANSPARENCY

We believe in being open and honest with our customers. We provide clear and transparent information about our products, our ingredients, and our company values.

VALUE PROPOSITION

By merging the innovative spirit of Korean skincare with Italy's renowned quality and production standards, we deliver products tailored to the unique needs of European skin. Our formulas are effective, safe, and sustainable, all while offering exceptional value for money. With a commitment to transparency, we empower you to make informed choices about your skincare routine.

***AFFORDABILITY + QUALITY + INNOVATION AND RESEARCH +
MADE IN ITALY + EFFICACY + NATURALNESS***

FRIA
korean
beauty

Change, starting with your skin

The Product Line



1
step



cleansing
butter



cleansing
oil

2
step



cleansing
mousse

CLEANSING BUTTER



EXCEPTIONAL MAKEUP REMOVAL

- Korean innovation, Italian quality
- Market-competitive pricing
- Infused with soothing shea butter
- Leaves skin deeply cleansed and hydrated
- Formulated with 94% ingredients from nature
- Dissolves stubborn makeup, even waterproof mascara
- Gentle for sensitive eyes
- Ophthalmologist-approved



Ok
Vegan

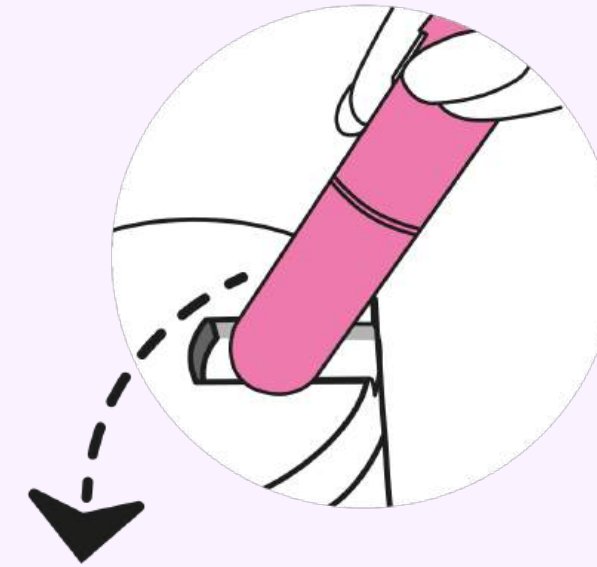


Made in
Italy



Cruelty
Free

butter



Convenient spatula
included in the jar cap



PAP € 8,90

80 ml

Informational
landing page



1

step

Current competitors in the GDO market

FRIA 	BAUTE 	DELIDEA 	NATURAVERDE BURRO 	LE DRIADI 	GIOVANARDI FARMCEUTICI 
80 ml	150 ml	150 ml	90 ml	150 ml	100 ML
€ 8,90	€ 14,90	€ 12,90	€ 9,90	€ 14,90	13,90
	Tigotà	Tigotà	Caddi's	Tigotà	Carfour

CLEANSING OIL

- Korean-formulated, Italian-manufactured
- Market-competitive pricing
- Almond oil infused
- Provides deep hydration and thorough makeup removal
- 98% naturally derived
- Nutrient-rich
- Effectively removes waterproof makeup
- Non-irritating to the eyes
- Ophthalmologist-approved



Ok
Vegan



Made in
Italy



Cruelty
Free

oil



Informational
landing page



PAP € 8,90
90 ml

1
step

Current competitors in the GDO market

 FRIA	 BAUTE OLIO	 NATURAVERDE OLIO GEL	 CLINIANS OLIO GEL	 GIOVANARDI FARMACEUTICI
90 ml	100 ml	50 ml	125 ml	100 ml
€ 8,90	€ 16,90	€ 7,90	€ 4,50	€ 9,90
	Tigotà	Caddi's	Acqua e Sapone/Caddi's	Carfour

CLEANSING MOUSSE

- Italian-made
- Market-competitive pricing
- Hyaluronic acid enriched
- Provides gentle yet thorough cleansing
- 93% naturally-derived ingredients
- Ophthalmologist-approved



Ok
Vegan



Made in
Italy

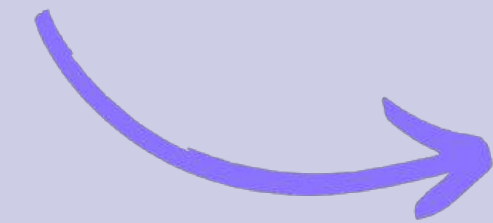


Cruelty
Free

essence



Informational
landing page



PAP € 6,90
150 ml

2
step

Current competitors in the GDO market

 FRIA	 BAUTE MOUSSE	 NATURAVERDE MOUSSE DETRENGENTE	 LA VERA	 GIOVANARDI FARMACEUTICI
150 ml	100 ml	1000 ml	150 ml	150 ml
€ 6,90	€ 16,90	€ 3,99	€ 9,90	€ 8,90
	Tigotà	Caddi's	Acqua e Sapone/Caddi's	Carfour

Retail marketing communication

Floor display

Shelf talker



- Expo da 36 pz
- 12 pz butter
 - 12 Oil
 - 12 Mousse



Cleansing balm and oil Samplings




REQUEST :

FRIA
korean
beauty

- **Goal:** To generate significant media buzz and excitement around our new product line, primarily targeting Gen Z through tailored social media campaigns.
- **Strategy:** Implement a comprehensive omnichannel marketing strategy, including both online and offline channels.

Phase 1 (Jan–Feb)

Teaser  Build anticipation through teaser campaigns and targeted social media engagement.

Phase 2 (Mar–Apr):

Launch  Launch the product with a multi-channel blitz, driving maximum visibility and interest.

Budget: €200K total.





Thanks