

Godefroy Contour

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What is contouring?

Contouring is a beauty technique that uses a dark shade of cosmetics to define, enhance and sculpt the structure of a face.

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- Creating shadows and depth.
 - Plethora of techniques.
 - Revolutionized in 2010's



"Tan - Touring"

- "Tantouring" is the process of taking self-tanner and using it to contour and bronze the face.
- Save time by applying self-tanner to your face in the areas you would usually apply bronzer.
- Results: A glowy, contoured makeup look that takes minutes and lasts for days.



Problem

- Contouring can be a time-consuming part of your makeup routine
 - Money spent on buying expensive tanning / contour products
 - People are using self tan for semi-permanent contour
 - Tanning lotions can be messy to apply / can stain your clothes, countertops, etc.
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Solution

Godefroy Beauty
Semi-Permanent
contour stick



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02

Product

Semi-Permanent Contour



Product Prototype



Volume: 5.6 ML / 0.19 Fl Oz

Shades: light, medium, and deep

Pairs well with current products we have

Priced at around \$14



Application Instructions

- Gently squeeze wand and use the cushion-tip applicator to apply product to your hairline, temples, sides of your nose, hollows of your cheeks, and jawline, then blend in color with your fingertips, or with a beauty blender



CONTOUR



Why Go Semi Permanent?

Long Lasting Look

Powder, cream, liquid and stick contours smudge off throughout the day.

Saves time and money

Less frequent product application saves you time.

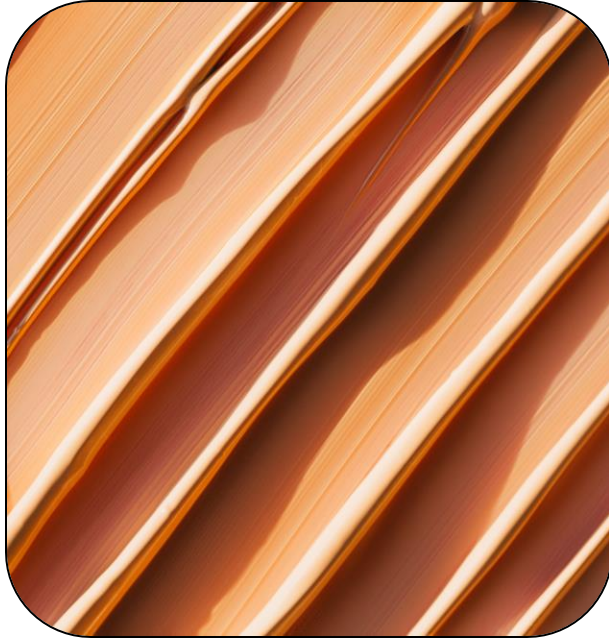
Due to its long lasting nature, you save money by not having to buy new products as often



Ingredients

(based off of Beauty by Earth Self Tanner)

- Key Ingredients: DHA, Aloe Vera, and Shea Butter
- Aloe Vera: Hydrates skin and possesses anti-inflammatory and calming properties
- Shea Butter: Gives immediate softness and smoothness as it is rich in fatty acids like omega 6 and 9
- DHA: dihydroxyacetone reacts with dead cells on the skin's surface layer to temporarily darken the skin
- All Ingredients
- Water, Organic Aloe Barbadensis Leaf Juice, Organic Butyrospermum Parkii Butter, Dihydroxyacetone, Cetyl Alcohol, Stearyl Alcohol, Ricinus Communis Seed Oil, Glycerin, Organic Camellia Oleifera Leaf Extract, Organic Punica Granatum Extract, Organic Hamamelis Virginiana Extract, Organic Vaccinium Macrocarpon Fruit Extract, Organic Simmondsia Chinensis Seed Oil, Organic Argania Spinosa Kernel Oil, Radish Root Ferment Filtrate, Cocos Nucifera Pulp Extract, Vanilla Tahitensis Fruit Extract
- As a contour, would last 4-7 days.



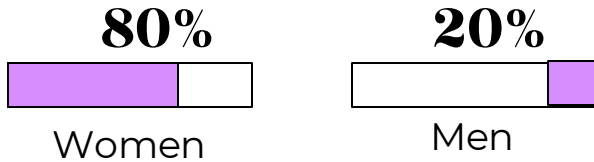
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Market and Competition



Target Market

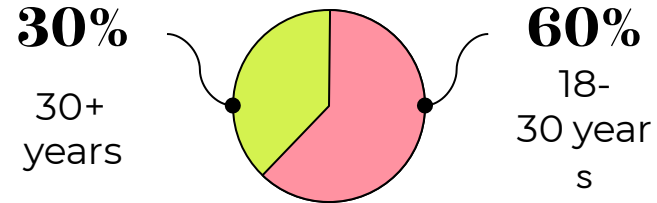
Gender



- Mostly women use self-tan and contour, however some men have been contouring on TikTok

**\$30,000-
60,000**

Age



Interests

- Average income per customer
- Low because a lot of teens and college aged women use self tanner + contour

What's Trending?

In the last 12 months...

TikTok

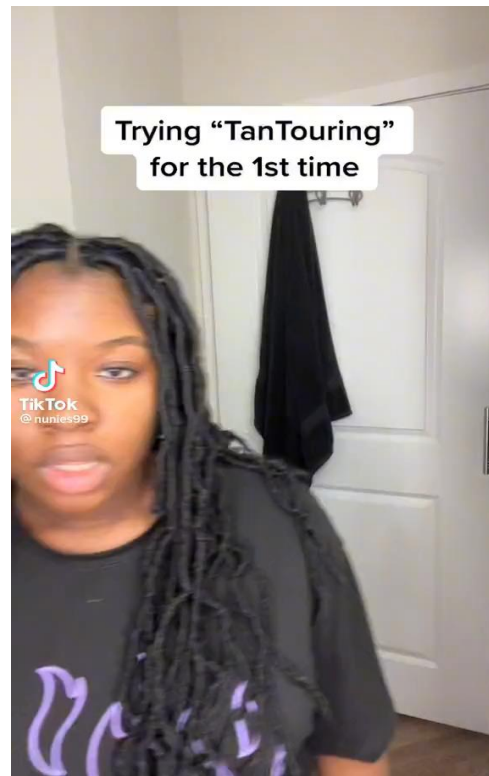
#contour

- #Contour used 122k+ times
 - #Contour videos have 612+ million views
-

Instagram

#contour

- #Contour has 6 million posts
 - #contouring has 2 million posts
-



Competitors

	Jergen's Self Tan	Benefit HOOLA Bronzer
Target Audience	Women ages 20+ on a budget looking for beauty hacks	Girls ages 14-25, customers of Benefit products,
Marketing Content	<ul style="list-style-type: none"> - Went viral on TikTok as a hack to contour semi-permanently - We can compete with their social metrics (78.7k followers, 25 avg LPP) 	<ul style="list-style-type: none"> - Product under Benefit, who has very strong social media (9.9M followers) - Hoola has been a best-selling contour
Market Position	Low-level Quality low level	Mid-level Quality mid-level
Competitive Advantage	<ul style="list-style-type: none"> - Easy to reach for drug store brand - +19,000 Five Star reviews on Amazon 	<ul style="list-style-type: none"> - Has built a loyal customer-base with Benefit - In ULTA and Sephora
Price	\$13	\$34



Example Social Media Posts

SWOT Analysis



Strengths

Semi-permanent, so it doesn't have daily application.



Weaknesses

How to convert ingredients to be safe for face

Opportunities

Many tanners are out there, but not any specifically marketed as contouring



Threats

Self-tanner for the body already exists



Thank you!

References:

TikTok Creator Center for #contour

TikTok Creator Center for #selftan

Grand View Research Database

Presentation Template by Slidesgo with icons
by Flaticon and Freepik

