



Its possible to look something more than what we are....

# Beauty can be achieved

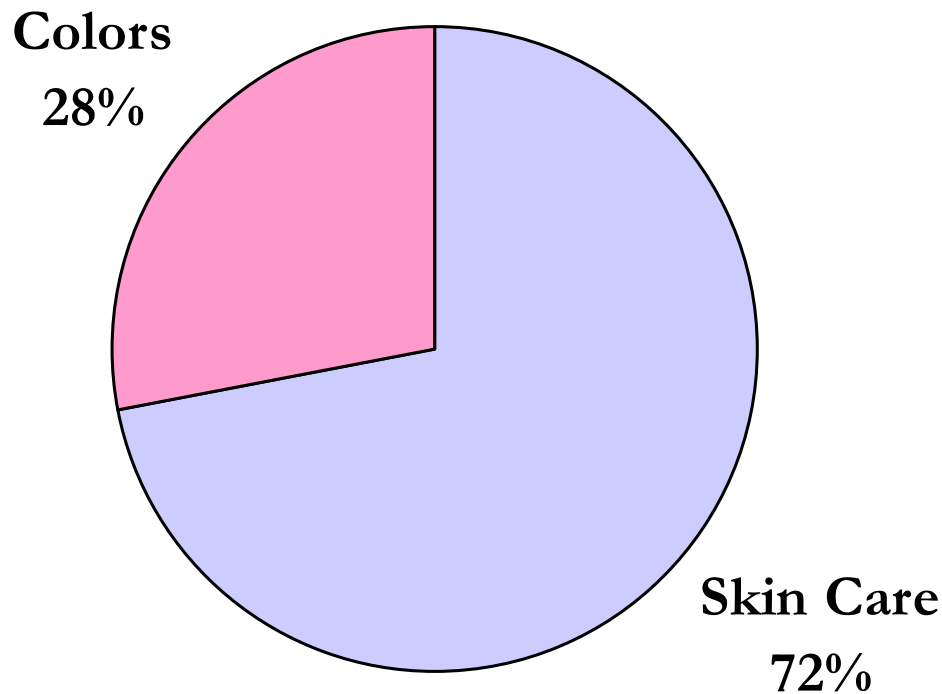


- ⌘ Very few are blessed and born beautiful...
- ⌘ We need to 'work on' Beauty
- ⌘ Beauty can be at our command



More on Beauty...

# Beauty Market Overview



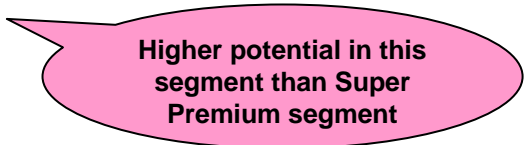
**The Total Beauty Market in India was estimated at 3900 Cr in 2008**

# Skin Care Market

The Skin Care Market is divided into...



- **Super Premium**      5%
- **Premium**            25%
- **Mid Market**         46%
- **Mass Market**        24%



Higher potential in this segment than Super Premium segment

# Beauty Portfolio



*Artistry – Prestige Brand*



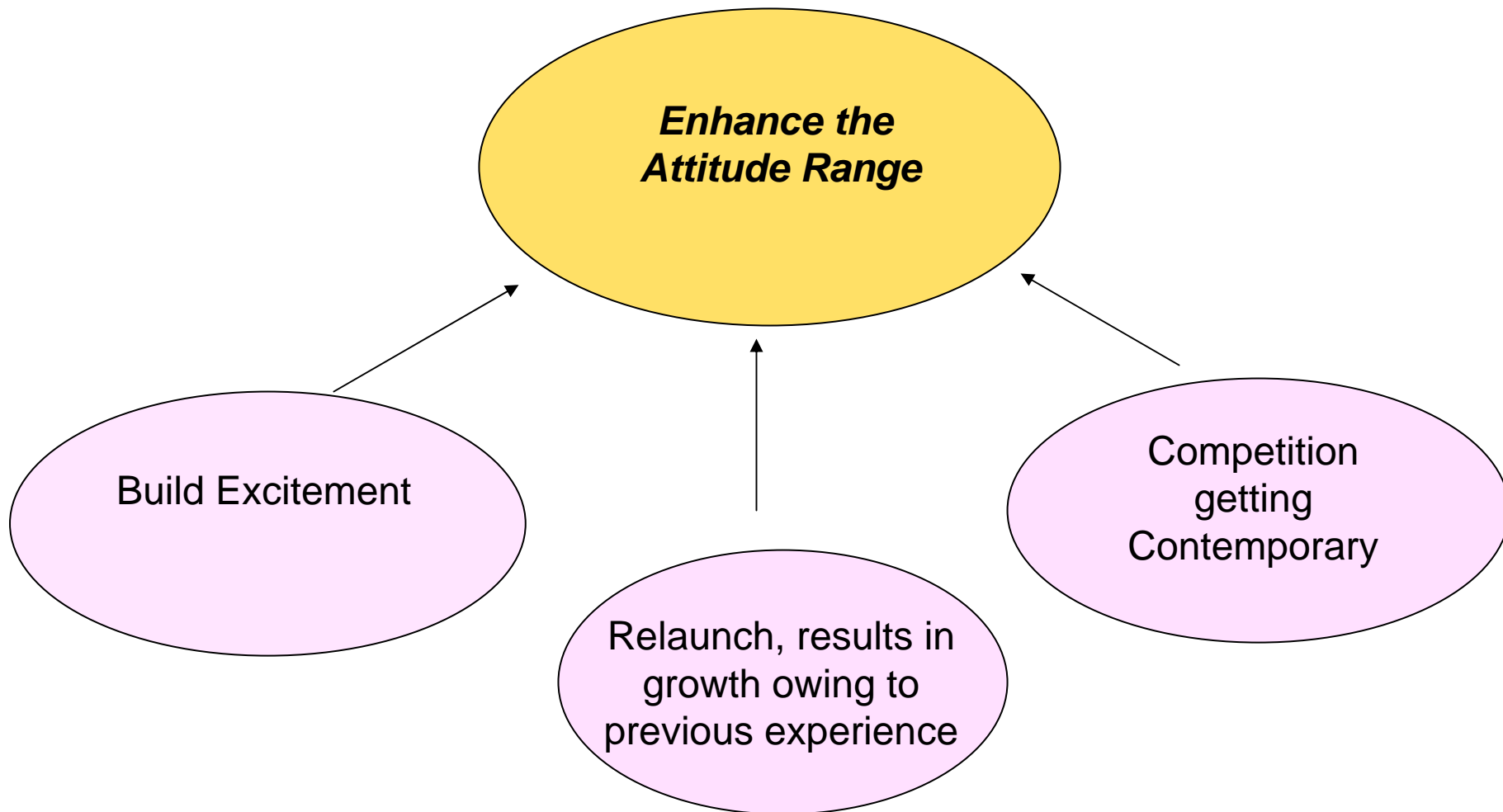
*Launched an India Specific Brand that  
complemented the Artistry Brand -  
Attitude*

# Beauty Category Potential...



- ⌘ Total Beauty Market is approx. 4000 crores
- ⌘ 1% of the market is 40 crores
- ⌘ 0.5% is 20 crores
- ⌘ 0.25%
- ⌘ 10 crores

# Evolving - Attitude



# Attitude Skincare



- ⌘ Received excellent feedback on performance & results
- ⌘ Has been growing at a phenomenal rate
- ⌘ Loyalty built in this category
- ⌘ Existing formulation found very effective

# New Skincare Range



⌘ A Whole New Exciting Range

⌘ More Contemporary Image

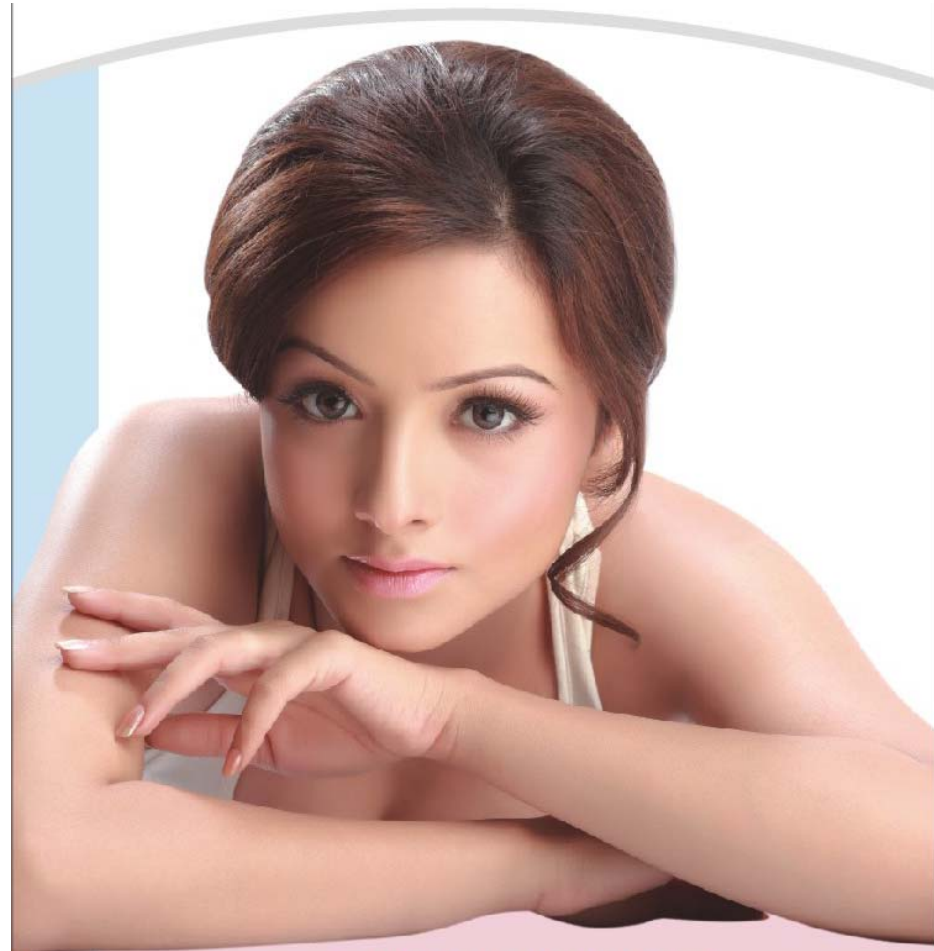
⌘ Same Effective formula to great skincare

# Unveiling the New Attitude Skincare Range



# With Unique Skin Vitalizing Complex

- ⌘ Mango Seed Butter
- ⌘ Coconut Water
- ⌘ Rosemary Extract



**UNIQUE SKIN  
VITALIZING COMPLEX**

# Mango Seed Butter

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⌘ *Gorgeous rich butter* pressed from the seed of the mango fruit. Regenerative, restores elasticity and renews skin. Protects, softens and nourishes skin.



# Coconut Water

- *Light moisturizer* that also decreases excessive oil on the skin, which could make it beneficial for smoothing out combination skin as well. It also improves skin elasticity, tone and softness



# Rosemary Extract

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- Rejuvenates your skin as it helps in faster skin renewal that makes you look youthful. It is an antibacterial, it cleanses and controls excess oil.



# Attitude CTM

- ⌘ A daily ritual that is a must in today's busy lifestyle
- ⌘ It combats the pollution & daily environmental damage to your skin
- ⌘ Normal to Dry Skin & Normal to Oily skin



# Attitude Cleanser

## Benefits

- ⌘ Gentle, non-drying
- ⌘ Deep pore cleansing lotion
- ⌘ Effectively removes make-up, dirt and excess oil
- ⌘ Leaves skin feeling soft, fresh and clean

## How to use it

- ⌘ Squeeze small quantity onto the cotton pad
- ⌘ Smooth gently on face and neck
- ⌘ Rinse with water
- ⌘ Follow with Attitude Toner & Moisturizer
- ⌘ Use twice daily



# Attitude Toner

## Benefits

- ⌘ Gentle, oil-free, astringent Toner
- ⌘ Helps remove excess surface oil & cleanser

## How to use it

- ⌘ Pour small quantity onto the cotton
- ⌘ Smooth gently on face and neck
- ⌘ Follow with Attitude Moisturizer
- ⌘ Use twice daily



# Attitude Moisturiser

## Benefits

- ⌘ Oil free moisturizer
- ⌘ Gentle and hydrating cream
- ⌘ Contains Vitamin E & SPF 8
- ⌘ Effectively forms a moisturizing barrier against the drying environment
- ⌘ Smoothens and softens skin.

## How to use it

- ⌘ Take small quantity onto the palm
- ⌘ Divide on the face by touching on for
- ⌘ cheeks, chin, nose and neck
- ⌘ Smooth gently on face and neck
- ⌘ Use twice daily



# Other Skincare products



# Attitude Face Wash

*100% soap free*

- ⌘ Gentle, Water based gel
- ⌘ Fresh floral fragrance
- ⌘ Effectively removes dirt & excess oil
- ⌘ Rinses easily
- ⌘ Leaves the skin feeling clean & soft
- ⌘ For all skin types



# Attitude Hand & Body Cream

*General purpose moisturizer*

- ⌘ Light non greasy formula
- ⌘ Contains Vitamin E
- ⌘ Reduces dry and scaly appearance of skin
- ⌘ Spreads easily
- ⌘ Non comedogenic



# Attitude Sunscreen

*Non-greasy & non-sticky lotion Sun Protection with SPF 15*

- ⌘ Gets absorbed quickly
- ⌘ Keeps your skin soft & glowing
- ⌘ Suitable for all skin types



# Attitude Foot Cream

*Exfoliation and moisturisation in a single product*

- ⌘ Helps cracked heels
- ⌘ Soothes, softens and refreshes tired feet
- ⌘ Contains Vit E



# Attitude Face Masque

*Contains a special blend of mineral rich clays*

- ⌘ Aids in exfoliation of dead skin
- ⌘ Deep cleanses the skin
- ⌘ Absorbs the excess oil deposits that can clog pores
- ⌘ Reduces the oily appearance and shine
- ⌘ Leaves skin feeling soft, fresh and clean
- ⌘ Quick Drying Time

**ALL SKIN TYPE**



# PRICING

<b>PARTICULARS</b>	<b>NEW MRP</b>	<b>DAP</b>	<b>BV</b>	<b>PV</b>
<b>Attitude Cleanser</b>	<b>329</b>	<b>274</b>	<b>243</b>	<b>4.86</b>
<b>Attitude Toner</b>	<b>329</b>	<b>274</b>	<b>243</b>	<b>4.86</b>
<b>Attitude Moisturizer</b>	<b>515</b>	<b>429</b>	<b>380</b>	<b>7.6</b>
<b>Attitude Sunscreen</b>	<b>349</b>	<b>291</b>	<b>257</b>	<b>5.14</b>
<b>Attitude Hand &amp; Body Cream</b>	<b>259</b>	<b>216</b>	<b>191</b>	<b>3.82</b>
<b>Attitude Foot Cream</b>	<b>259</b>	<b>216</b>	<b>191</b>	<b>3.82</b>
<b>Attitude Face Masque</b>	<b>259</b>	<b>216</b>	<b>191</b>	<b>3.82</b>
<b>Attitude Face Wash</b>	<b>229</b>	<b>191</b>	<b>169</b>	<b>3.38</b>

# New Contemporary Packaging

- ⌘ Classy looks
- ⌘ High quality pumps easy to use & more hygienic – Cleanser, Toner & Sunscreen
- ⌘ Trendy & convenient Flip top caps for all tubes
- ⌘ Premium crystal shaped jar – moisturizer

Looks Good...  
Must be Good!





# New Attitude Colours



- ⌘ Shades & Trends change with every season
- ⌘ Feedback on existing Formulation - Scope for Improvement
- ⌘ Packaging demands a new look with new trends

# Lipsticks - New Formulation



- Improved Formulation
- Higher Moisturisation with Natural Shea Butter
- Improved pay-off and color bleeding
- Actives like Vitamin E, Almond oil, Jojoba Oil and sunscreen agents to protect lips against harmful UV rays of sun.

“LONG LASTING CREAM FINISH LIPSTICK  
ENRICHED WITH **NATURAL SHEA BUTTER**”

# New Shades

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⌘ Shiny Copper



⌘ Pink Diamond



⌘ Red Coral



⌘ Dark Chocolate



⌘ Natural Pink



⌘ Earthy Brown



# New Packaging



- ⌘ High quality swivel mechanism which gives a very smooth feel
- ⌘ Broader Base for stability
- ⌘ Caps easy to close

# Lipstick-Tester Pack



- ⌘ Retailing Tool for ABO
- ⌘ 0.6ml of colour pomade in a bullet
- ⌘ 6 tester bullet placed in a thermoformed tray
- ⌘ Tester Pack Case with Branding

**Buy 2 lipsticks and get a tester pack for RS 105/- only**

# Nail Enamel – New Formulation



- ⌘ More Water resistant
- ⌘ Larger coverage with long wear
- ⌘ Less chipping
- ⌘ Less Yellowing
- ⌘ Actives like sea weed extract which nourishes nails.

# New Shades

- ⌘ New Drop shaped window for viewing shade
- ⌘ Larger 8 ml pack

⌘ Icy Pink



⌘ Metallic San



⌘ Fire Storm



⌘ Cosmic Dust



# Eyeliner – New Formulation



- ⌘ Waterproof, super long wearing (more than 6 hrs)
- ⌘ Fine Tip applicator ensures soft application as well as easy and accurate lining
- ⌘ Dries Quickly
- ⌘ No fading & No smudging
- ⌘ Dermatologically approved/Ophthalmologically approved

# Unveiling the New Eyeliner

- ⌘ Completely Imported from Germany
- ⌘ Fibre Brush for smooth & fine lines



# Launching Volume & Thickening Mascara



- For Length & Volume
- Water proof & Smudge proof
- Quick drying/Maximum color drying
- Super long wear & suitable for regions with hot climate
- Contains vitamin E & Jojoba oil that protects lashes & keeps them smooth all the day
- Suitable for Contact lens wearer
- Dermatologically approved/Ophthalmologically approved

# Attitude Volume & Thickening Mascara



# PRICING



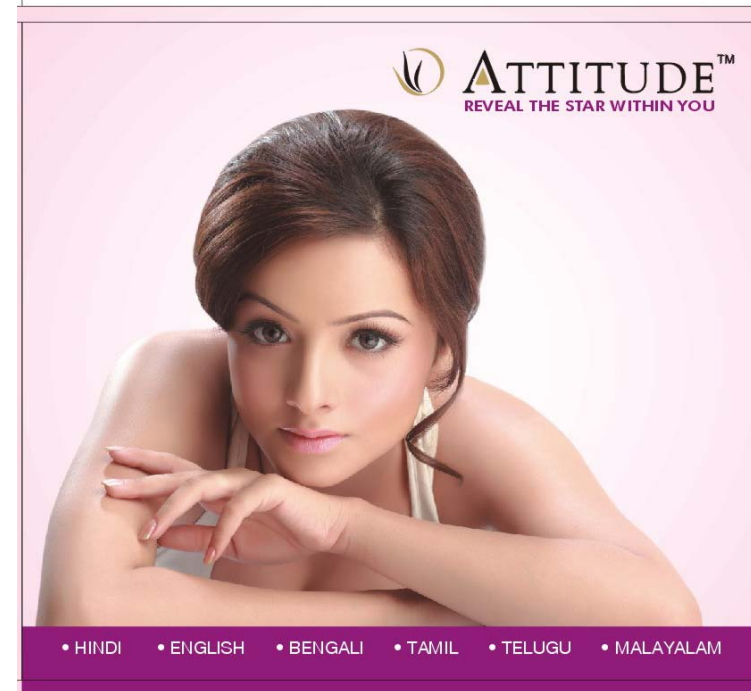
<b>PARTICULARS</b>	<b>NEW MRP</b>	<b>DAP</b>	<b>BV</b>	<b>PV</b>
<b>Attitude Lipstick</b>	<b>209</b>	<b>174</b>	<b>154</b>	<b>3.08</b>
<b>Attitude Nail Enamel</b>	<b>109</b>	<b>91</b>	<b>80</b>	<b>1.6</b>
<b>Attitude Eyeliner</b>	<b>375</b>	<b>313</b>	<b>277</b>	<b>5.53</b>
<b>Attitude Mascara</b>	<b>350</b>	<b>292</b>	<b>258</b>	<b>5.16</b>

# Attitude BSMs



- Guide to Beauty
- In English & Hindi
- Rs. 40/- for a Pack of 4

- Beauty Film
- In English, Hindi, Ben, Mal, Tam & Tel
- Rs. 50/- for 1 DVD

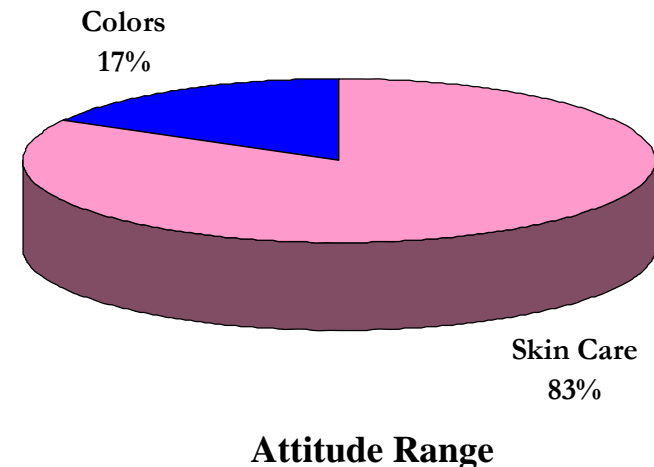


# The Way to go about it...

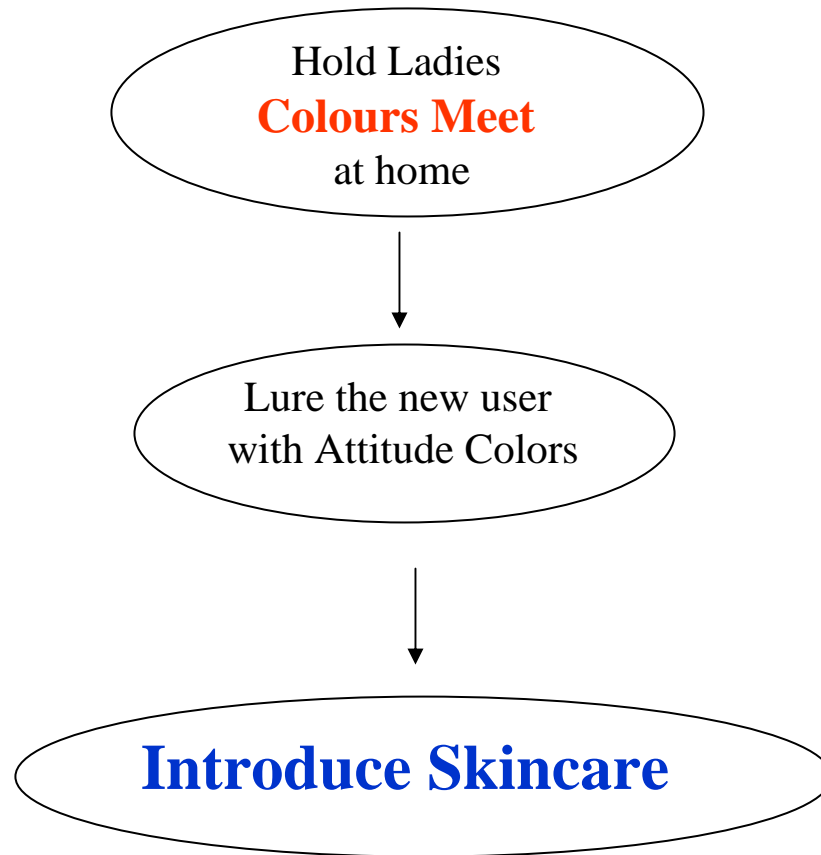
## *Colors should pave the path for Skincare*

- ⌘ Hold Colors Meets at your home
- ⌘ Entice the new audience with Attitude's new exciting shades of the season
- ⌘ In the process, introduce the Skincare products

*Colors for creating Excitement  
and Skincare for Volumes*



# *Colors should pave the path for Skincare*



# The Way to More PV...



⌘ Let us assume that your group size is

- ☑ 100 people

- ☑ Ok say 50 people

# The Way to More PV...



⌘ Say 50% are active

⌘ Maybe 25%

⌘ Ok let's say 20%

⌘ Active members then would be 20% of 50

☑ Say 10 people

# The Way to More PV...



⌘ Each active member has customers

☑ Say 20

☑ Ok maybe 15

☑ 10?

☑ Ok lets say 5

# The Way to More PV...



⌘ This means....

☑ 10 active members

☑ Each having 5 customers ....so..

☑  $10 \times 5 = 50$  Active available customers

# PV Calculation per customer



1 CTM + 1 Hand & Body Cream + 1  
Facewash + 1 Foot Cream + 1 Face  
Masque + 1 Mascara + 1 Eyeliner + 2  
Lipsticks + 2 Nail paints

*Equals **52 PV***

# Total PV...



⌘ 52 PV

⌘ Not so much, then 30?

⌘ Ok let's say 20 PV

Total PV then equals  $20 \times 50$  i.e. **1000 PV**

# The Way to More PV...



- ⌘ Now we already have a good Nutrition Business
- ⌘ Today the Mantra is - **Health & Beauty**
- ⌘ Easy correlation between the 2 categories

Hence this is over and above the  
existing Business

Enhance your looks!

Is it **ACHIEVEABLE???**

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Reveal the Star Within You  
With Attitude!