

GREEN CHEMISTRY

The Healthy Skin Experience

Green Chemistry Skincare - Distribution Partnership Proposal



Green Chemistry Skincare





About

Green Chemistry Skincare is a wild-sourced clinical skincare brand that represents the perfect convergence of nature and science. Founded by Medical Esthetician and CT Brigitte Tolson in Los Angeles, California, Green Chemistry Skincare offers chemical-free skincare without irritating fragrances. Made in small batches using food-grade botanicals and ingredients, our products are assuredly fresh and eco-friendly. We use holistic medical-grade skincare with an ayurvedic system, and \$3 of every product sold is donated to the Los Angeles County Beekeepers Association. Our skincare line has been featured in Vogue and has mass international appeal.





Mission

To provide the highest quality wild-sourced skin care products that yield clinical results while protecting our natural environment through bee conservation

Vision

To achieve positive transformation for the environment and consumers through our brand's products and initiatives





The Team



Brigitte Tolson

Founder of Green Chemistry

Brigitte is the founder of Green Chemistry Skincare and brings a wealth of experience in the beauty and skincare industry. She started her career as a cosmetic surgery consultant and professional makeup artist in Los Angeles in the 1990s and later co-founded a day spa in Palm Springs. Brigitte's passion for skincare led her to enroll in the International School of Beauty to become a Medical Esthetician, and she eventually moved back to West Los Angeles to specialize in acne and systemic issues of the skin.

Brigitte's personal experiences with Ayurveda and holistic medicine inspired her to create a skincare line that incorporates these principles and provides clinically proven ingredients with a focus on naturally sourced botanicals at their peak quality. She collaborates with chemists, dermatologists, and herbalists to create unique formulations that address challenging skin concerns, rather than recreating formulations that already work well for her clients' needs.

Brigitte's lifelong passion for connecting with nature and animals has also led her to contribute a portion of Green Chemistry Skincare's sales to benefiting bees, which pollinate many of the ingredients they source. Today, Brigitte continues to practice in West Los Angeles and offers a range of facial treatments that address the most challenging skin concerns.





Nadya Rousseau

CMO

A storyteller since childhood, Nadya Rousseau worked as a professional actor, freelance journalist, and multimedia producer before pivoting to digital marketing and business development.

To date, Nadya has worked with clients ranging from startups, to nationally recognized law firms, to nonprofits, to entertainers, and more. In late 2016, Nadya founded purpose-forward global digital marketing & PR agency, Alter New Media. The agency has its own influencer board, representing influencers worldwide.

Nadya also has a best-selling Instagram growth and management service, Instagram Rockstar, that since its launch on the "Fiverr PRO" platform in late 2017 has serviced over 300 customers. Nadya has partnered with several influential social media campaigns, including The Nylon Project's fashion initiative "#Itcanbeyou" to raise awareness about the homelessness epidemic and is highly active with non-profit organizations by creating "purposeful partnerships" via ANM.

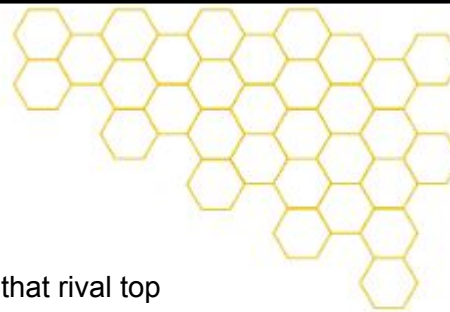
Her opinions on business, entrepreneurship, and marketing have been featured in Forbes, American Express Open Forum, Voyage LA, and Honeysuckle Magazine. Her purpose? To empower Alter New Media's clients to achieve their business goals while also making a difference in the world.





Products

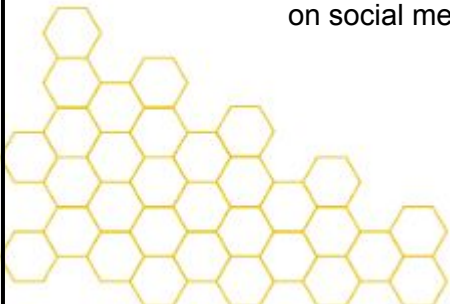




Green Chemistry Skincare offers medical-grade, luxurious, and eco-friendly products that rival top brands like Murad and Clinique. Their products are ideal for both conscientious skincare consumers and those who are new to genuinely eco-friendly skincare. Green Chemistry Skincare takes on the responsibility of educating customers on the importance of greener skincare, skin conditions, skincare maintenance, and the unique benefits of their products.

Their products serve as a great way to enhance and maintain good skincare, while also giving back to the bees that make it all possible. Customers will appreciate the brand's storytelling, history, and continued education.

Green Chemistry Skincare is disruptive to the skincare industry by offering better products, made with love for healthy skin and the natural environment. They don't use cheap ingredients, perform animal testing, or use irritating fragrances and harmful chemicals. These skincare facts should be emphasized on social media to showcase the brand's commitment to healthier and sustainable skincare options.





Night Light Cream

Our **best seller** lightweight night cream with B vitamins and DMAE reduces the appearance of hyperpigmentation and helps build collagen.

- Clinical studies have shown niacinamide (Vitamin B3) more effective than hydroquinone in lightening the appearance of hyperpigmentation. The study showed 40%-75% reduction in extracellular melanin, and 30%-36% reduction in intracellular melanin.
- DMAE is a powerful antioxidant that helps other vitamins penetrate the skin more deeply.
- Vitamin B 3 (Niacinamide) from green peas and mushrooms improves collagen helps safely reduce signs of sun exposure in the skin.

This luxurious cream starts rich and disappears within 10 minutes the dermis rapidly absorbs the nutrient rich ingredients it contains. This should be used at night on top of Phyto Glow, and can be followed by a serum for maximum hydration and absorption and efficacy of ingredients.





Alpha C Serum

The ultimate vitamin C & retinol serum for dehydrated and sun damaged skin.

- Beta carotene from organic carrot seed and avocado combine range of concentrated fruit extracts, including tangerine and over 30 different herbs and botanicals make the most potent antioxidant serum available.
- Over 50% linoleic acid, the EFA that is vital to cell and tissue repair.
- Contains 3 bioflavonoids and 200 mgs of phytosterols for antioxidant protection.
- Sustained release retinol (tretinoin) is proven to rebuild collagen.
- Vitamin C from tangerines, acai, maqui berry, and pomegranate form one of the most bio-available forms of the vitamin for collagen synthesis and have been proven to reverse the appearance of aging.
- Glutathione “the mother of all antioxidants”, which is in every cell of the human body and plays a vital role in life expectancy, and acts to prevent and eradicate sun damage and aging.





Phyto Glow

The ultimate brightening and anti-aging tonic with cucumber juice and fruit acids for all skin types.

- A generous 10% buffered lactic acid, kojic acid and vitamin C to dramatically target aging while still being suitable for sensitive skin.
- Contains an optimal combination of plant juices for anti aging including vitamin C rich tangerine along with brightening organic white willow bark designed to specifically fight aging of the cells.
- Cucumber juice, tea tree, and aloe vera work harmoniously to hydrate the skin and balance PH for optimal product absorption.





Daily Detox

A unique deep cleansing mask made from green papaya. and the finest mineral rich herbs, flowers, and activated charcoal blended with a range of wild sourced botanicals to detoxify and rejuvenate the skin daily.

- Activated charcoal combines with chamomile, henna, bergamot oranges, fresh papaya enzymes, eggplant, basil and jojoba beads to naturally exfoliate.
- Essential fatty rich avocados and neem seed to work as a daily mask that helps detoxify pollution and debris from the skin while leaving it silky smooth and hydrated thanks to magnesium rich minerals, and over 30 botanical extracts.



Phyto Flora Serum

The ideal serum for dry, sensitive skin with acne.

Hemp seed which is balancing, reduces the appearance of scarring, and has been shown to reduce pathogenic bacteria while intensely hydrating the skin. Suitable for dry acne and cystic acne.

- Essential minerals potassium, magnesium, zinc and calcium along with vitamins A, B & C to provide comprehensive nutrition to the skin.
- Spanish lavender was selected out of the over 40 species of lavender for it's ability to reduce skin's sensitivity and redness, and benefits the appearance of cystic acne.
- Hemp seed oil has been evaluated in multiple studies to balance sebaceous gland production, thus inhibiting break outs. Hemp seed oil has also been proven to aid in healing, making it ideal for eliminating newly formed break outs along with reduction of the appearance of discoloration.
- Camellia Seed is rich with oleic acid and linoleic acid, an essential fatty acid from the omega-3 group, and helps calm dry skin that breaks out.
- Coenzyme Q10 stops free radical damage in the cells, and helps protect both elastin and collagen.
- Jasmine, rose, daikon seed, seabuckthorn and over 20 supreme quality botanicals make this uniquely nourishing serum the optimal treatment for dehydrated, sensitive, and acne prone skin.





Night Light Serum

Liquid night cream with intense brightening from AHA, herbs, and botanicals. This product is made to order and requires refrigeration.

- Damask rose and wine grape stem cells work to calm tissue.
- 8% Lactic acid and kojic acid work to fight the appearance of sun damage and fine lines and wrinkles.
- Noni berry, pomegranate, and mangosteen juice provide stable vitamin C to repair and brighten skin's appearance and provide superb antioxidant protection.
- Coconut glycerin provides non-comedogenic hydration.
- Chamomile, geranium, chrysanthemum, and calendula soothe sensitivity.



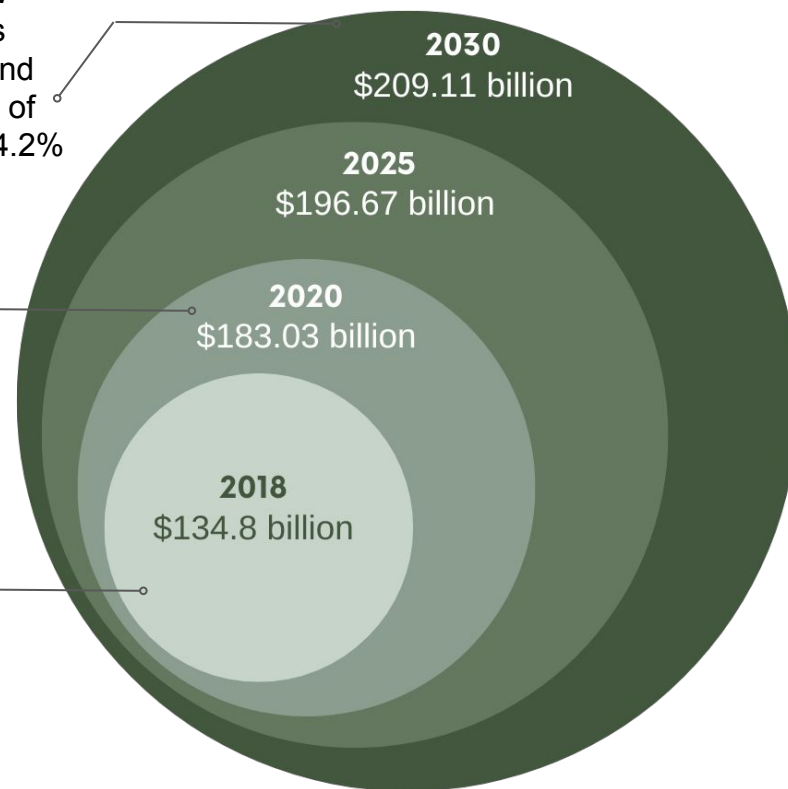
The Market

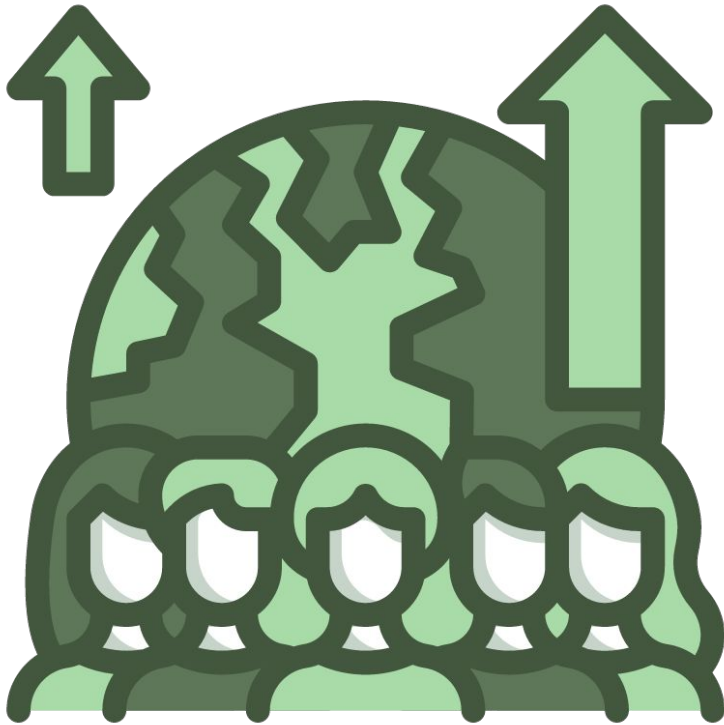


According to the same report by Grand View Research, the global skincare market size is expected to reach \$196.67 billion by 2025 and \$209.11 billion by 2030, growing at a CAGR of 4.4% from 2020 to 2025 and at a CAGR of 4.2% from 2025 to 2030.

The global skincare market size was valued at USD 183.03 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 4.4% from 2021 to 2028.

According to Grand View Research, the global skincare market size was valued at USD 134.8 billion in 2018 and is expected to grow at a compound annual growth rate (CAGR) of 4.4% from 2019 to 2025.





The beauty and skincare market is a rapidly growing industry, driven by increasing demand from a variety of consumer segments. In recent years, there has been a growing trend towards natural and eco-friendly products, as well as a focus on inclusivity and diversity.

The target demographic for the beauty and skincare market varies depending on the specific product, but generally includes individuals of all ages and genders who are interested in enhancing their appearance and maintaining healthy skin. However, there has been a particular focus on targeting Millennials and Gen Z consumers, who place a high value on authenticity and sustainability.



Top 5 in million USD

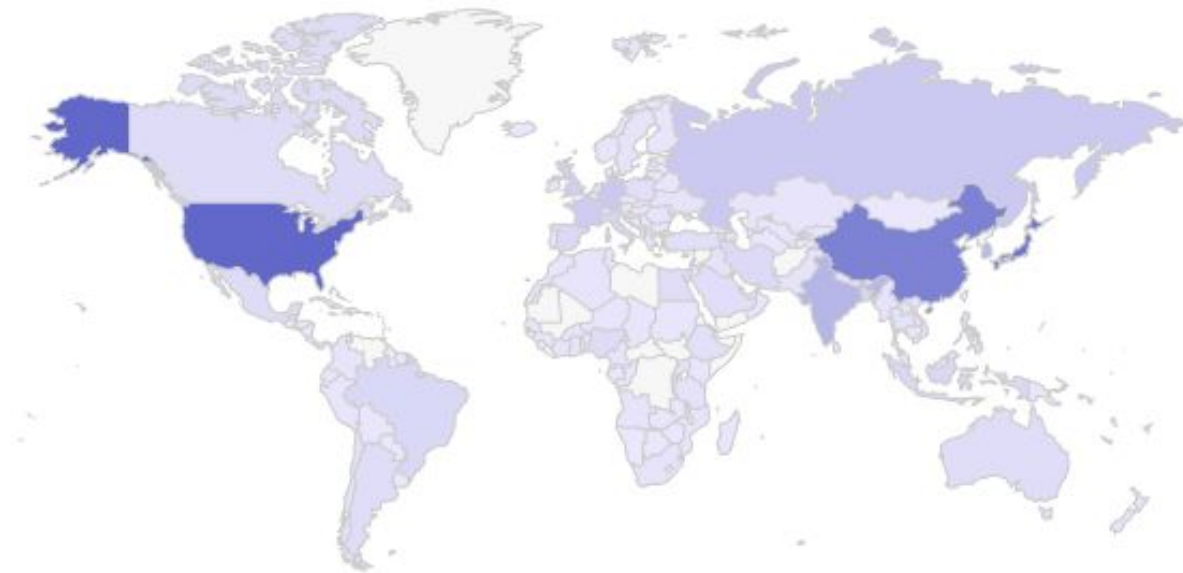
1. United States

2. Japan

3. China

4. India

5. South Korea



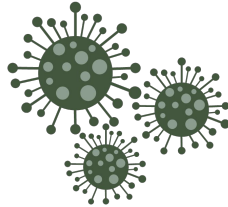
Source: Statista



The global natural and organic personal care market size was valued at \$12.9 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 9.9% from 2021 to 2028.(report by Grand View Research)



Millennials and Generation Z consumers are driving the demand for natural and organic personal care products. These consumers are more conscious about the ingredients in their skincare products and the impact of these products on the environment.(report by Grand View Research)



The COVID-19 pandemic has also heightened consumer awareness about the environment and the impact of human activity on the planet. 70% of consumers believe that climate change is as serious a crisis as COVID-19, and 63% of consumers are more aware of their own impact on the environment. (report by McKinsey & Company)

Overall, these market trends demonstrate a growing demand for eco-friendly and sustainable personal care products, particularly among younger consumers. This presents a significant opportunity for Green Chemistry to position itself as a leader in this space and appeal to consumers who prioritize sustainability and clean ingredients.



Brand Advantages & Differentiation



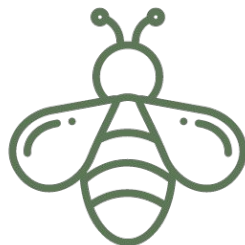


Green Chemistry has several unique competitive advantages that set it apart from its competitors in the skincare industry:



Medical-Grade Luxurious and Eco-Friendly Products:

Green Chemistry offers skincare products that are medical-grade but don't use harmful chemicals. The products are sleek, chic, and sustainable, providing a luxurious experience to the consumer while also being eco-friendly.



Bee Conservation Efforts:

Green Chemistry has a strong commitment to bee conservation efforts, partnering with the Los Angeles County Beekeepers Association and donating a portion of their profits to the organization. This unique initiative not only helps the environment but also sets the brand apart from its competitors.



Farm-to-Table Lab-Tested Clinical Skincare:

Green Chemistry products are farm-to-table, meaning that the ingredients are locally sourced and the products are lab-tested for clinical efficacy. This unique approach ensures that the products are safe, effective, and of the highest quality.



Ayurvedic Tradition:

Green Chemistry products incorporate the ancient wisdom of Ayurvedic medicine, a traditional Indian practice that emphasizes the balance between mind, body, and spirit. This unique aspect of the brand appeals to consumers who are interested in holistic wellness.



Love for Healthy Skin and the Natural Environment:

Green Chemistry was founded with a love for healthy skin and the natural environment, and this passion is reflected in the brand's products and messaging. This unique selling point resonates with consumers who are looking for skincare products that align with their values and beliefs.



How We Stand Out

Use of High-Quality, Natural Ingredients:

Green Chemistry Skincare products are made using high-quality, natural ingredients that are sustainably sourced. The brand avoids using harmful chemicals, parabens, and sulfates that can be harmful to the skin and the environment.

Eco-Friendly and Sustainable Practices:

The brand is committed to eco-friendly and sustainable practices, including the conservation of bees and their habitats, recycling and using sustainable packaging, and implementing green production practices.

Medical-Grade Skincare:

The brand offers medical-grade skincare products that are developed using advanced technology and clinical research. This ensures that the products are effective in treating various skin conditions and delivering visible results.

Holistic Approach to Skincare:

Green Chemistry Skincare takes a holistic approach to skincare, considering not only the external factors that affect the skin but also the internal factors that contribute to overall health and wellness. This approach results in products that nourish and enhance the skin from the inside out.

Brand Story and Founder's Message:

Green Chemistry Skincare has a compelling brand story and a founder's message that resonates with consumers who value sustainability, natural ingredients, and holistic health. The brand's commitment to bee conservation and sustainable practices is also a unique selling point that sets it apart from competitors.



Selling Points

Green Chemistry

Our products are made using green chemistry principles that prioritize using sustainable and eco-friendly ingredients and manufacturing processes. This means that our products are not only good for your skin but also for the environment.

Environmentally Friendly

We are committed to reducing our environmental impact and take a holistic approach to sustainability. Our products are cruelty-free, do not contain harmful chemicals, and our packaging is made from sustainable materials.

High-Quality Ingredients

We use only the highest quality ingredients in our products, carefully selecting each ingredient for its beneficial properties. We use a blend of natural botanicals, vitamins, and minerals to nourish and protect the skin, leaving it looking healthy and glowing.

Medical-Grade

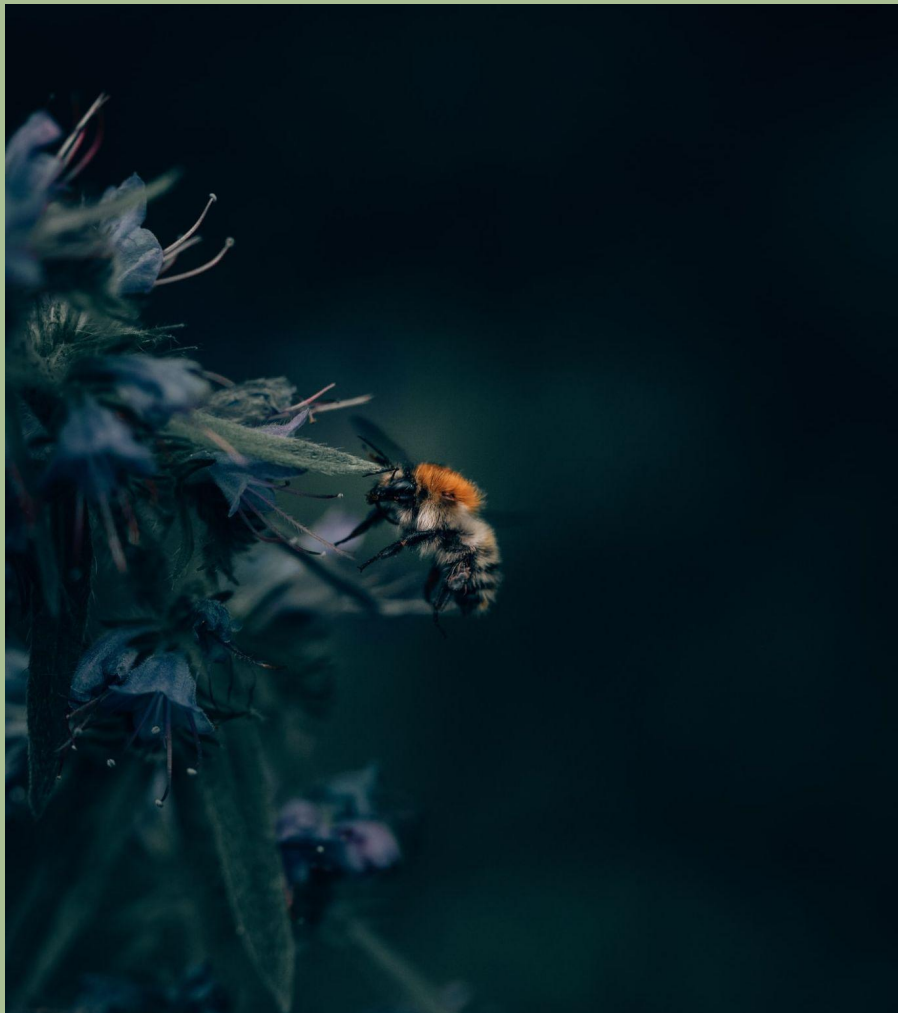
Our products are medical-grade, meaning they are formulated with the highest standards of purity and potency. This ensures that our products are effective and provide visible results.

Woman-Powered

Our founder, Dr. Olga Naidenko, is a woman with over a decade of experience in the skincare industry. She and her team of women scientists and estheticians work tirelessly to create products that deliver real results for real people.

Bee Conservation Efforts

We are passionate about protecting bees, which are crucial for our ecosystem and the production of many of our ingredients. We support bee conservation efforts through donations to the Los Angeles County Beekeepers Association.



Marketing & Sales Strategy



Social Media

Green Chemistry Skincare has an active presence on Instagram and Facebook where it regularly posts about its products, services, promotions, and educational content.

Website

The brand's website serves as a platform for online sales, appointment bookings, and information about the brand, its mission, and its products.





Referral Program

Green Chemistry Skincare has a referral program that incentivizes current customers to refer their friends and family to the brand in exchange for discounts on future purchases.

In-person Consultations

Customers can schedule in-person consultations with the brand's founder, Brigitte, to receive personalized recommendations and treatments.





Expanding Reach and Increasing Brand Awareness:

Influencer marketing

Green Chemistry Skincare plans to partner with influencers who align with the brand's values and target demographic to reach a wider audience.

Events

The brand plans to host and participate in events, such as pop-up shops, trade shows, and seminars, to connect with potential customers and promote its products.

Content marketing

The brand plans to create more educational content, such as blog posts, newsletters, and videos, to inform and engage its audience about healthy skincare practices and the benefits of its products.

PR and media outreach

Green Chemistry Skincare plans to reach out to relevant media outlets, such as beauty blogs, magazines, and podcasts, to share its story and gain exposure.

Expansion of product line

The brand plans to expand its product line to cater to a wider range of skincare needs and preferences, which can attract new customers and retain current ones.



Distribution Strategy





Currently, Green Chemistry Skincare products are sold through our website, local pop-up events, and through appointments with our estheticians at our studio in Los Angeles. We have also recently partnered with a few local beauty salons and spas to offer our products to their clients.

In order to expand our distribution network, we plan to establish partnerships with larger retailers and online marketplaces that align with our values and target audience. By partnering with larger brands, we can increase our reach and access to new customers, while also providing existing customers with more convenient and accessible ways to purchase our products.

To establish these partnerships, we plan to reach out to potential retailers and online marketplaces that align with our brand values and target audience. We will also explore opportunities to collaborate with other brands and influencers in the beauty and wellness space to further expand our reach and increase brand awareness. Overall, our goal is to make Green Chemistry Skincare products more widely available and accessible to consumers who are looking for high-quality, environmentally conscious skincare products.



Benefits of Partnering

1 Access to a unique product line
By partnering with Green Chemistry, the larger brand can gain access to a high-quality, eco-friendly skincare line that utilizes cutting-edge green chemistry technology. This can help the larger brand differentiate itself from competitors and appeal to consumers who value sustainability and natural ingredients.

Increased brand awareness and loyalty
Green Chemistry has a loyal customer base that values the brand's commitment to sustainability and natural ingredients. By partnering with Green Chemistry, the larger brand can tap into this customer base and increase its own brand awareness and loyalty among consumers who share similar values.

3 Potential for co-branding and exclusive product lines
By collaborating with Green Chemistry, the larger brand can explore opportunities for co-branding and developing exclusive product lines that cater to a specific target audience. This can help the larger brand expand its product offerings and appeal to new customer segments.

Joint marketing initiatives
Green Chemistry has an active social media presence and a growing following on Instagram. By partnering with Green Chemistry, the larger brand can participate in joint marketing initiatives and leverage the brand's social media influence to increase its own visibility and reach a wider audience.



Partnership Opportunities





Partnering with Green Chemistry Skincare can provide a unique opportunity for your brand to offer an eco-friendly skincare line that appeals to a growing consumer demographic. By aligning your brand with our environmentally-conscious and sustainable practices, you can showcase your commitment to social responsibility and attract new customers who value these principles.

Additionally, through a partnership with Green Chemistry Skincare, you can access a high-quality and innovative product line that can differentiate your brand in the marketplace. Our cutting-edge formulations and use of natural ingredients can enhance your brand's reputation for quality and authenticity.



Furthermore, by collaborating with Green Chemistry Skincare, you can benefit from our extensive expertise in the skincare industry, including our detailed understanding of the natural and organic skincare market. We can work with your team to develop customized marketing strategies and co-branded products that meet the unique needs and preferences of your customers.

Overall, partnering with Green Chemistry Skincare, can provide significant benefits for your brand, including access to a new and growing consumer base, a reputation for environmental responsibility and authenticity, and access to high-quality and innovative skincare products.



Potential Collaboration Opportunities

Carry Green Chemistry online and in retail stores

Carrying Green Chemistry Skincare in online and retail stores can attract and retain eco-conscious consumers, while offering a unique and high-quality product line.

Exclusive product lines

Green Chemistry Skincare could team up with a retailer or e-commerce platform to create an exclusive line of products. This would give the retailer a unique selling point and increase brand awareness for Green Chemistry.

Joint marketing initiatives

Green Chemistry Skincare can partner with influencers or other brands to create joint marketing initiatives. For example, collaborating with a sustainable fashion brand to promote conscious consumerism could lead to increased visibility for both brands.

In-store events

Green Chemistry Skincare could partner with a retailer to host in-store events where customers can learn about the brand and its products. This can include product demos, Q&A sessions with the founder, and exclusive discounts.

Subscription boxes

Green Chemistry Skincare can collaborate with a subscription box service to include its products in monthly boxes. This would increase brand exposure to a wider audience and potentially lead to more sales



Testimonials & Success Stories



"My upper lip melasma from my two pregnancies didn't respond to laser or strong products from my dermatologist, but after 6 weeks of using Phyto Glow and Night Light, it's invisible to the naked eye. My only problem is what do to with all this concealer!"

-Charlotte, Marina Del Rey,
California

"I work for a cosmetic surgeon and try it all, but Night Light Super Serum takes anti-aging to another level. It's well worth making a trip to the refrigerator for your night routine. The stem cells and fruit acids are game changers."

-Kamala, Scottsdale, Arizona

"I have received so many compliments that my skin is glowing and brighter since switching from a retinol that was triple the price of Alpha C. I love that it's a full antioxidant serum and noticeably lightened my acne scars."

-Edward, Ithaca, New York

"This is the first AHA that has made a visible difference, and did not burn. It gently tingles and smells like cucumbers, but best of all my break outs are resolved and the marks are disappearing."

- Himari, San Francisco,
California

"I confess, I am a serial serum fanatic and always on the quest for the best formula. After 2 years of using Phyto Flora, I have yet to find anything that surpasses it. My eczema, acne, and Winter dry skin are all a memory. It also lasts longer than I expect."

- Quinn, Seattle, Washington

"I've been a makeup artist for decades, and I've never found a product to truly remove everything, perfectly exfoliate, yet leave skin so calm. I've been giving Daily Detox to my clients as gifts. It smells incredible too."

- Roxanna, Burbank, California



Success Stories

At Green Chemistry, we have had the privilege of working with Alter New Media and their team, who have exceeded our expectations in building our brand's mission and social media presence. With a thorough and up-to-date strategy, their execution has led to daily results, surpassing the efforts of the 50+ marketing companies we consulted with in the beginning.

In the first two years, we have had the opportunity to be featured in Vogue Magazine three times, appear on PBS show Things Green, and even land promotional spots with Vital Proteins and Burt's Bees. We attribute this success not only to our vision and market, but also to the team's attention to detail and understanding of our brand.

We implement changes based on the ever-changing landscape of social media and marketing, unlike other companies that use the same strategy with Instagram all year.

Partnering with Alter New Media has allowed our company to establish a strong online presence and gain recognition in the beauty industry. As we look towards the future, we believe that continuing our collaboration with Alter New Media will help us to evolve even further.

Through our partnership, we can continue to develop and refine our marketing strategies to better reach our target audience and expand our customer base. This may involve exploring new social media platforms, creating more targeted advertising campaigns, and implementing new tactics to engage with our followers.



Conclusion





Key Points:

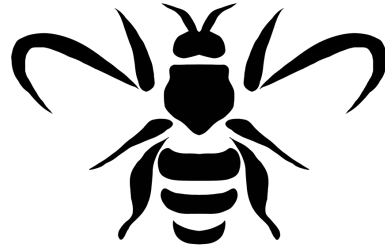
- Green Chemistry is a woman-led and woman-owned business with a passion for nature, nourishment, and exploration.
- The brand's unique selling points include green chemistry, environmentally friendly products, and high-quality ingredients.
- The ideal users are women between 20-50 years old who want to consume conscientious products that make conscious efforts each time a purchase is made.
- Green Chemistry's current marketing and sales channels include a website, Instagram, and referral program.
- The brand's current distribution channels include its website and a partnership with a local LA retailer.
- Expansion plans include increasing brand awareness through social media, influencer partnerships, and events, as well as expanding distribution through partnerships with larger brands.

Collaboration Opportunities:

- Co-branding with the larger brand to develop a new line of products that align with both brands' values and mission.
- Exclusive product lines that are only available through the larger brand's distribution channels.
- Joint marketing initiatives, such as social media campaigns or events, to increase brand awareness and reach a wider audience.
- Partnership with the larger brand to expand distribution and reach new markets.
- Potential benefits of a distribution partnership include increased revenue, access to new markets, and the ability to offer customers a wider range of products.

Next Steps:

- Schedule a follow-up meeting to discuss potential collaboration opportunities in more detail.
- Conduct a market analysis to identify potential gaps and opportunities in the larger brand's product line.
- Determine the specific terms and details of the collaboration, including co-branding, distribution, and marketing initiatives.
- Establish a timeline and budget for the collaboration.
- Develop a plan to measure the success of the collaboration, including key performance indicators (KPIs) and metrics.



GREEN CHEMISTRY

Contact Us

