

Business Blueprint



Prepared For:

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Together we slay

2.0 Products and Services Description

O'morfo is a cosmetic company under the lines of skincare businesses and being established by Muhammad Ajwad Bin Zainudin in the aim to help small and medium scale industries or Rosella plantation all across the South East Asia. The name of our company meaning in Greek words as beautiful because of our products that can mimic the beauty effects towards the skin with strengthening the skin barrier to its optimum effect and our slogan for the company is "Together We Slay" as we believe our products can change the organic usage trends in skincare worlds. For now the trend of incorporating *Centella asiatica*, Yuju fruit and watermelon into the lines become an attention to the customers choices of skincare thus we believe by incorporating Rosella extract will catch the world eyes..

We will produce a skincare lines products consist of cleanser, toner and moisturizer due to the demand of the customers that wanting a good and healthy skin from organic made products. To fulfill the needs, we come out with unique products and addition of some abundant extract of Rosella flowers as based on some researched claimed that, this flower have a lot of advantages to be combated with skin problems with compromise the sebum production with anti inflammatory based and harmful ingredients that present abundantly in skincare's products as they can make the skin condition become more sensitive thus leading to skin barrier damage. This will lead to more texture to the skin as the pigmentation and scars formation afterwords of acne formation that is not handled correctly.

As our products are made from organic products, the quality control for the products is a must to be done in order to ensure high end quality of products will be produced and received by the customers. Our products is cruelty free and friendly towards the environment thus can be inserted into basic skin care routine that will benefits the consumers in a lot of ways such as fighting pigmentation, acne scars and dehydration. It also can strengthen the skin barrier that will lead to a healthy and hydrated skin condition that can stand invasive atmosphere such as pollution and etc.

2.1 Description of products

The skincare lines is being made through hydro distillation of Rosella flowers and organic products to solve the problems of dangerous chemical used in skincare. In today world, a lot of skincare product contain hazardous chemicals that can irritate the skin causing damage of skin barrier that will lead to acne formation. As a lot of people can't tolerate with this issues, we come to bring them a solution. Some of the dangerous chemical in the skincare such as:

- SLS (Sodium Laureth Sulfate)
- Paraben:
Methylparaben, Propylparaben, Isopropylparaben
- Triclosan (Being used as preservative)
- Petrolatum (Being used as moisturizer)
- Alcohol (Being used as cleanser)

These chemicals being included into skincare products that can cause sensitivity to the skin, dehydrate the skin and late will develop to weak skin barrier resulting in major effect of breakout where pimples and acne are easily come out. Major exfoliation treatment in daily basis will increase the skin pigmentation and acne production. This is due to the high amount of sebum production on the skin and being clogged before become infected by microorganisms. Dehydrated skin can also increase the sebum production as in fact dehydration happened due to low water intake and skin barrier damage. Dehydration can also be caused by over washing and over exfoliating that will trigger more and more sebum production and clogged the pores. This will lead to more and more texture to the skin because of over size pores that normally happened at cheek and temple. Over washing the face usually happened due to the customer expectation that their skin need to be clean as possible but this regime will not only cause more breakout but more harmful to the skin.

To solve the problems, we included some of good ingredients into our skincare lines that will help to adjust sebum production and strengthen the skin barrier with the based of Rosella extract will be under 3 categories which are: