

mokosh
cosmetics

newest generation of *retinoids*

multilevel renewal of skin
with signs of aging and imperfections

+

no irritation

+

no redness

+

no dry patches

tested on sensitive skin

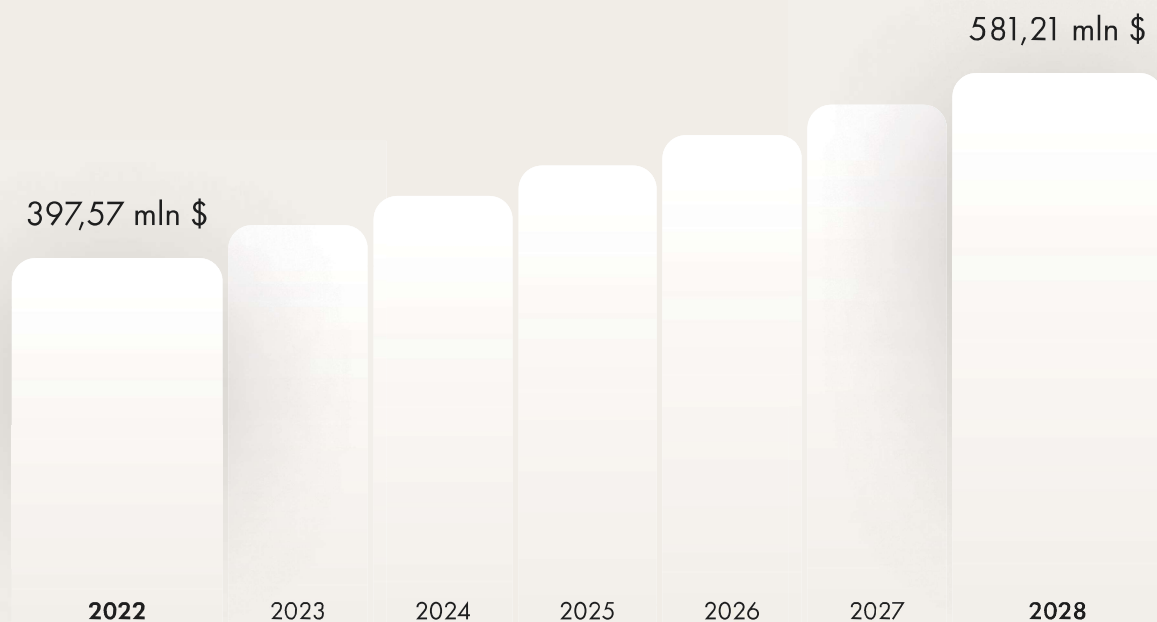


a breakthrough on the market
of retinoids



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retinol as a *trend*



6,53% ▲

forecasted retinol growth dynamics between years 2022-2028

2023

Retinol regains its must-have ingredient status

4,3 billion

views of retinol on TikTok

385%

increase in the number of searches of the word retinol in the last 5 years

source: explodingtopics.com/blog/skincare-trends; Business Research Insights

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retinoid

the best multitasker

on the beauty market

increased demand for hybrid products

[..]Mintel analysts report that the pandemic accelerated the demand for hybrid products and gave them their current mainstream appeal. As the skin care category rose in popularity and sales during the pandemic, so did consumers' desire to simplify their routines and prioritize personal time (...) multi-function and multi-benefits instead, streamlining routines and choosing quality over quantity.[..]

MINTEL

+ accelerates skin cell turnover

+ stimulates production of collagen, elastin as well as hyaluronic acid

+ unclogs pores

+ visibly smoothes the skin

+ brightens, lightens (melanin distribution)

+ reduces hyperpigmentation, dark spots, scars

+ reduces appearance of blemishes

+ prevents the formation of acne spots

+ evens out the skin tone

+ improves elasticity, lifts – makes the skin look younger

+ reduces or eliminates post-acne scars

+ backed by clinical studies

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new generation of retinoids

previous generation retinoids

- + show irritating effects
- + cause redness
- + require extra regeneration
- + make skin more sensitive to environmental factors, including sun sensitivity, they can increase the risk of hyperpigmentation
- + require complex education
- + when used wrongly they cause dryness
- + cause the appearance of wrinkles and decrease the elasticity of skin



new generation retinoids

- + **moisturize and nourish the epidermis**
- + **do not damage skin barrier**
- + **are slowly released**
- + **they have long-term rejuvenating effect**
- + **when used properly, they do not cause dramatic changes in the appearance of skin**
- + **do not require special education**
- + **keep skin in good condition at a maximum efficacy**
- + **show higher stability than traditional retinol**

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how are *our retinoids* different?

H10

Hydrogenated
retinol

thanks to hydrogenation supports regeneration of dehydrated skin

actively stimulates the production of hyaluronic acid in skin cells

extremely stable - resistant to temperature, light and oxidation

stimulates exfoliation processes, giving the skin extraordinary smoothness

suitable for sensitive and dry skin

HPR

Hydroxypinacolone
retinoate

directly binds to retinoic acid receptors in the skin, thus achieving biological activity analogous to the most potent existing retinoid

rejuvenates and reduces acne, redness, imperfections

brightens discolorations without irritation

suitable for sensitive and dry skin

tetrapeptide

cinquefoil extract

lingonberry stem cells

agrimony extract

rose biohydrolate

yeast extract

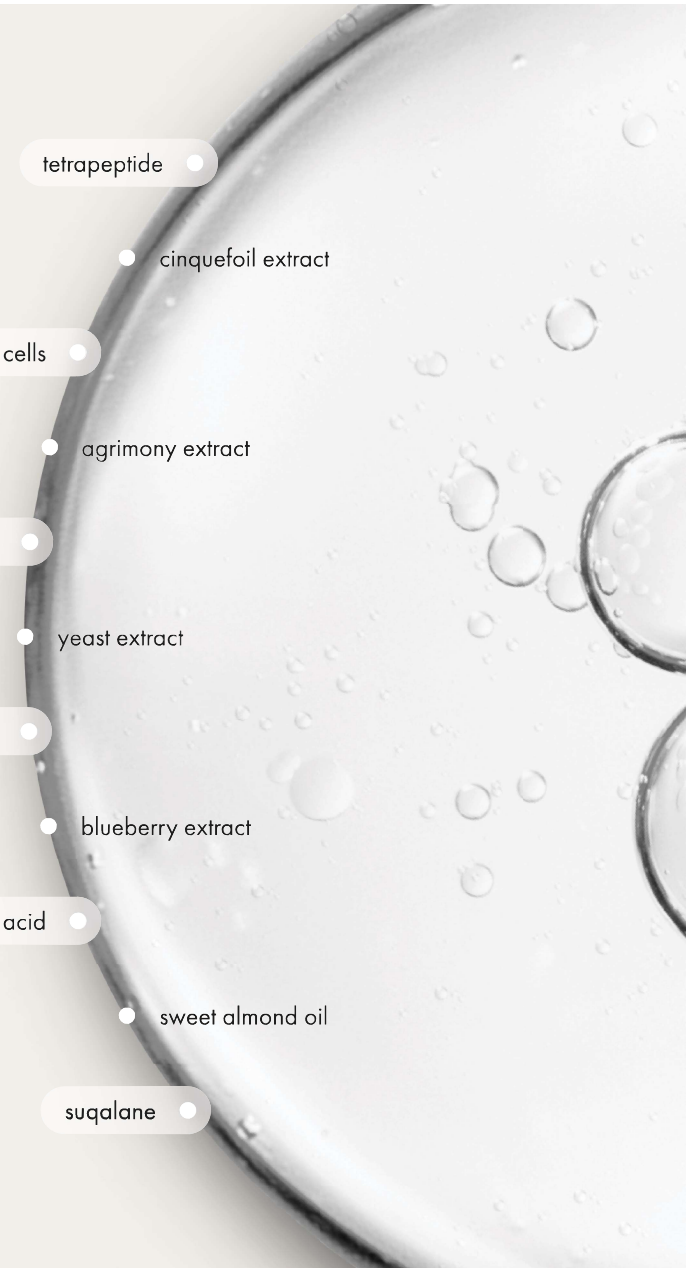
seaweed extract

blueberry extract

hyaluronic acid

sweet almond oil

suqalane



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rose and blueberry line – previous launches

anti-aging

A cosmetics line focused on long-term anti-aging effects.

Stimulates the key mechanisms responsible for the youthful appearance of the skin: cellular renewal, production of collagen and regeneration. thanks to the combination of advanced and natural ingredients, including antioxidant-rich rose and blueberry, the formulas provide a multi-level, long-lasting effect of skin revitalization.



firming anti-aging
face cream



active face scrub



m

new

anti-wrinkle *face serum*

(2,5% H10 retinol & HPR retinoid)

effects confirmed by instrumental tests:

+

shallows wrinkles and scars

+

evens out skin tone

+

restores its radiance

+

improves skin texture and elasticity

+

tightens and lifts the face oval

+

nourishes and moisturizes the epidermis

texture

light, half oil, half emulsion, perfect absorption

function

a booster to enhance the effect of the cream, also a stand-alone, multifunctional rejuvenating product, intensely lifting

ingredients

2.5% complex with

hydrolyzed retinol

H10

hydroxypinacolone retinoate

HPR

tetrapeptide, blueberry stem cells, white rose biohydrolate, active complex from xylitol, squalane, hyaluronic acid, betaine

application

start the use from 2-3 times a week, than gradually increase the frequency, best apply at night



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new

anti-wrinkle *face cream*

0,5% H10 retinol & HPR retinoid)

effects confirmed by instrumental tests:

+

reduces the length and depth of wrinkles

+

visibly lifts the oval of the face and firms the skin

+

provides a smoothing and moisturizing effect

+

reduces discoloration and imperfections

texture rich, enveloping, slightly occlusive

function a daily moisturizing and nourishing cream, as well as a highly rejuvenating, wrinkle-filling skincare product

ingredients 0.5% complex with

hydrolyzed retinol	H10
hydroxypinacolone retinoate	HPR

tetrapeptide extracts of blueberry, seaweed, turnip greens, quince, betaine, yeast, rosehip oil, sweet almond oil

application regular, preferably at night



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portfolio and recommended retail prices



anti-wrinkle
face serum

10 ml

RSP 199 zł



anti-wrinkle
face cream

60 ml

RSP 249 zł



anti-wrinkle
face cream

15 ml

RSP 79 zł



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competitive *advantages*

modern hybrids of several products - do not require complementary care

selective products worth their prices

prove to be as effective as products with pure retinol, without irritation and other side effects - a breakthrough on the cosmetic market

thanks to high stability they do not require special storage conditions

maximum but safe concentration, 2.5% is impressive compared to other products on the market, the potential to attract attention

do not require education

do not require tolerance building period

focused on long-term effect, not short-term effect

wide target group - due to the mildness of the formulas, the products are suitable for younger acne-prone complexions, also rosacea or melasma

the cream can be used daily

the products are in line with the forecast of development of this branch of cosmetology

minimalistic design

quick absorption

subtle, delicate fragrances



power of *nature*

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effectiveness of *science*

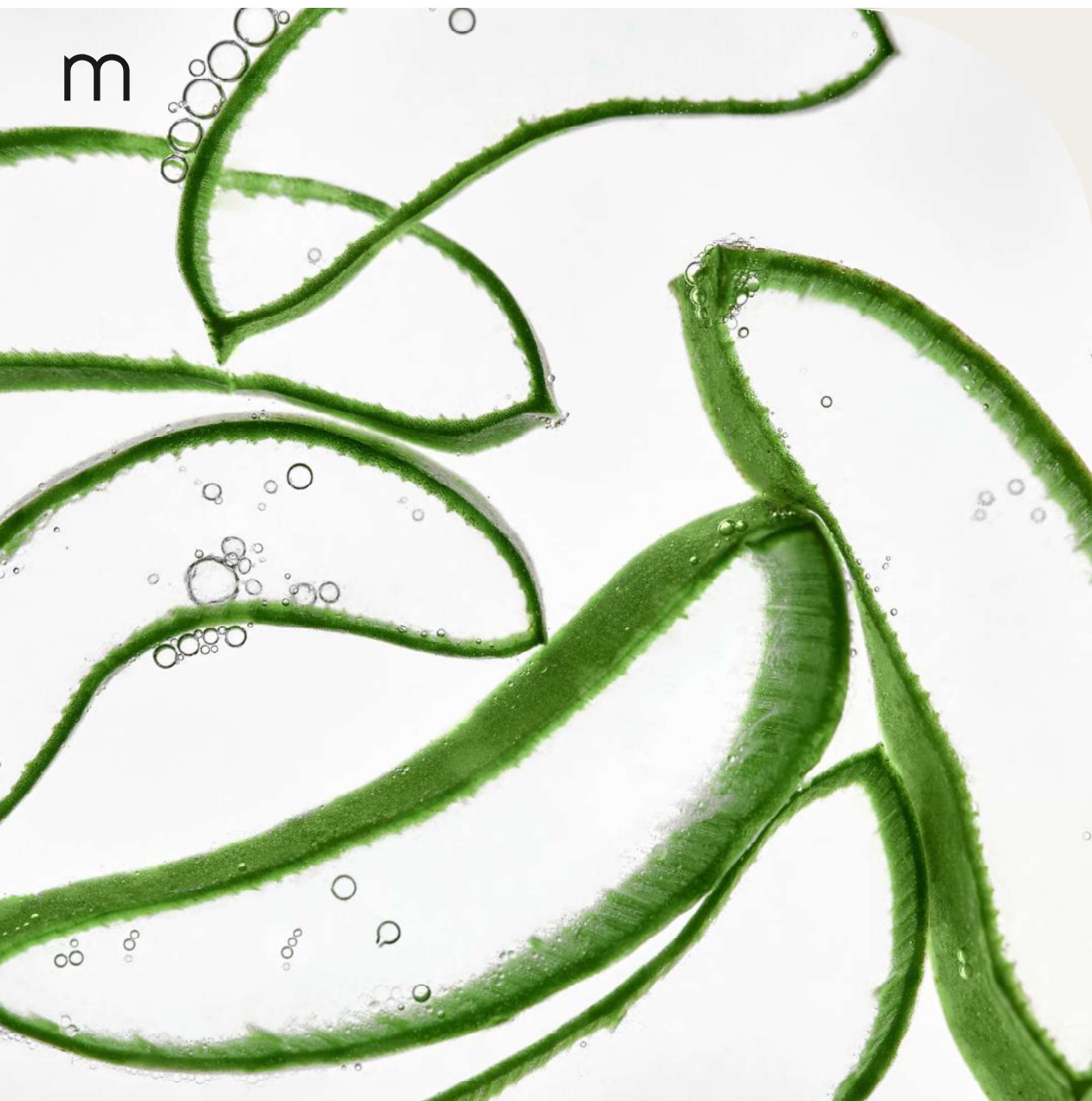
new line and fragrance
MULTIPROTECTION
aloe vera

broad spectrum
face booster SPF 50+
+
hydrating & soothing lotion
for body, hands and face SPF 30

Multiplied potential in the fight against negative effects of:

- UVA, UVB, HEV and IR radiation,
- high temperatures,
- free radicals,
- other environmental factors that impact skin quality.

mokosh
c o s m e t i c s



MULTIPROTECTION *aloe vera line*

The line was created to protect the skin against negative effects of **UV radiation** and free radicals on a daily basis.

Thanks to the use of an innovative ingredient that **cools the skin at the cellular level**, it also inhibits so-called thermal aging caused by high temperature.

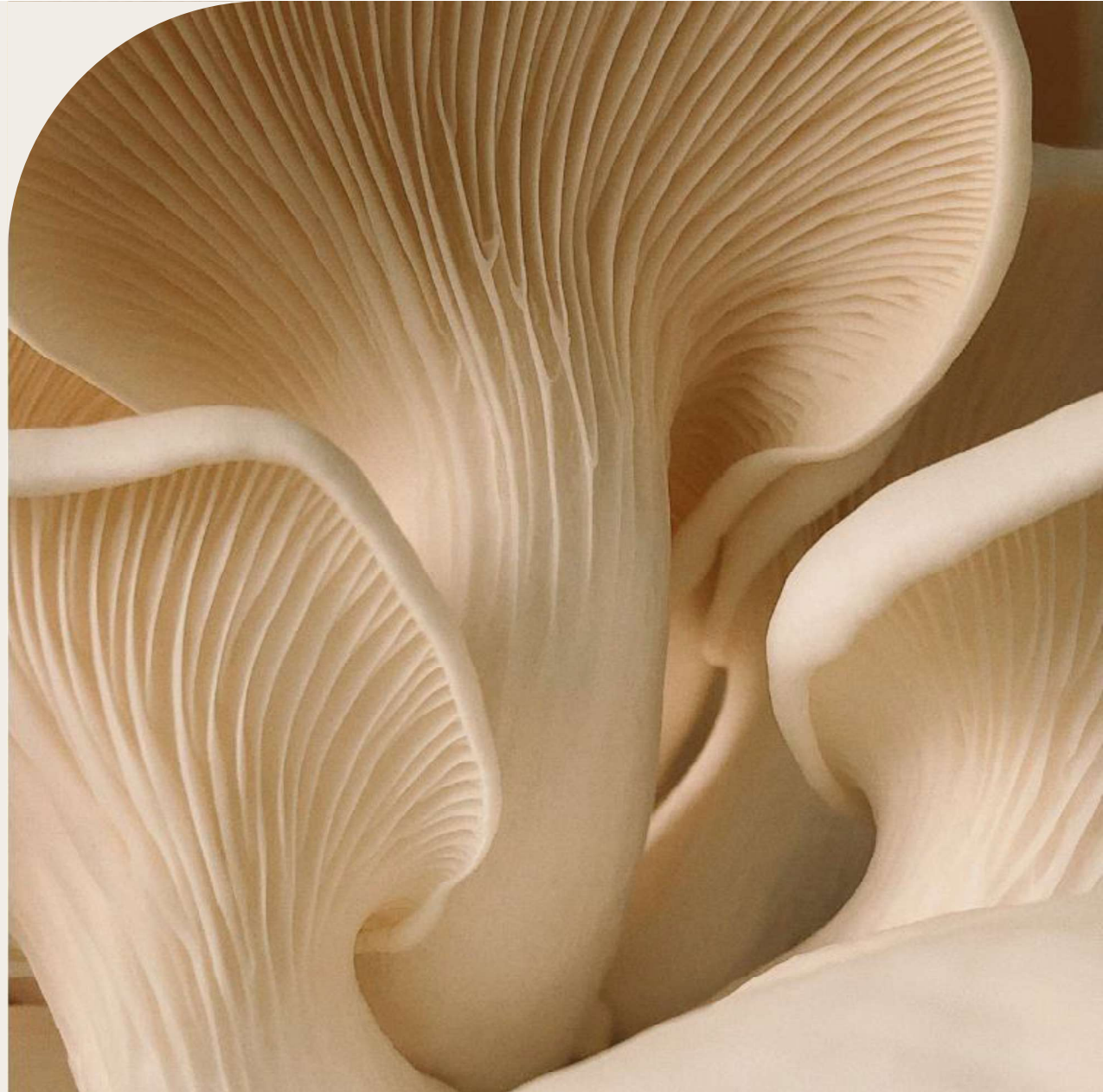
The formulas of the line allow you to **maintain the features of youth** – firmness, smoothness and healthy skin tone for longer.

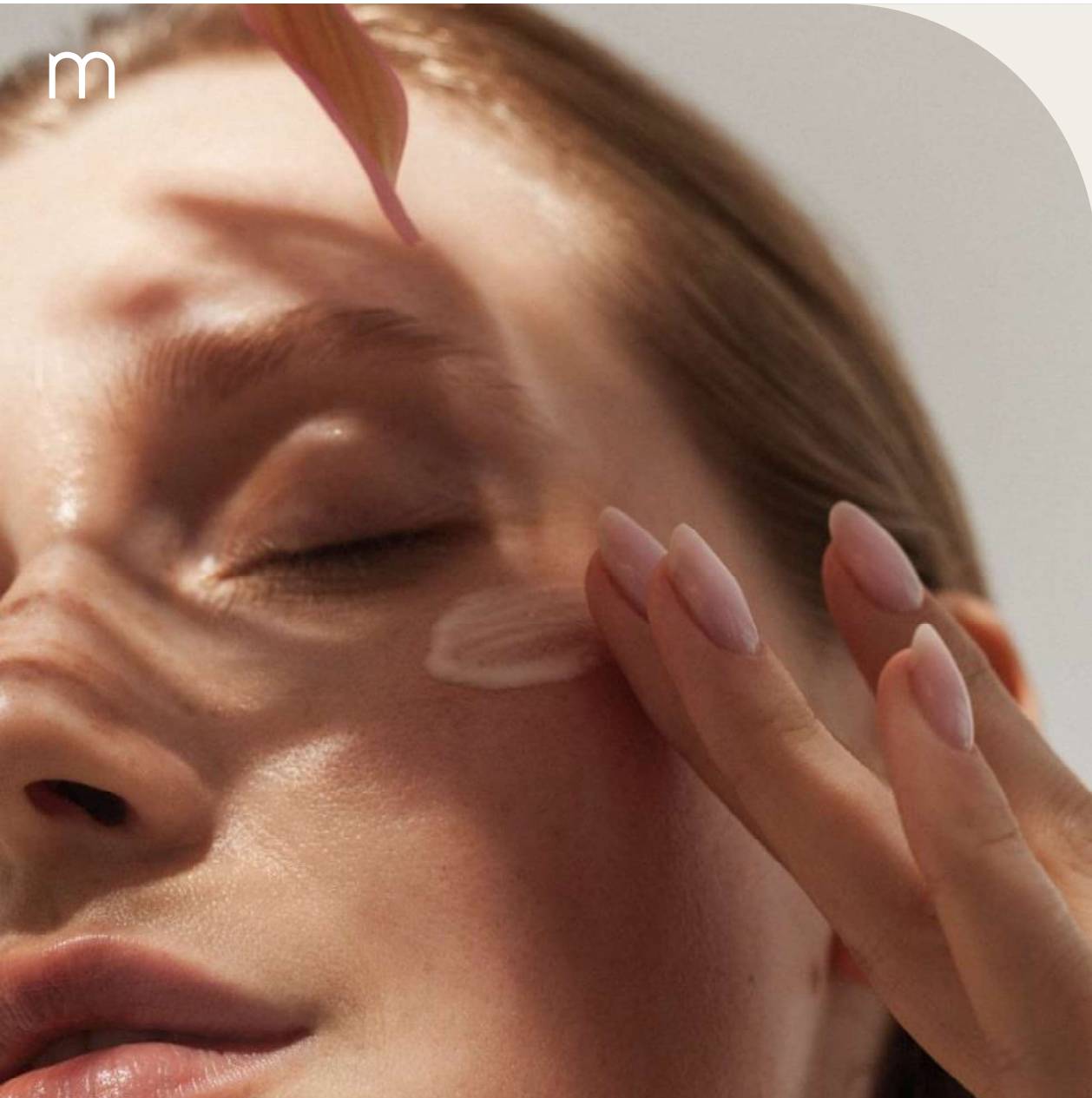
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**totally
innovative
answer**
*to the problem
of thermal aging*

Albatrellus confluens – an innovative ingredient based on a natural Finnish mushroom extract.

The fermentation process produces a compound that acts on the heat receptor in the skin and **lowers its temperature at the cellular level by an average of 2.63°C**. Thanks to this, it effectively **reduces the degradation of collagen** in the skin and **inhibits the thermal aging** process, which causes, among other things, skin dehydration, sagging and imperfections.





Broad spectrum face booster SPF 50+

claims confirmed by tests

(**instrumental** and **application tests** conducted on sensitive skin in independent research laboratories)

- **lightweight, non-comedogenic** formula provides high protection against the effects of **UVA, UVB, HEV** (blue light) and **IR** (red light) radiation,
- slows down the aging processes caused by **high temperatures**,
- provides lasting **moisture** and has **antioxidant** properties,
- **maximum protection** rate - **PA++++**.



key ingredients

Advanced UV filters – a carefully composed complex of photostable filters – provide high skin protection against the effects of UVA and UVB radiation, i.e. hyperpigmentation, loss of elasticity, dryness, irritation, redness.

Lingonberry stem cells – an ingredient created to prevent and reverse the symptoms of photoaging caused by UV, HEV and IR radiation.

Strongly moisturizing **aloe leaf juice** and **bamboo leaf bioferment** soothe irritations, providing immediate relief and long-lasting comfort to chronically dry skin.

Bixa orellana tree extract lowers the activity of sebaceous glands, reduces imperfections such as enlarged pores, excessive skin shine and blackheads.

Natural fruit juices from apples and peaches, which contain **vitamins C and B, fruit acids** and **minerals**, have a moisturizing and brightening effect.

A complex of five minerals: **silicon, magnesium, copper, iron** and **zinc**, derived from *Saccharomyces cerevisiae* yeast, subjected to the biofermentation process. Minerals in the form of ferments are characterized by much greater bioavailability, which improves skin nourishment, smoothes it and improves its protective functions.



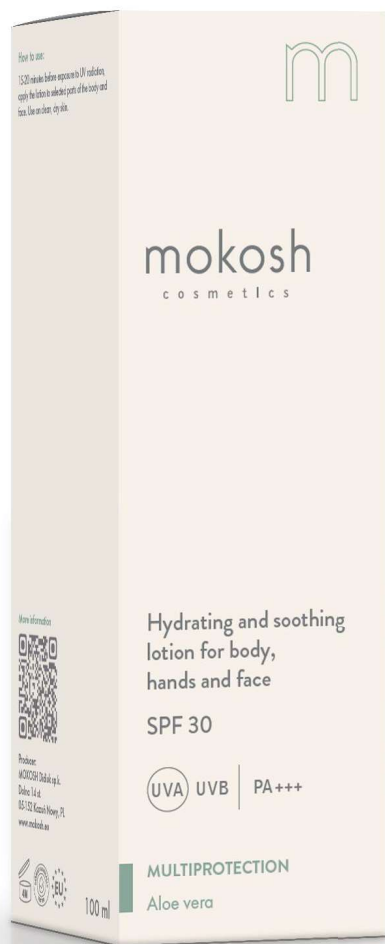
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Hydrating and soothing lotion for body, hands and face SPF 30

claims confirmed by tests

(**application tests** conducted on sensitive skin in independent research laboratories)

- protects against the formation and intensification of existing **discolorations** caused by UV radiation,
- provides lasting **moisture**, **soothes** irritations and redness,
- **softens** and **smoothes**,
- improves **firmness** and elasticity,
- high protection rate - **PA+++**.



key ingredients

Advanced UV filters – a carefully composed complex of photostable filters – provide high skin protection against the effects of UVA and UVB radiation, i.e. hyperpigmentation, loss of elasticity, dryness, irritation, redness.

Centella asiatica extract, combined with **vitamin E**, stimulates the production of collagen, elastin and hyaluronic acid, has a regenerating and antioxidant effect, thus enhancing the anti-aging properties of the lotion.

Strongly moisturizing **aloe leaf juice** and **bamboo leaf bioferment** soothe irritations, providing immediate relief and long-lasting comfort to chronically dry skin.

Emollients rich in essential unsaturated fatty acids: **squalane, shea butter and raspberry oil**, strengthen the lipid barrier of the epidermis without leaving a greasy film on the skin.



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competitive *advantages*

- **claims confirmed by research** - cosmetics protect against the formation and deepening of existing discolorations caused by **UVA** and **UVB** radiation, they also protect against the negative effects of **HEV** and **IR** radiation (booster),
- maximum protection rate **PA++++** (booster), **PA+++** (lotion),
- carefully selected, **photostable filters**,
- an **innovative ingredient** and the **concept of cooling skin at the cellular level** - the most modern and extremely up-to-date anti-aging method in the era of climate change,
- the booster can be used over your favorite serum or face cream, but it perfectly nourishes the skin as a **stand-alone product**,
- **super-functional**, urban formulas - lightweight, no thick layer of the product left on skin, **perfect absorption**, good as makeup primers, **no white streaks**,
- **antioxidant** protection and acting against the negative effects of **other external factors** - together with high SPF factors, they provide a comprehensive protective effect,
- soothe irritations and redness,
- guarantee a **multidirectional rejuvenating effect**: moisturize, firm the skin, slow down the aging processes, including photoaging and thermal aging.

mokosh
cosmetics

Three sleek, dark-colored bottles with gold accents and black pump dispensers are arranged in a row inside a white, arched display case. The bottles are set against a dark, textured background. The scene is lit from the side, creating highlights on the bottles and the surface they rest on.

the line of innovative products
for hair and scalp care

the newest achievement of Mokosh lab

is the evidence that...

you can take care of both hair
and scalp at the same time

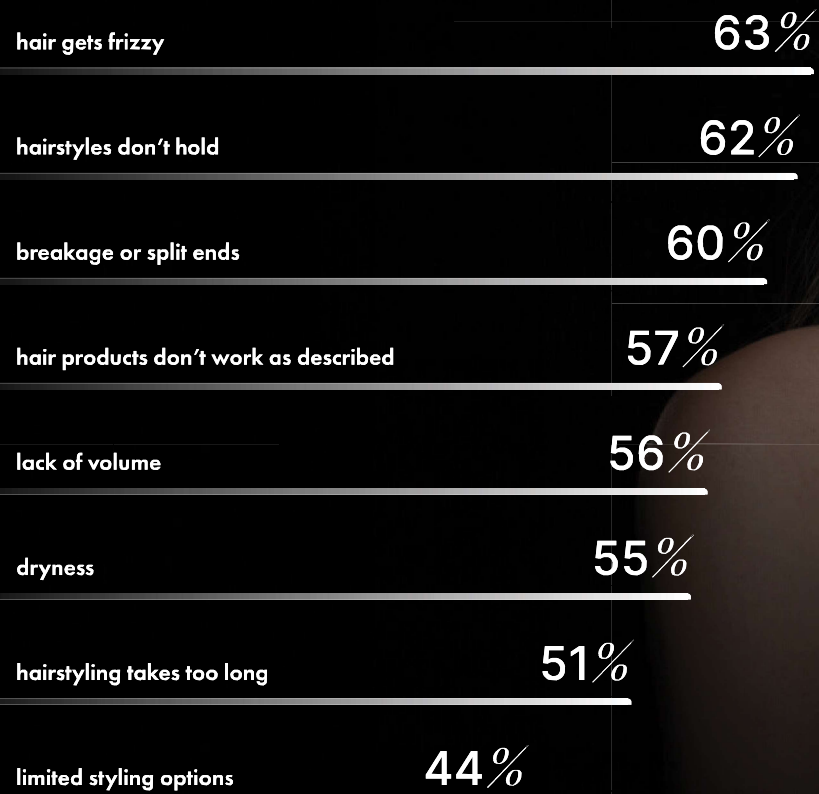
a comprehensive care that allows
to create an individual ritual, fitting
different types of hair and scalp
as well as hair porosity, does exist



natural products can be functional

active ingredients of natural origin
are irreplaceable if you need
to quickly and effectively bring out
your hair's natural beauty

who are these products for?



58% of women

say hair makes their overall look, it's a big part of their self-expression and reflection of their personality

72% of women

feel empowered when they feel good about their hair

86% of women

would like to change something about their hair

98% of women

feel the most confident when their hair looks great

Sources: Statista 2023; InStyle magazine research carried out on a group of 1463 women

so it *doesn't*
get too tangled...

porosity

{noun}
pl. porowatość

hair's ability to absorb and retain moisture
and nutrients

hair type

pros

the reasons to be grateful for

cons

the reasons to take care of hair

low porosity



It's usually smooth, shiny and soft. Once we are able to open the cuticles with a shampoo, the nutrients from the conditioner/mask stay in the hair for a long time, keeping it radiant and healthy-looking.

Difficult absorption of moisturizing and nourishing active ingredients; flat, easy to weigh down, therefore also prone to oiliness, often volumeless, difficult to style.

medium porosity



It retains and absorbs moisture and nutrients better, it's easy to style. You can dry it quickly.

It's matte, has tendency to tangle and get frizzy, often oily at the roots, dry at the ends, it's sticky in winter.

high porosity



It absorbs water and nutrients perfectly, it's extremely easy to style and arrange, can be dried quickly.

Rough, dull, often dry, with a tendency for split ends and breaking, frizzing in contact with moisture.

so everything fits together, *it's worth to...*

1

take a closer look
at the product
descriptions

2

remember that porosity might change through
life and is shaped by different factors, e.g.:

- frequency of dyeing, lightening
- drying, straightening and curling hair
- exposing hair to changing weather conditions
- aggressive styling agents
- harsh treatment of hair
- incorrect hair care or lack of it

3

know that porosity can be
different between the roots
and the ends of hair

4

freely mix the products to discover
your own best hair care routine

fine, oily and flat *hair*

fig

making hair feel lightweight, opening the hair cuticle, deep purification and preparation of hair and scalp for further care

target

activated carbon
lifts the hair at the roots and refreshes it

witch hazel hydrolate
cleanses and nourishes the scalp

radish ferment
has antibacterial properties

inulin
moisturizes without weighing hair down

vegan collagen
reduces brittleness

created with
low porosity hair
in mind



target

nourishment without the effect of weighing hair down

fig macerate
moisturizes and nourishes the hair

polymer of natural origin
smoothes and gives shine to the hair

burdock
strengthens hair

linden extract
restores volume and elasticity to the hair

hydrolyzed silk
makes the hair soft and reduces frizz

selection of ingredients to achieve PEH balance
consistent with hair porosity

proteins

humectants

emollients

dull *hair* with dry ends

green tea and bergamot

hydration, closure of hair cuticle, gentle purification and preparation of hair and scalp for further care

target

target

regeneration and reinforcement of hair structure

linden extract
moisturizes and nourishes the hair without weighing it down

green tea
strengthens and smoothes the strands

bergamot water
makes hair shiny

aloe vera
regenerates

sodium PCA
eliminates hair frizz

created with
medium porosity hair
in mind



polymer of natural origin
makes combing and styling hair easier

almond oil + macadamia
moisturizes and nourishes

burdock
reduces brittleness

hydrolyzed barley proteins
restores shine and elasticity to the hair

highly conditioning surfactant
eliminates static electricity and frizz

selection of ingredients to achieve PEH balance
consistent with hair porosity

humectants

emollients

proteins

rough, brittle and frizzy *hair*

sweet cherry and amber

smoothness and shine, gentle purification
and preparation of hair and scalp for further care

target

niacinamide (vitamin B3)
provides lasting moisture and regeneration

polymer of natural origin
makes combing easier and reduces frizz

vitamin complex
strengthens the hair, reducing its brittleness

amber extract + cherry juice
makes hair shiny, smooth and soft

betaine + panthenol
moisturizes without weighing down

created with
high porosity hair
in mind



target

nourishment and reduction of hair tangling

argan oil + hemisqualane
moisturizes and regenerates it

inulin
smoothes and gives hair shine and elasticity

amber extract + cherry juice
strengthens and nourishes

panthenol
gives hair a healthy look

highly conditioning surfactant
eliminates static electricity in the hair

selection of ingredients to achieve PEH balance
consistent with hair porosity

emollients

humectants

proteins

from the perspective *of a trichologist*

I really like the purpose of these products, both shampoos and conditioners. A specially selected blend of active ingredients perfectly fits the authentic consumer needs of the authentic needs of the consumers and at the same time improves *the health of hair shaft and scalp*.



Paulina Hanusz-Prętczyńska

M.A. trichologist & cosmetologist

expert in the field of functional trichology

member of the Polish Trichological Association and the International Trichoscopy Society

At work, she pays particular attention to the results and interpretation of research, as well as diet, passionate about a holistic approach to the client.



what makes our products special



they respond to the needs of different types of hair



the possibility to mix the products
between the lines



the possibility to use the products in CWC method
(conditioner-wash-conditioner)



proven efficacy, the products went through application
and lab tests



glass packaging



the products have been consulted
and are approved by specialists



innovative ingredients



Discover the natural beauty of *your hair with Mokosh*



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