



| | Stakeholders | Status quo | Point of Differentiation | Benefits |
|--|--|--|---|---|
| <p>OceanDerMX Lift&Firm Balance&Brighten Calm&Soothe Restore&Protect</p> <p>100% water based ingredient blends consisting of bioactives derived from New Zealand native red seaweed, Mamaku (black fern), and a number of other purposely selected native plants.</p> | Brand Owners | <ol style="list-style-type: none"> 1. Marine algae based ingredients from the French Brittany coast areas 2. Wrinkle diminishing / skin brightening in 7-14 days | <ol style="list-style-type: none"> 1. OceanDerMX's NZ origin, Maori heritage, and unique founding story add novelty when creating marketing "Story" 2. Faster results* - diminishing wrinkles in 15mins | <ol style="list-style-type: none"> 1. Certified Organic 2. Vegan & Vegetarian 3. Create unique market entry story behind the new products 4. Particularly attractive to Asian consumers who demand faster results (less than 7 days) |
| | Marketing Managers | | | |
| | Product Developers (with cosmetic chemistry knowledge) | <ol style="list-style-type: none"> 1. Sourcing and obtaining actives individually 2. Completing regulatory and compliance paperwork on all actives individually 3. Paying manufacturers based on time - at weighing/preparation step - avg. ~15mins to prepare one ingredient before mixing | <ol style="list-style-type: none"> 1. Multi-functional ingredient blends | <ol style="list-style-type: none"> 1. Time and Cost savings in sourcing and obtaining new ingredients 2. Potentially faster speed to market with reduced overheads throughout the product development process |
| | Cosmetic Chemist / Formulators | <ol style="list-style-type: none"> 1. Existing actives are largely mono-functional 2. Existing actives come in diluted or glycerine diluted (largely 95% glycerine with <5% actives). If I pick up >3 actives, I will end up having too much glycerine causing "tackiness" - unpleasant skin feel. 3. Low efficacy using highly diluted extract 4. Test ingredients' stability/efficacy individually | <ol style="list-style-type: none"> 1. 100% water based; 2. Multi-functional ingredient blends | <ol style="list-style-type: none"> 1. Chemists have full control of glycerin % -> more pleasant on-skin feel for consumers (less "tacky") 2. Less water content in final formula-> more appealing to consumers 3. Higher % of actives for better efficacy* 4. Possible to use other humectant -> for better sensorial profile 5. Reduced overheads in ingredient testing |
| | Contract Manufacturers | <ol style="list-style-type: none"> 1. Being paid based on time 2. At weighing/preparation step - prepare actives individually - avg. 15mins per ingredient | <ol style="list-style-type: none"> 1. Multi-functional ingredient blends | <ol style="list-style-type: none"> 1. Reduced risk of contamination by working with less inputs 2. Improve efficiency in weighing/scaling ingredients before mixing |