

for girls

## Market capacity

SHAMPOOS FOR GIRLS

millions

Girls from 3-10 years in Russia

girls up to years old use kid's cosmetics

40%

share of kid's cosmetics 3+ in **FMCG** stores



## Product range















Make up













Tooth-paste, Body cream-spray, Hair spray, Intimate soap



360 support: media, TV, social media, special projects

Brand yearly invest money into growth of such factors as knowledge, consumption, loyalty













Shampoo-balsam Shampoo Foam 1+ 3+

Princessa brand is Nº1 in the category 3+ (Nilsen 2021)
Active promotion and advertising, unusual PR actions, work with the public opinion leaders and influencers

ACTIVE COMPONENTS:
PANTHENOL, LAVANDER, ALOE,
CAMOMILLE

Vegan formula

MILD INGREDIENTS SUITABLE FOR ALL FAMILY NO SLS, SLES, MIT NO MICROPLASTIC, BIODEGRADABLE PACKAGE





The product does not contain ingredients of animal origin: beeswax, gelatin, milk protein, lanolin, honey, squalene, carmine, amber and placenta.

All cosmetics have not been tested on animals

THE BOTTLE IS
RECYCLED SELFSTICKING ETIQUETTE
\*LOW USAGE OF PLASTIC





Trend -

Components are approved by web-site ECOGOLIC
/NUTURAL COSMETICS GUIDE /

