

Cara Cosmetics

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Density

Cara Cosmetics

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Natural Shampoo

Cara Cosmetics

Cara Cosmetics

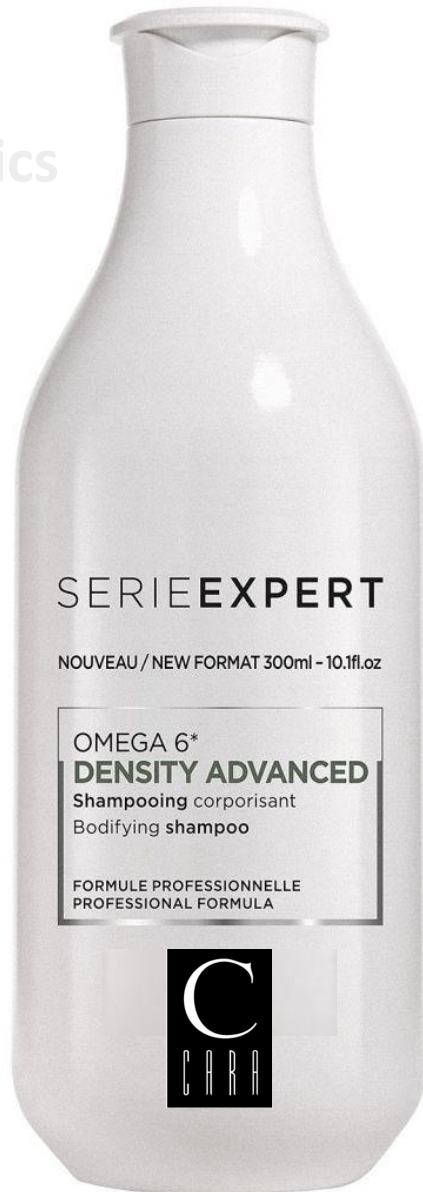
Cara Cosmetics



Cosmetics

Differentiation

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□ 100% natural ingredients

□ medical purpose

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□ conservative style

□ eco-friendly packaging

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Price



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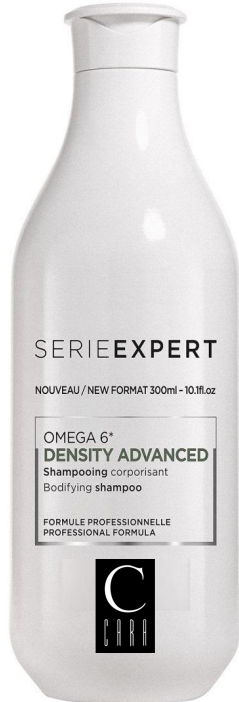
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□ 300 ml – 10\$

NICE
PRICES
FIXED

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□ 500 ml – 15\$

PRICES
AFFORDABLE

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Positioning

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Sale in
pharmacies



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Placement



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Pharmaci



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**Online
pharmacies:**

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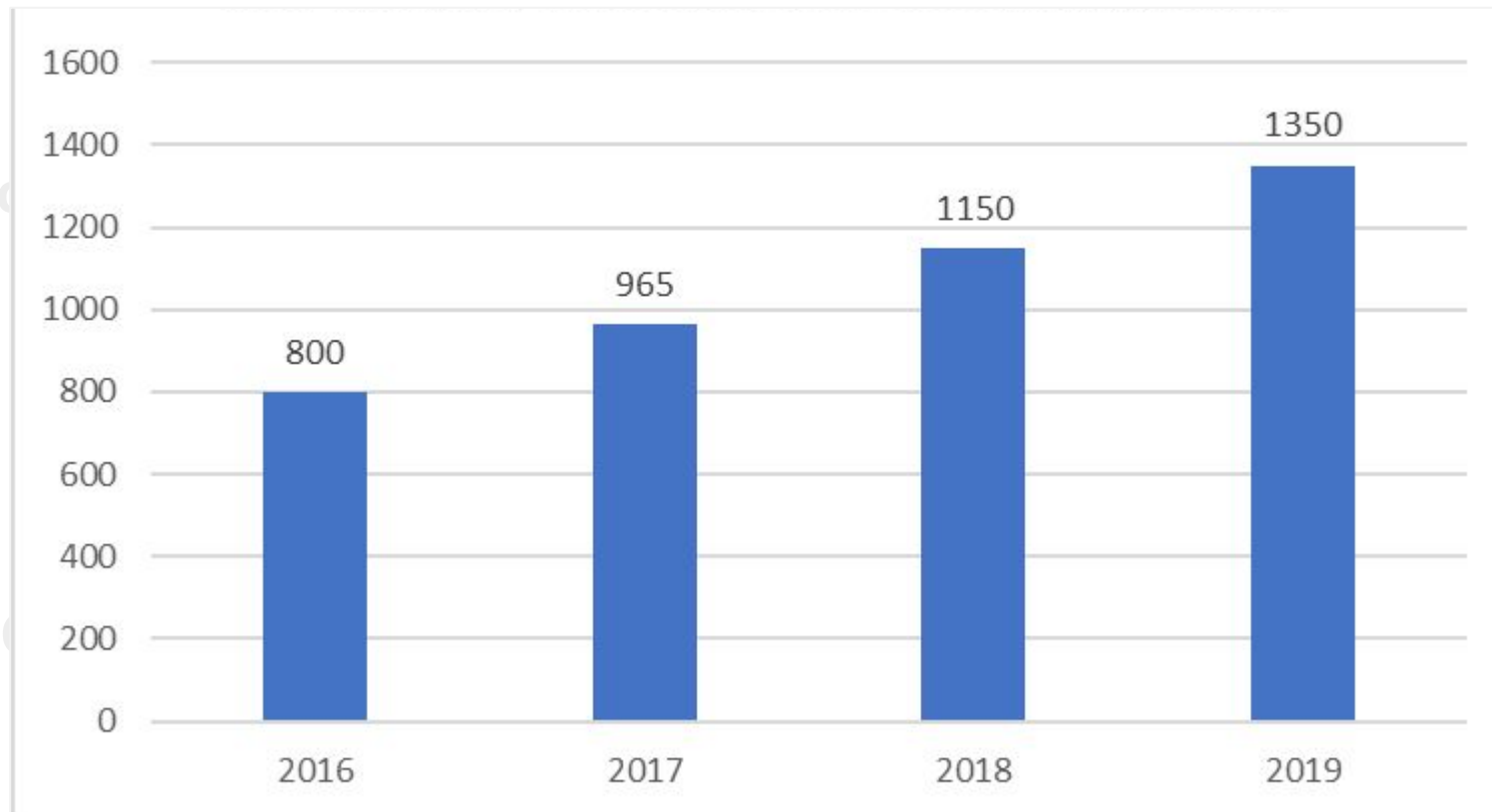
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Online trade



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The growth of Internet Commerce in 2016-2019 (billion rubles)



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Campaign

Cara Cosmetics



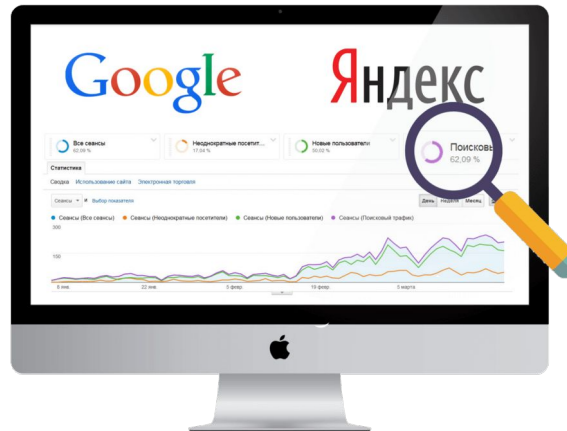
Billboard



Radi

o

Cara Cosmetics



Online advertising

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Cara Cosmetics

Cara Cosmetics Promotion



Sample

s

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Discount coupons

Cara Cosmetics



Racks with advertising products

Why our product?



Cara Cosmetics

☐ Effectiv

☐ Available
Cara Cosmetics

☐ Ingredients

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Cara Cosmetics

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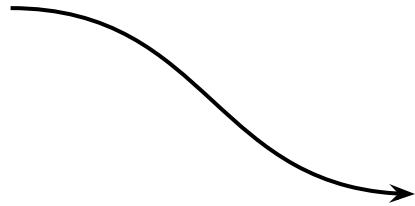
How to find us?



Cara Cosmetics



Instagram



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CARACOSMETICS.COM – Official site

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