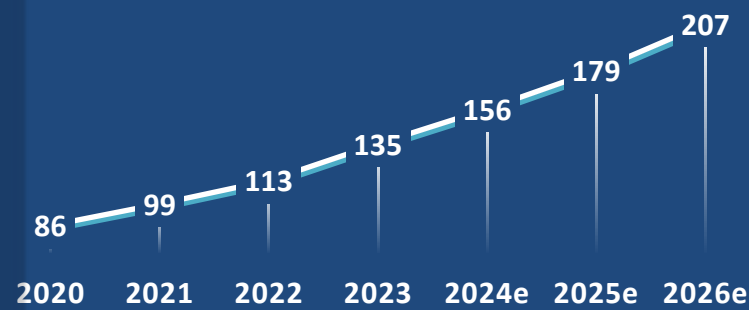


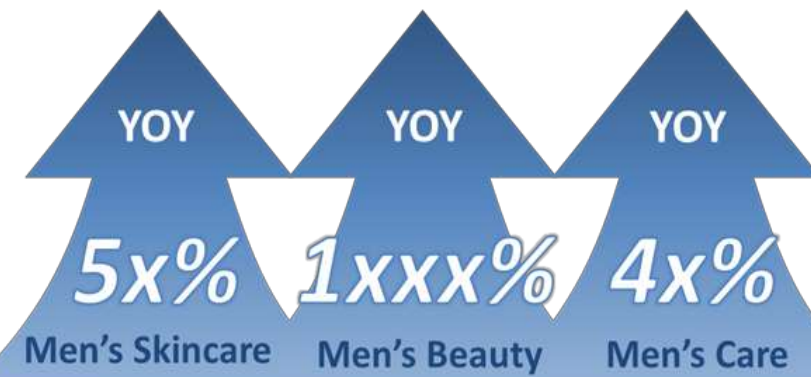
Market Analysis

Overview of Men's Skincare Market

SIZE AND FORECAST OF MEN'S SKIN CARE MARKET IN CHINA, 2019-2026

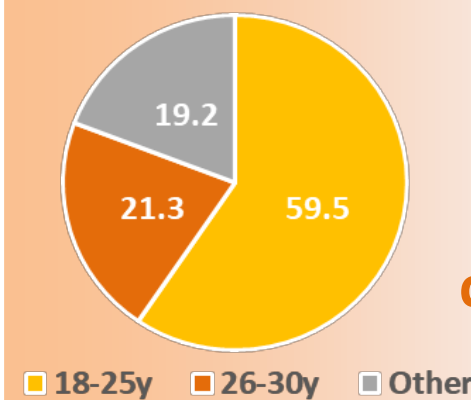


Trend of Buzz in Male Beauty Niche Market



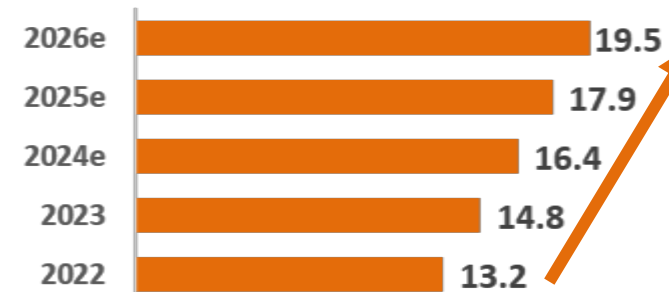
- Market has grown rapidly in recent years, with robust growth across all segments

Age ratio of Chinese male cosmetics consumers

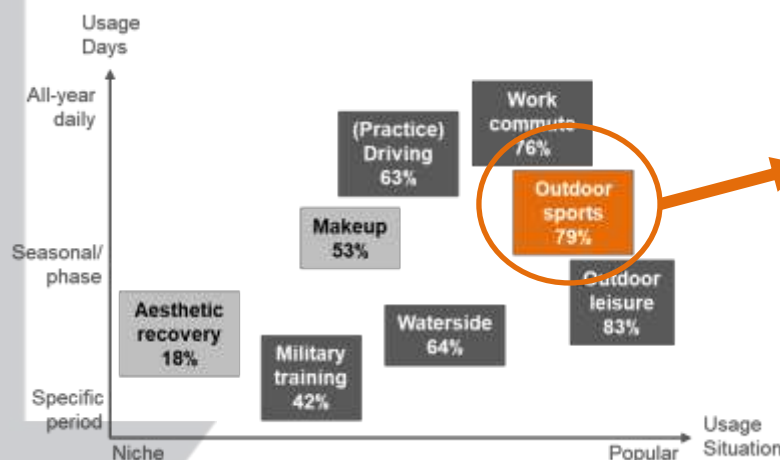


Men aged **18-30** are the **main consumer group**

Sun Protection Market Forecast



Sun protection market is on **steady growth**



Outdoor sports have become one of the main usage scenarios for sun protection

The Growth of Sports Market

In 2022, China's sports industry reached a total scale of **330.8 billion** yuan, marking a **5.9% increase**

33,008 billion

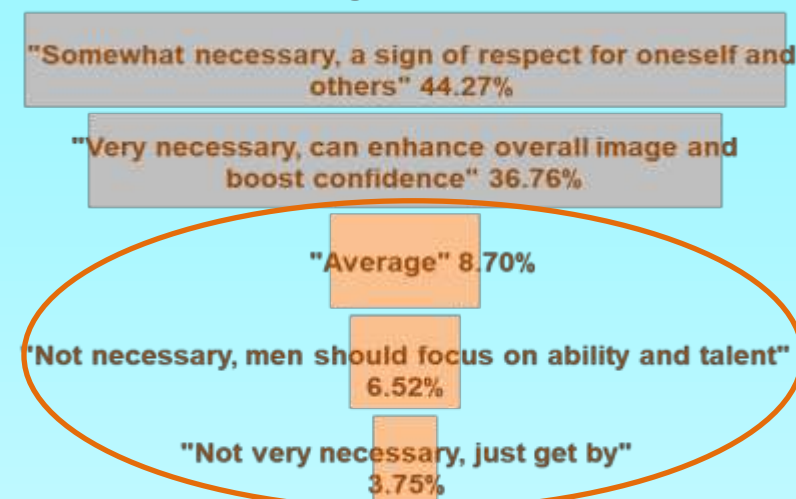
Among residents aged 7 and above, **37.2%** regularly exercise

37.2%

Pain Point

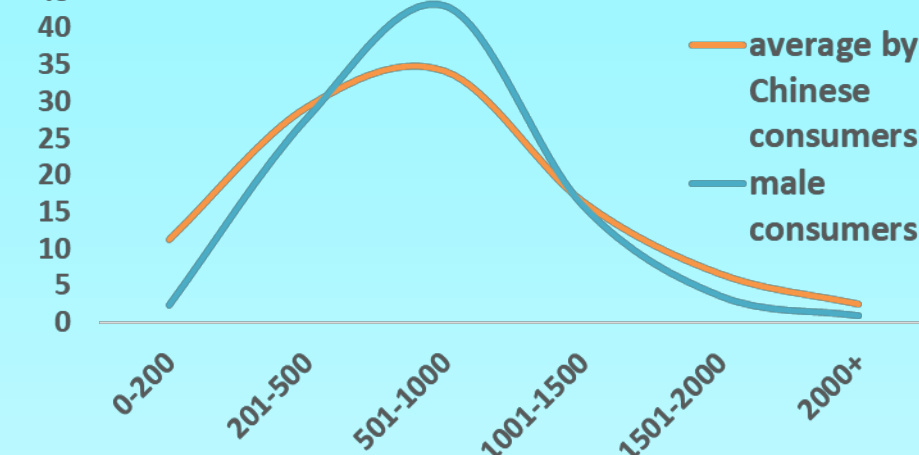
Sum: Hard to expand into lower - tier markets; weak R & D causes product homogenization; lack of consumer education and cognitive bias

Chinese consumers' views on male appearance management in 2024



- low skin care awareness→low usage and passive selection
- Social bias and embarrassment limit men's skin care demand

Consumer monthly average spending on cosmetics survey



- Relatively lower overall purchasing power;
- High price sensitivity.

Target Audience



Age: 18-30

Location: Primarily in first-tier and new first-tier cities

Lifestyle: Pursuing health and activeness, focusing on exercise and image, and loving outdoor activities with much sun exposure.

Consumer View:

Valuing practicality and cost-effectiveness. Reject greasiness and focus on ease of use. Favor products that are environmentally friendly, technologically advanced or in line with current trends.



Technical practices



Dynamic film forming

- The film-forming material contains **elastic polymers**, so that the film layer can **extend or contract** accordingly.
- Under conditions of **high temperature and excessive sweating**, the layer may increase its **water resistance** through hydrophobic structures.

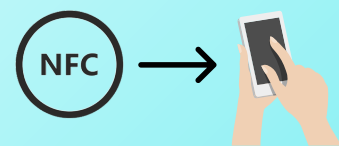
Skin Sense Optimisation

- The combination of **mineral and chemical sunscreens** balances effectiveness and longevity, with an **oil-absorbing powder** inside the capsule to reduce oil production.

Skin Benfits

- The addition of Centella Asiatica Extract or Ectoin alleviates barrier damage caused by sun + exercise.

Skin Genius



Hold your phone close to NFC to access the **sunscreen capsule personalisation planner**



Customise it to suit your functional needs!

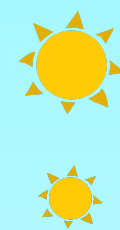


Recyclable practices



Product Design

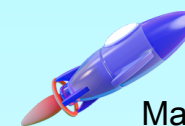
UV intensity



Shell Colour



Photochromic compounds fused to soft plastic surfaces



Made of **aircraft aluminium**, wrapped in **TPU soft rubber** material, lightweight and sturdy.

The darker the colour, the more you need to **touch up**

Ceramic bead coating reflects sunlight and reduces **internal temperature**

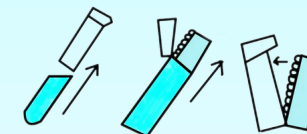


Built-in **NFC chip** in shell

Fill **five capsules** the **LED light** comes on automatically

Produce of Use

STEP 1 Fit Together



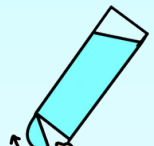
- Separate** the shell from the capsule holding compartment.
- Tear** the outer packaging of the capsule replacement cartridge.
- Pour** the capsule fit into the placement shell, and then fit the shell.

STEP 2 Touch- Up



- The capsule can be ejected by pressing on the arrow in the picture.
- Short press** to eject a **single capsule (daily reapplication)**.
 - long press** for 2 seconds to eject **3 capsules** in a row (**emergency full body coverage**, such as sudden sun exposure).

STEP 3 Capsule Recycling



When the capsule is used up, flatten it with your hands, then open the capsule recycling vessel at the bottom of the product and place it in the preservation. The capsule recycling dish can store approximately **five capsules** for short-term travelling needs.

Phase 1: T-3 Months to T+1 Month

Public Domain Promotion

Objective: Establish market awareness, generate buzz, and accumulate A1 and A2 audiences.

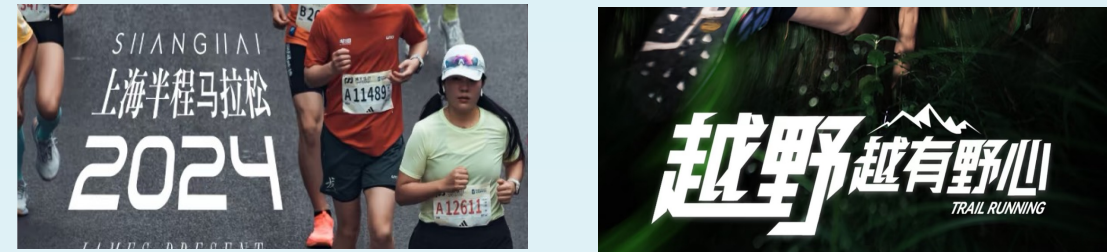
Event Co-branding & Sports IP Collaboration (High Exposure):

Partner Events (Aligned with Target Audience):

- Running events (Marathons, Trail Runs)
- Outdoor sports (Triathlons, Surfing, Mountaineering, Extreme Outdoor Sports)
- Urban sports events (Basketball, Soccer)



- Collaboration Methods:
- Official Sunscreen Partner: Set up customized **sunscreen stations** and provide **on-site samples**.
 - Lead to Private Domain: Distribute trial products and QR codes in participant kits.
 - Post-event social media engagement: **Athletes' feedback + UGC content** incentives.

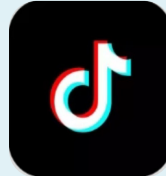


Co-branding Opportunities:

- Launch limited edition co-branded sunscreen with event organizers.
- Incorporate products into event prize pools.

KOL Marketing & Social Media Communication (Deep Engagement):

- Collaborate with outdoor sports KOLs/professional athletes (e.g., triathletes, skiers, cycling enthusiasts):
- Sunscreen Effect Challenge: Outdoor sports scenarios.
- Comparative experiment videos.



Phase 2: T+1 to T+3 Months

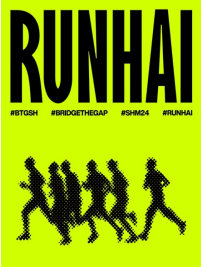
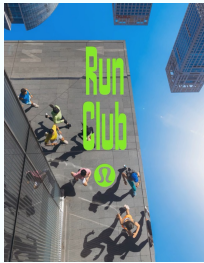
Private Domain Operations

Objective: Precision marketing to build trust and convert A3 and A4 audiences.

Club/Community Collaborations (Accurate Targeting):

Deep integration with clubs and sports communities:

- Collaborate with **club coaches/KOCs** to launch "Sunscreen + Sports Gear" packages.
- Set up **sunscreen trial stations**, offer free samples + QR code to join groups for full-size discounts.



- Sports Coach Partnership Mechanism:
- Short-term incentives: Direct **commission rewards** — exclusive discount codes + sales commission, rewards for new customer acquisition.
 - Long-term binding: **VIP identity** benefits.
 - Product placement in coaching sessions.

- Membership System + Community Expansion:
- From outside to inside: Integrate with **sports apps** (e.g., Xingzhe, Two Steps) to create a point system — users can exchange exercise logs for product trials or discounts.
 - From inside to outside: Product purchasers can join the brand membership and enjoy exclusive **"Outdoor Special Discounts."**
 - Viral growth: "Refer friends to receive sunscreen trial products" campaign.

- Building Brand-Owned Communities:
- Provide regular **outdoor sports tips + skin care** guidance.
 - Leverage AIGC (e.g., AI skin analysis) to offer **personalized skincare advice**.

Phase 3: T+3 to T+6 Months

Second Public Domain Boost

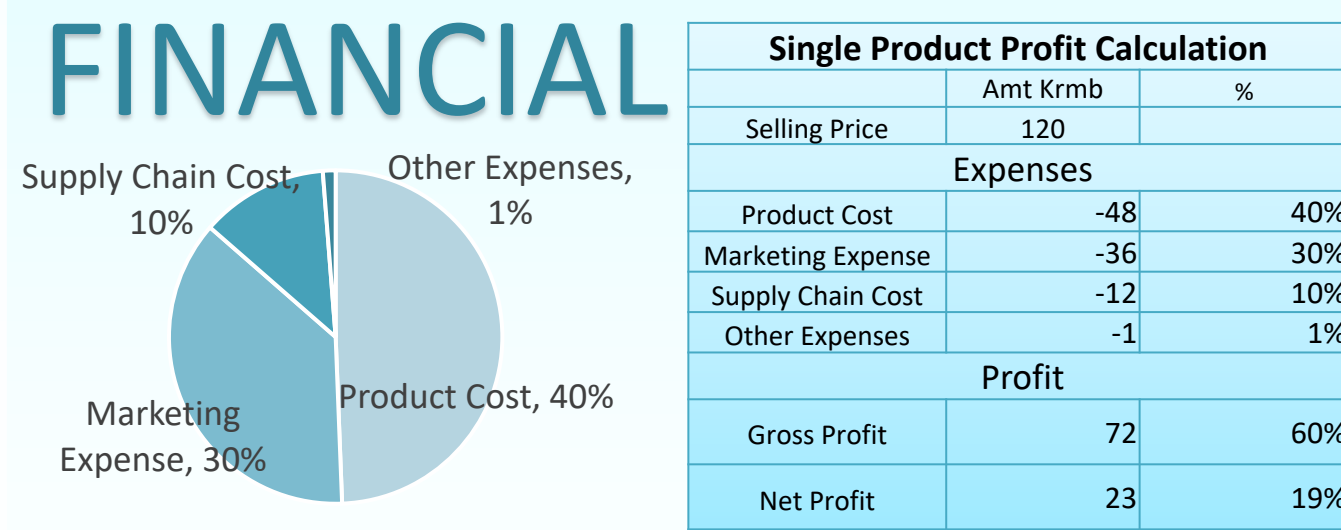
Objective: Strengthen brand perception, expand A1 and A2 audiences, and upgrade A3 and A4 audiences.

Cross-industry Collaboration with Sports Brands (Integrated Marketing):

- Collaborate with **sports brands** to launch sun-protective gear: Nike running hats + sunscreen capsule packs.
- Launch **limited-edition co-branded sunscreens**: “Outdoor Brand X Sunscreen” collaborative editions.
- Offer "Sports + Sunscreen" bundled sales: Include products in outdoor gear packages



- Repurchase Incentives & User Story Marketing:
- Launch **customized sunscreen sets** : specific to different sports scenarios.
 - Collect **UGC content** and create “authentic athlete feedback” videos to strengthen brand credibility.



Marketing Budget Breakdown				
Channel	GMV	Marketing Spend	CPA	ROI
Public Domain	8,400,000	-2,520,000	42	1.67
Private Domain	3,600,000	-1,080,000	27	2.11
Total	12,000,000	-3,600,000	36	1.89