



CHAMOGELO



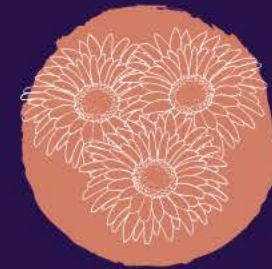
"WE STRIVE FOR HAPPINESS, WHILST
ACHIEVING CLEANLINESS."



Happiness



Calming



Nourishing



WHY US?

CHAMÓGELO© is the Greek word for SMILE.

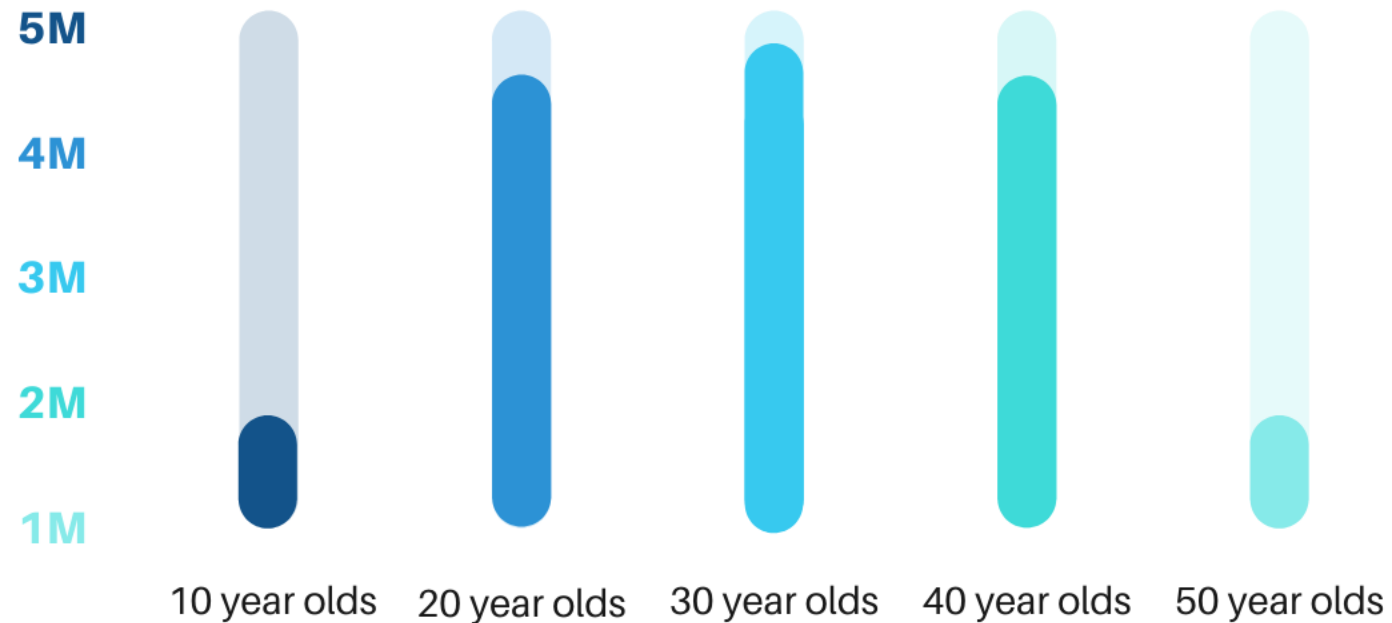
We wanted to highlight the importance of spreading happiness with our soap.

For much of us today, life appears to move at a frequently busy speed. While the tension of everyday life boosts, personal time is at a minimum. Our essential oil blend handmade bar of soap is an easy extravagance that fosters a feeling of relaxation and being spoiled. Treat yourself or somebody you enjoy the advantages of handcrafted soap!

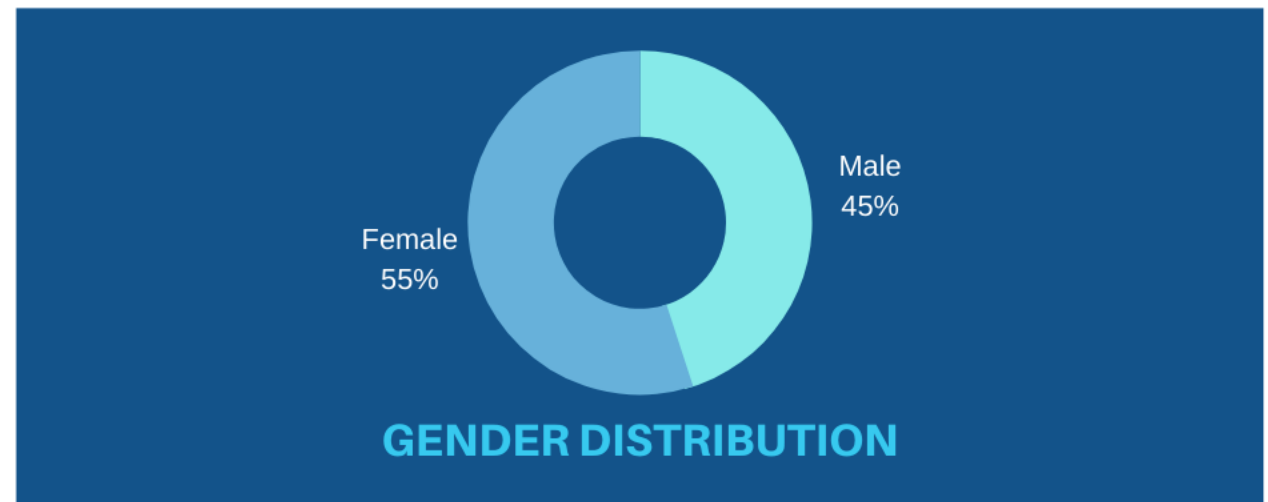


Research says,

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310009604&pickMembers%5B0%5D=1.1&pickMembers%5B1%5D=3.2&pickMembers%5B2%5D=4.5>



Younger Canadians (56%) are much more likely than middle aged (44%) or older (20%) Canadians to say they feel more stress compared with 5 years ago.





our recipe

AVOCADO OIL

GHEE

OLIVE OIL

CRISCO OIL

SUNFLOWER OIL

COCONUT OIL

GRAPE SEED OIL

SOAP GLITTER

ESSENTIAL OIL:

- lavender
- lemon
- orange

SOAP SPRINKLES



Our Essential Oil Blend

LAVENDER

Lavender is known to relieve nervous energy. It is ultra soothing for skin with a therapeutic scent.

LEMON

It is gentle on the skin and helps maintain the proper balance of the skin's natural oils. The soap helps to give the skin an even tone.

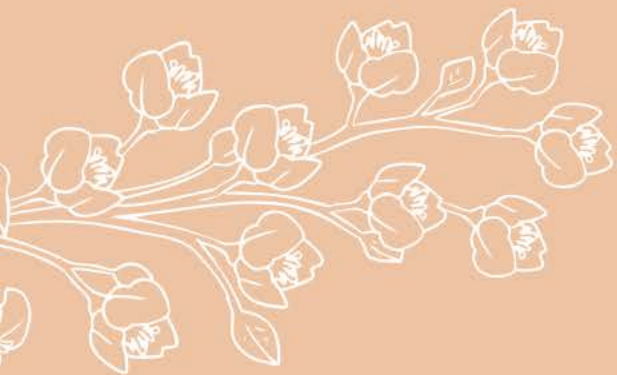
ORANGE

Orange essential oil is known for maintaining the health, appearance, and texture of skin by promoting clarity, radiance, and smoothness

90%

**BEAUTY COMPANIES USE
LAVENDER**





The Properties of Chamogelo



CREAMY LATHER

The creamy property is included within all the oils used in Chamogelo.

target range:
32.0

BUBBLY LATHER

The bubbly lather comes mostly from coconut oil, with ghee contributing to the property slightly.

target range:
30.0

CONDITIONING

Conditioning is also a property of all of the oils used, with a large amount of it coming from avocado oil and grapeseed oil.

target range:
52.0

HARDNESS

The soap's hardness comes largely from the coconut oil.

target range:
41.5

CLEANSING

The cleansing aspect also comes mostly from the coconut oil.

target range:
17.0

CHAMOGELO

Our Additives

I

ESSENTIAL OIL

The fragrance will provide our customers that refreshing and replenishing feeling after using CHAMOGELO.

2

SOAP COLORING

The vibrant colours in the soap can accentuate the liveliness of the soap.

3

SOAP SPRINKLES

These sprinkles will be used to emanate a positive attitude and a joyful spirit.

4

SOAP GLITTER

A little bit of glitter can add some fun.

HOW TO USE OUR SOAP?



STEP 1: SNIFF AND TEST

WE HAVE INCORPORATED IN OUR PACKAGING A HOLE FOR OUR CUSTOMERS TO HAVE AN OPPORTUNITY TO SMELL OUR SOAP.

STEP 2: SLIDE AND REVEAL

WE ALLOW OUR CUSTOMERS TO INTERACT WITH OUR SOAP AND HENCE SLIDING OUR PACKAGING AND BEING SURPRISED BY THE BURST OF COLOR IS WHAT WE DESIRE.

STEP 3: SMILE AND WASH

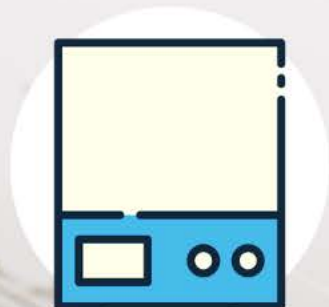
WE OVERALL ENCOURAGE OUR CUSTOMERS TO SMILE WHILE USING CHAMOGELO.

OUR PROCESS

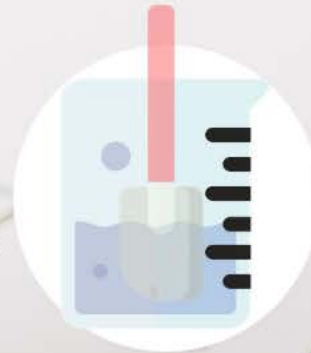
Our manufacturing process is backed up with an intensive research on existing recipes and our personal additions to create, CHAMOGELO.



**Gathered our
Ingredients**



**Measured our
Ingredients**



Mixed our Oils



**Heat up our
Ingredients**



**Mixed our Lye-
Water and Oils**



**Incorporated
our additives**



**Poured in the
molds**

Packaging Design



OUR LOGO

Our logo was inspired by the Lotus flower. Which symbolizes as the purity of body and mind while rooted in the mud

LAVENDER AND ORANGE

The essential oil we used consists of lavender and orange.

MADE WITH CARE

We want our user to know our soap was proudly made by us with love and care.

SCENT TESTING

To let our customers to test the scent before purchase.

Our Price and Our Promotion

WILL IT BE WORTH YOUR MONEY?

CHAMOGELO IS WITHIN THE MID-RANGE MARKET
AND THEREFORE, WE WILL BE SELLING OUR SOAPS
FOR:

\$4.50

PER 81G

\$5.90

PER 117G

- **Not only will our customers get an aromatic handmade bar of soap, but it will come with a multi-purpose packaging. Our customers can use it as a bookmark, or even a storage for their miscellaneous items.**
- **Furthermore, they will be able to take a FREE picture in our photo-booth, and this will further reach out to many more people in our target market.**

*Thank you
for listening.*

Sincerley,
CHAMOGELO