

FINAL PROJECT

GLOBAL BRAND DEVELOPMENT STRATEGY

New Zealand Market Analysis

CODEX LABS



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EXECUTIVE SUMMARY



Overview

This project explores the international expansion of **Codex Labs**, a U.S.-based biotech skincare company known for its clinically proven, microbiome-focused formulations. The goal is to assess the brand's strategic opportunity to enter the **New Zealand beauty market**, emphasizing alignment with consumer values and market potential.

Why

- **Market Alignment:** New Zealand consumers demonstrate strong interest in **clean, sustainable, and science-driven beauty**, reflecting Codex Labs' brand DNA
- **White-Space Opportunity:** The market lacks **biotech-based skincare** options that combine clinical efficacy with natural ingredients—an opening for Codex Labs to lead
- **Cultural & Environmental Fit:** New Zealand's emphasis on **eco-friendly sourcing and transparency** complements Codex's sustainability and biotechnology ethos
- **Regional Gateway:** Expansion provides a pathway into the broader **Asia-Pacific clean-beauty market**, leveraging New Zealand's high digital engagement and beauty innovation culture



BRAND OVERVIEW

Brand Profile & Positioning

- U.S.-based biotech skincare brand founded in **2018** by **Dr. Barbara Paldus**, a **Stanford-trained** scientist and biotech entrepreneur.
- The brand **merges biotechnology, dermatology, and natural ingredients** to create clinically proven, microbiome-friendly skincare that supports skin health at a cellular level
- Its philosophy is rooted in the “**Skin-Gut-Brain-Biome connection**” emphasizing how internal health and external environment influence skin balance

Distribution: Primarily DTC via CodexLabs.com; selective retailers such as Ulta Beauty (online) and Dermoï (U.K.); global shipping available

- Codex Labs also offers supplements, DNA skin tests, and tele-dermatology services
 - bridging beauty, wellness, and biotech innovation
- **Brand Identity:** Positioned as a “clinical-clean” alternative
 - combining the credibility of medical skincare with the sustainability and ethics of clean beauty



Core collections address targeted skin concerns:



BIA Collection:
Hydration + Barrier Repair



ANTÜ Collection:
Redness + Irritation Relief



SHAANT Collection:
Oil + Acne Control

Size & Growth

- **Estimated annual revenue:** ~US \$1.8 million (2025)
- 19 employees; positioned as a niche premium innovator rather than a mass brand

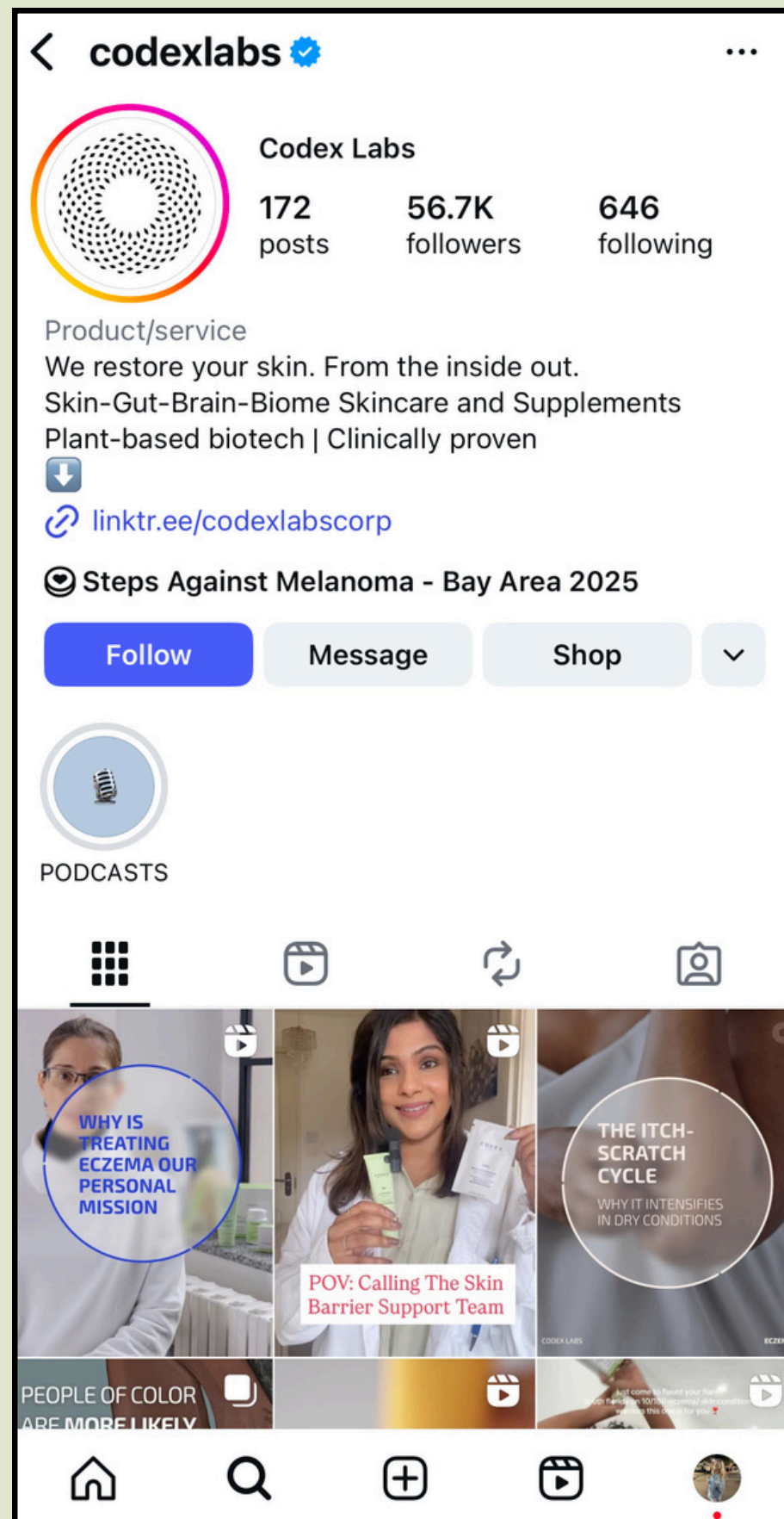
Clean/biotech
skincare category
projected ~12%
CAGR (2023-2030)

Reported 300% YoY
growth in early expansion
years, driven by
microbiome science
positioning

European sales
have grown roughly
600% YoY

Codex global sales
are projected to
increase up to
500% in 2026

Social Media Overview



- **Instagram** (@codexlabs): ~57K followers
 - science-education and ingredient-storytelling focus
- **Regional accounts** (@codexlabs.cs ≈ 8K followers)
 - extend European reach
- **Consistent tone of voice:** transparent, clinical, eco-conscious
- **Content themes**
 - Educational storytelling around the skin-gut-brain-biome concept
 - Before/after user testimonials and product highlight reels
 - Influencer / user-generated content featuring micro-influencers with niche skin concerns (eczema, rosacea, acne)



CONSUMER PROFILE

Current U.S. Consumer Overview

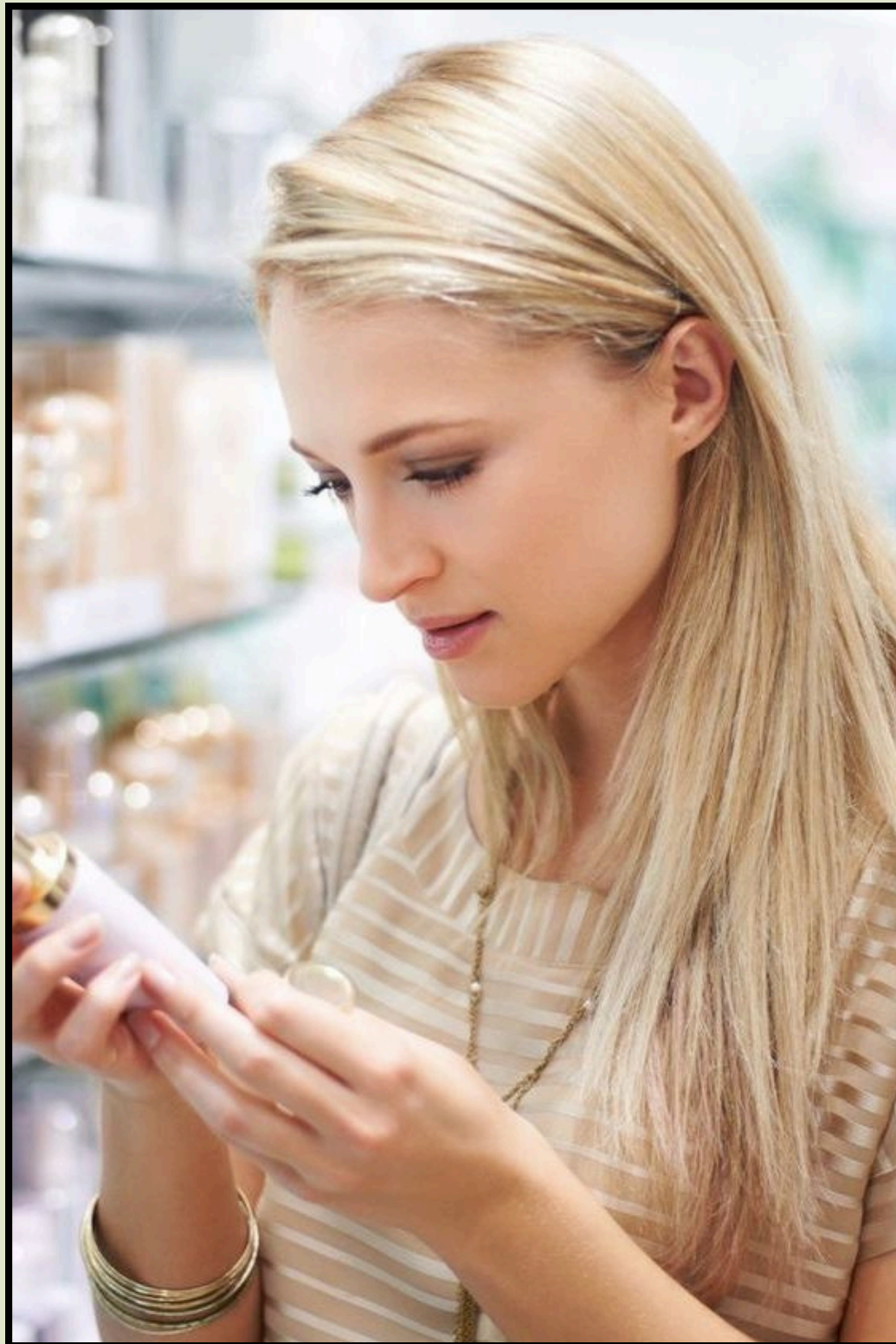
Codex Labs' U.S. consumer base consists primarily of educated, ingredient-conscious skincare users who value scientific validation and sustainability.



- **Demographics:** Women and men ages 25–45, mid- to high-income, urban/suburban professionals
- **Psychographics:** Health- and eco-minded; seek efficacy with ethics — prefer biotech-driven or dermatologist-approved skincare
- **Behavior:** Purchase through DTC websites, specialty beauty retailers, and clean-beauty platforms. Engage deeply with ingredient transparency, clinical data, and brand storytelling
- **Motivations:** Improving skin barrier health, reducing inflammation/acne/rosacea, and using data-backed beauty products that align with wellness lifestyles

CONSUMER PROFILE

Target Consumer for New Zealand



THE CLINICAL SEEKER

- Ages 25–40, gender-neutral, educated, and digitally engaged
- Values clinical efficacy + clean ingredients
- Manages sensitive, acne- or redness-prone skin
- Researches ingredients, follows dermatology content, trusts data-backed results
- Seeks science-driven yet sustainable skincare solutions
- Drawn to Codex Labs' biotech precision, efficacy panels, and eco-certifications
- Represents the shift in NZ from natural → clinical-clean beauty



CODEx
LABS™

Pricing Recommendations & Logic

- **Moisturizer:** Raise pricing by 8–10% from the U.S. line to position Codex Labs as a premium biotech skincare leader in New Zealand's clean-beauty space and to reinforce its clinical credibility
- **Cleanser:** Maintain current U.S. pricing to offer approachability and trial appeal, encouraging first-time consumers to experience Codex's science-backed formulations
- **Facial Oil:** Lower pricing by 5% from the U.S. line to improve market entry and competitive stance against high-end local leaders such as Emma Lewisham, while preserving Codex's prestige view

NZ PRICING



Antü Brightening Moisturizer

\$115 NZD

\$69 USD



Bia Exfoliating Cleanser

\$75 NZD

\$45 USD



Bia Nourishing Facial Oil

\$140 NZD

\$85 USD

NZ PRICING



Antü Brightening Moisturizer

\$115 NZD
\$69 USD



pricing & positioning											
	US	Brazil		US	Brazil		US	Brazil		US	Brazil
PRICE	\$24	R\$240	PRICE	\$34	R\$325	PRICE	\$29	R\$300	PRICE	\$28	R\$280
ML	275ml	275ml	ML	250ml	250ml	ML	200ml	200ml	ML	50ml	50ml
PRICE PER ML	\$0.09	R\$0.87	PRICE PER ML	\$0.14	R\$1.30	PRICE PER ML	\$0.15	R\$1.50	PRICE PER ML	\$0.56	R\$5.60
+44%			+42%			+46%			+44%		

Bia Exfoliating Cleanser

\$75 NZD
\$45 USD



Bia Nourishing Facial Oil

\$140 NZD
\$85 USD

MARKET OPPORTUNITY



Financial Opportunity

- The premium clean-beauty segment accounts for **~35% of total skincare sales** (~USD 165 million)
- Codex Labs **targets a 2% share** of this segment within three years → ~USD 3.3 million potential annual revenue by 2028

Year	Distribution Focus	Projected Revenue (USD)	Key Growth Drivers
Year 1 – Launch	DTC + Mecca Beauty online	\$450K	Brand awareness + education marketing
Year 2 – Expansion	Add Farmers Dept. Store + boutiques	\$850K	Retail placement + local influencer campaigns
Year 3 – Scale	Dermatology clinics + wellness retail	\$1.2M – \$1.5M	New product SKUs + strong repeat purchase rates

Metric	Year 1	Year 2	Year 3
Gross Margin	58%	60%	62%
Net Profit	\$68K	\$145K	\$250K – \$300K
ROI	—	+90%	+230%

- **Gross Margin:** ≈ 60% (DTC) | ≈ 45% (retail)
- **Operating Expenses:** Digital marketing (~15%), freight & import (~10%), partnership fees (~5%)
- **Net Profit Margin target:** 15–20% by Year 3 as brand awareness reduces marketing cost per acquisition

PRODUCT OPPORTUNITY



Codex Labs will launch a curated “Core Three” skincare lineup from its global portfolio to build immediate awareness around biotech efficacy, microbiome care, and clean formulation integrity.



Antü Brightening
Moisturizer



Bia Exfoliating
Cleanser



Bia Nourishing
Facial Oil

- Bridges “**natural**” and “**clinical-clean**”
 - aligns with NZ’s shift toward science-backed skincare
- Formulas **suit NZ’s climate**: support skin exposed to UV, wind, and salt air
- **Targets key local concerns**: dryness, sensitivity, redness, and breakouts
- Each collection includes cleanser, serum, and moisturizer to build **full routine** adoption
- **Sustainably packaged in recyclable materials** with clean, minimalist design

PRODUCT ADAPTATIONS



Whakamārama → to brighten or illuminate
Whakamākūkū → to hydrate or moisturize



“Huhinuhinu” is a Māori word that translates roughly to “smooth,” “shiny,” or “lustrous”



“Hīnu-ā-Kanohi” → literally “oil for the face”
“Whākapāneekā” → relates to “nourish, enrich, or rejuvenate”

Packaging Adaptations

- Recycled ocean-plastic tubes to emphasize sustainability
- Dual English/Māori labeling to honor local culture
- Soft pastel palette inspired by NZ flora and sea tones

Formulation Tweaks

- Added SPF compatibility + antioxidants for harsh UV exposure
- Richer hydration profiles to protect against wind and salt air

NEW PRODUCT LAUNCH

ANTŪ Ocean Essence Mist



Category:

Hydrating + Protective Face Mist (Biotech + Clean Beauty Hybrid)

Premium clinical-clean

Product Concept:

A biotech-infused hydration mist formulated to protect and rebalance skin exposed to New Zealand's coastal climate. It blends Codex's microbiome technology with native marine and botanical extracts, bridging the brand's science-meets-nature DNA

Ingredient Story

- Kelp Bio-Ferment: Strengthens the skin barrier and locks in moisture
- Mamaku Black Fern: Boosts cell renewal and elasticity
- Harakeke (NZ Flax) Gel: Hydrates and soothes wind- and sun-exposed skin
- Codex Microbiome Complex™: Balances skin flora and reduces irritation
- Marine Antioxidants + Vitamin E: Protect against UV and pollution damage



\$80 NZD / \$50 USD

NEW PRODUCT OPPORTUNITY

Why it Will Succeed in New Zealand



Wai = water

Paru = essence, sediment, or richness

o te Moana = of the sea

“Wai Paru-o-te-Moana” translates poetically to “Essence of the Sea” or “Rich waters of the ocean”

“Science from the Sea”

Where biotech precision meets New Zealand’s natural resilience

- **Climate-Fit:** Protects skin from NZ’s high UV, wind, and salt exposure
- **Clean Beauty Demand:** 74 % of consumers favor sustainable, natural skincare
- **Cultural Relevance:** Uses Māori botanicals (Mamaku, Harakeke) with bilingual packaging
- **Multi-Use Appeal:** Works as a mist, toner, and setting spray for minimal routines
- **Sustainable Design:** Recycled ocean-plastic packaging in soft sea-inspired tones



PRODUCT *Financial Opportunity* ASSORTMENT

- The premium clean-beauty segment accounts for ~35 % of total skincare sales (~USD 165 million).
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CAMPAIGN OVERVIEW

Financial Opportunity

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ATTRACT

Financial Opportunity

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INFLUENCERS (2)

Financial Opportunity

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ENGAGE

Financial Opportunity

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RETAIN

Financial Opportunity

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MECCA NZ E-COMMERCE

Financial Opportunity

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INSTAGRAM POST

Financial Opportunity

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LOCALIZED ACTIVATION

Financial Opportunity

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LAUNCH TEASER VIDEO

Financial Opportunity

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SOURCES

Financial Opportunity

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MARKET OPPORTUNITY

Financial Opportunity

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