



URBAN
Poppy

NEW PRODUCT LAUNCH

BEAU330 | SPRING 2025 | AVERY MYTTY | FELIECE FLOYD

AGENDA

<i>Urban Poppy</i>	<i>Market Overview</i>	<i>Blush & Lip Tint</i>	<i>Data</i>
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URBAN POPPY'S RECAP

- ✿ Urban Poppy is a Savannah-based floral and lifestyle boutique founded in 2010 by Anissa Manzo.
- ✿ The first storefront opened in 2012 on Abercorn Street, blending Anissa's love for flowers and interior design.
- ✿ In 2020, despite the challenges of the COVID-19 pandemic, Urban Poppy expanded to the Plant Riverside District.
- ✿ Anissa Manzo continues to lead the business, curating its offerings and overseeing its operations.

CORE VALUES

Creativity

Emphasize unique, handcrafted designs that reflect the beauty of nature

Community

Collaborate with local growers and artists to support the local economy and foster community ties

Sustainability

Promote eco-friendly practices using seasonal blooms and sustainable ingredients

Education

Offers workshops and classes to educate customers about floral design

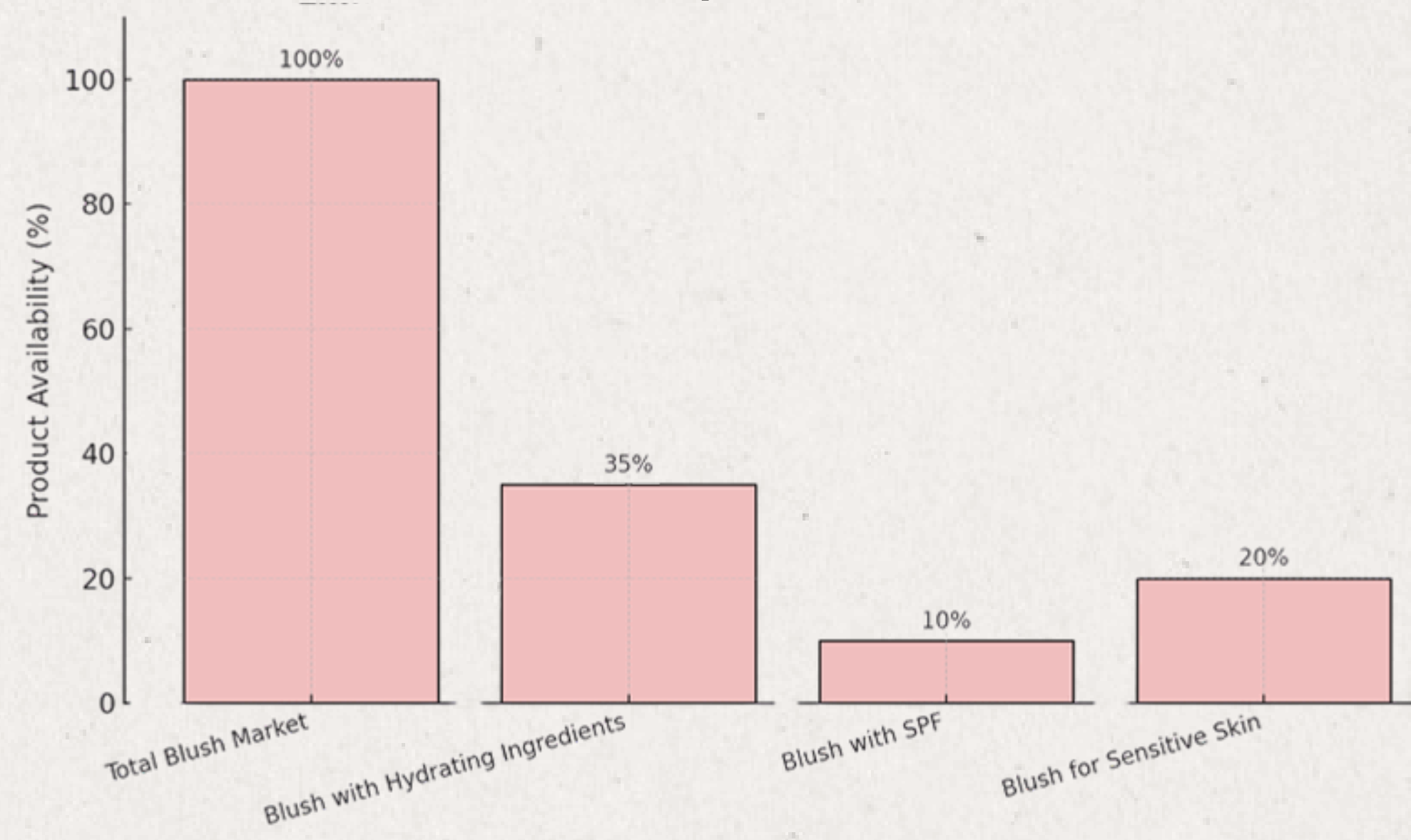


WHITESPACE IDENTIFICATION

Cheek + Lip Products with Skincare Benefits

- **Skincare-Infused Formulas:** Add hyaluronic acid, niacinamide, ceramides, or SPF
- **Clean + Dermatologist-Tested Claims:** Consumers want safety and performance, especially in sensitive areas
- **Soothing & Hydrating:** Focus on dry skin solutions with balmy, creamy textures and barrier-boosting benefits
- **Market Gap:** Limited options currently cater to the skincare-first makeup user

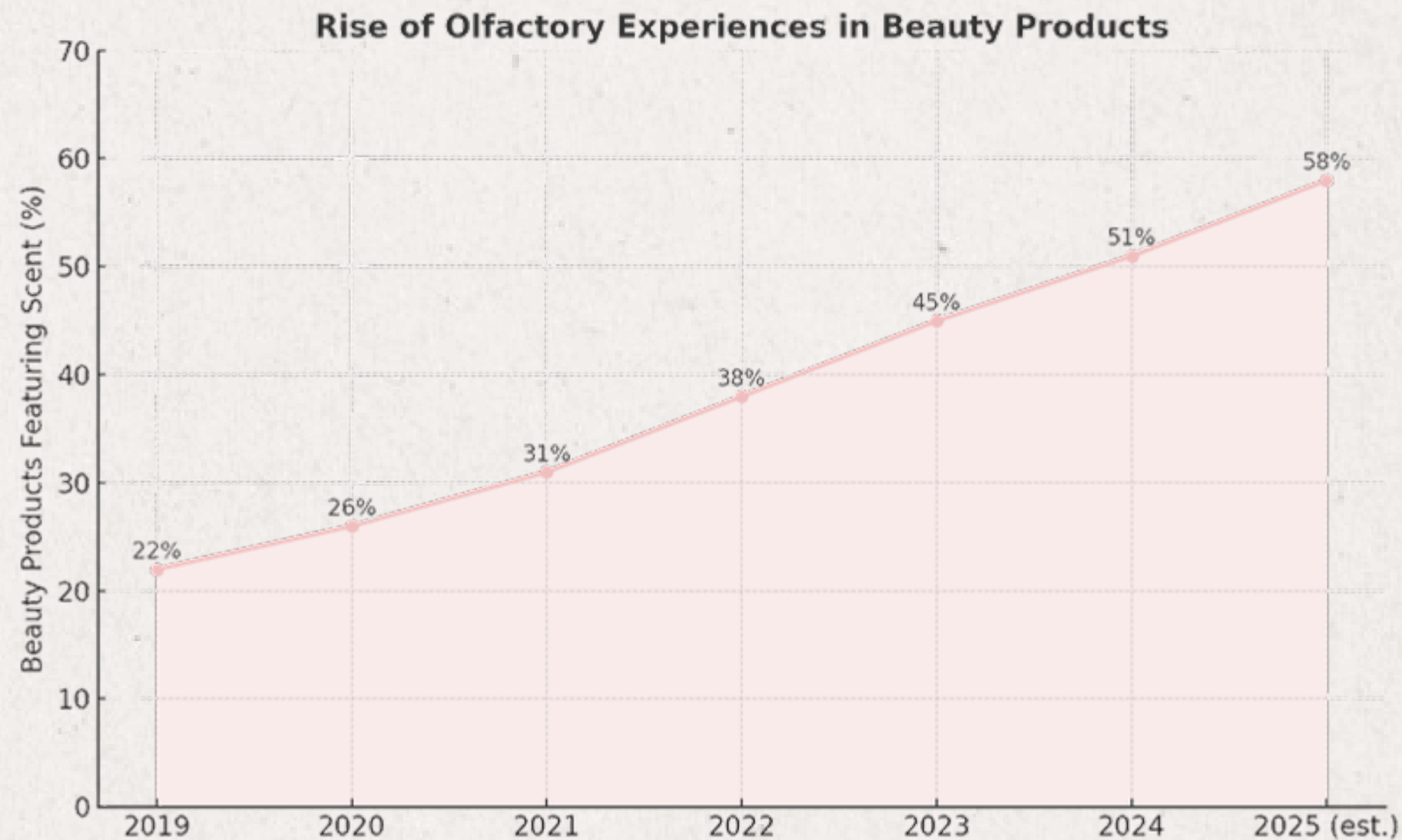
Limited Blush Options in the Blush Market



WHITESPACE IDENTIFICATION

Cheek + Lip Products with an Olfactory Experience

- Scent is **underutilized** in cheek/lip makeup
- Consumers increasingly **seek sensorial** and **emotional** beauty rituals
- Subtle scents can **enhance** daily application experience
- **Align** scent with product mood or effect: calming, energizing, comforting
- Opportunity to **pair fragrance with color + skincare** for a full ritual moment



THE BLOOMING GARDEN



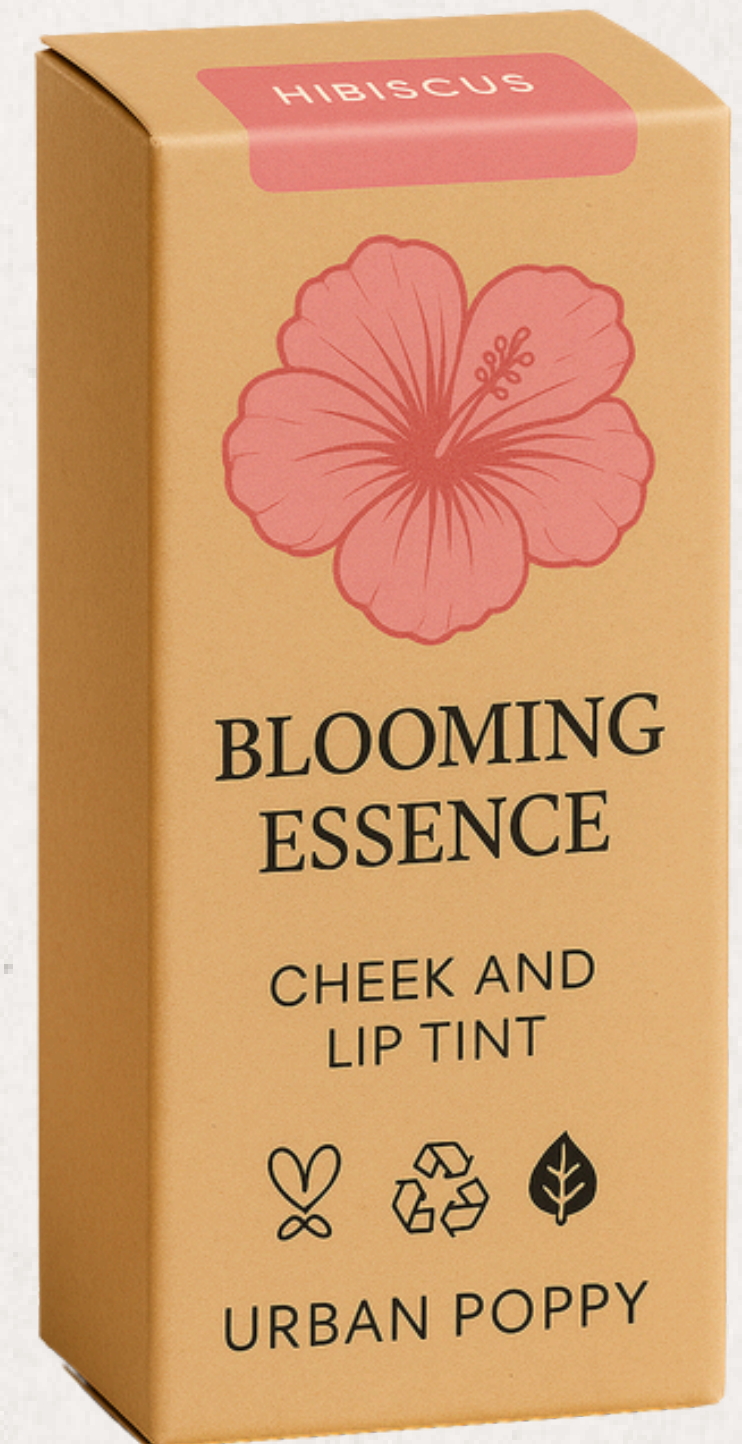
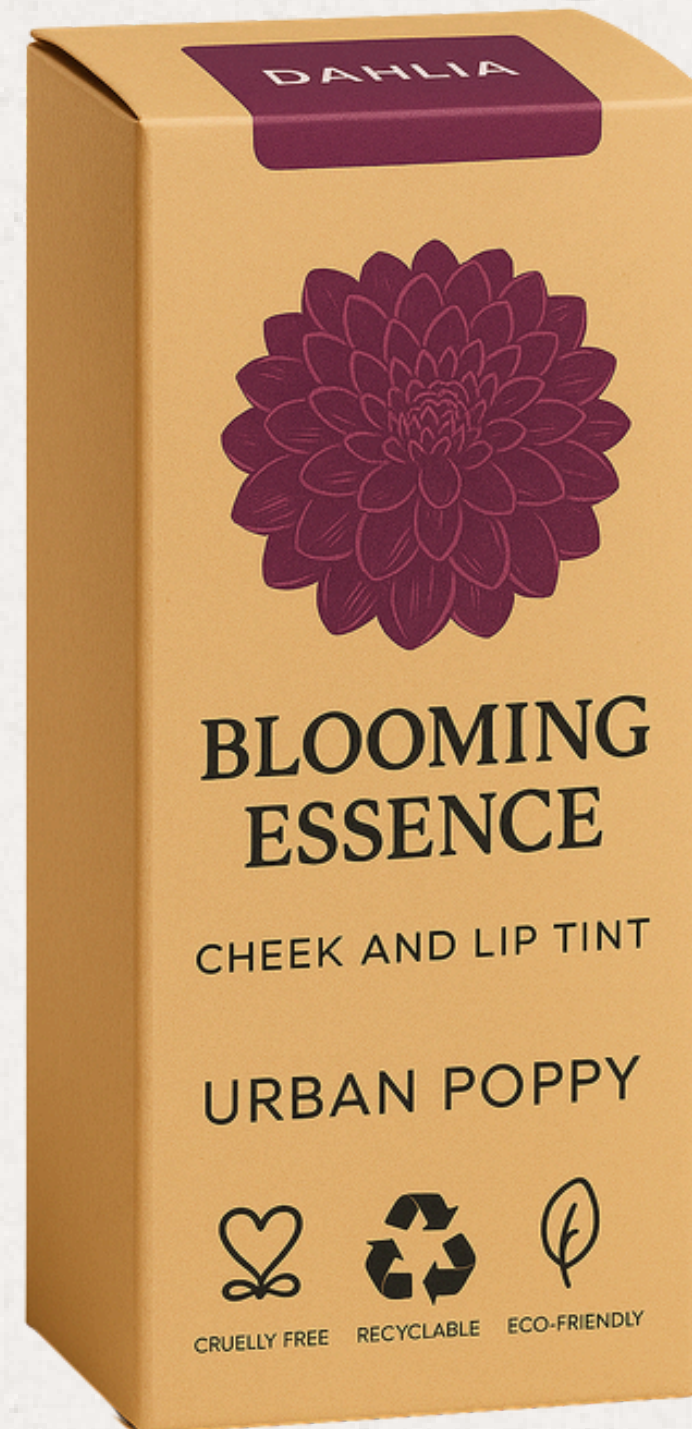
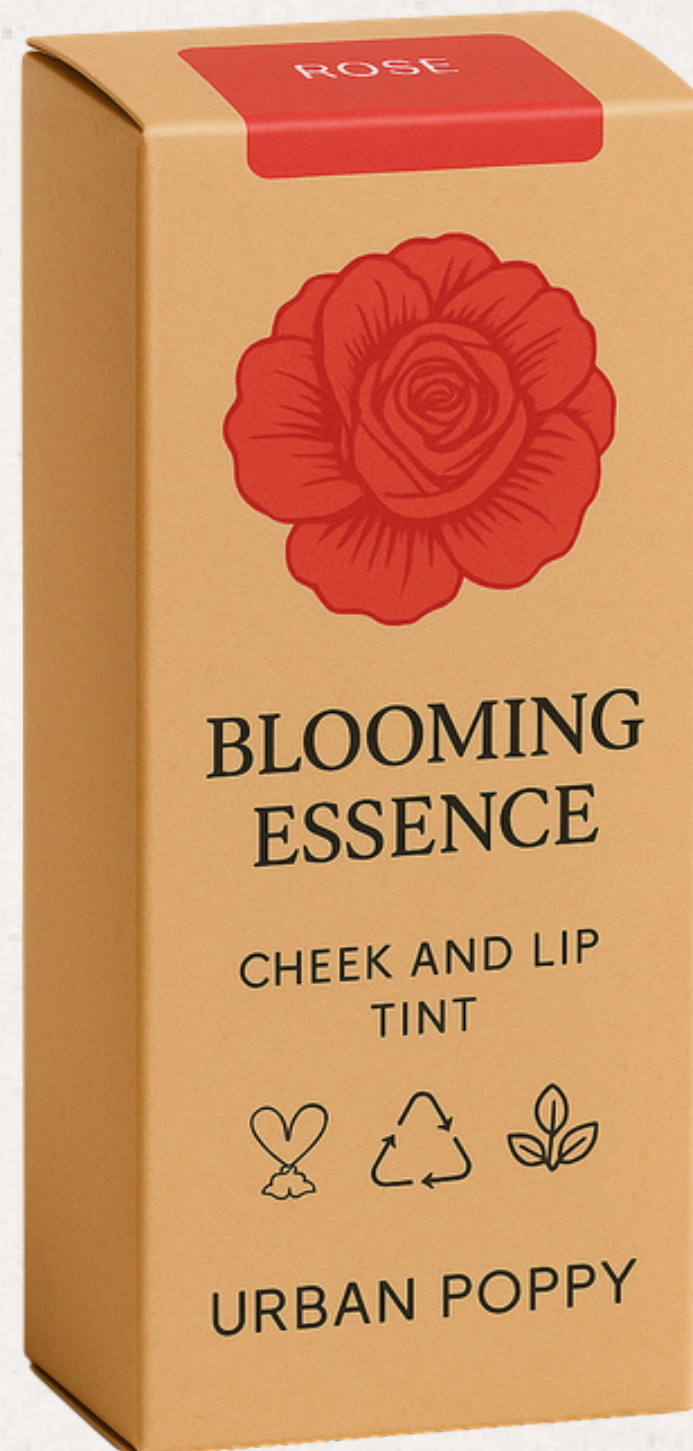
Rose

Dahlia

Safflower

Hibiscus

SECONDARY PACKAGING



BOOSTING SALES

-  Deepen Urban Poppy's authority in clean beauty
-  Resonates with Urban Poppy's brand identity rooted in flora, seasonality, and natural charm
-  Evokes floral storytelling, enhancing in-store and online shelf appeal
-  Appeals to both aesthetic minimalists and sustainability-driven buyers

NEW CONSUMERS

-  Captures Gen Z and Millennial Beauty Habits
-  Younger consumers favor hybrid skincare-makeup products
-  Appeals to both aesthetic minimalists and sustainability-driven buyers
-  Aligns with bridal, baby shower, or Mother's Day themes

CONSUMER PROFILE



Lila Emerson, 33

Demographics

- Location: Savannah, GA
- Occupation: Boutique creative entrepreneur
- Income Level: \$60–90K/year
- Lifestyle: Prioritizes work-life balance, nature walks, and artisanal markets

Beauty Behavior

- Routine: Uses tinted balms, dewy cheek stains, and SPF-infused skin tints
- Frequency: Shops seasonally
- Top Priorities: Non-toxic ingredients, multi-functionality, aesthetic packaging

Psychographics

- Values: Sustainability, conscious consumption
- Beauty Beliefs: "Less is more" approach, products to enhance
- Shopping Style: Prefers in-store sensory experiences
- Purchase Motivation: Drawn to products with storytelling, botanical ingredients, and recyclable packaging
- Inspiration Sources: Pinterest, small brands on Instagram



CONCEPT VIDEO

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**Try the
Garden
Collection!**

KEY INGREDIENTS

- **Jojoba Oil** – Mimics skin's natural sebum; long-lasting moisture
- **Sweet Almond Oil** – Lightweight and rich in Vitamin E
- **Shea Butter** – Adds a creamy texture and soothes dry skin
- **Castor Oil** – Natural shine and stickiness for staying power on lips
- **Rosehip Oil** – Packed with antioxidants and gives skin a natural glow
- **Vitamin E** – Natural preservative and nourisher
- **Calendula Extract** – Soothes sensitive or chapped skin
- **Carnauba Wax** – Vegan alternatives to beeswax for structure and balm-like feel

TEXTURES

- **Smooth & Melty**
 - not sticky, not too matte
 - glides on with a soft, balmy touch
- **Cushiony & Lightweight**
 - feels plush but breathable
- **Buildable & Blendable**
 - sheer-to-medium coverage with layering ability
- **Natural Finish**
 - leaves a dewy, healthy sheen



COLOR & SCENT INGREDIENTS



Rose

Soothing and anti-inflammatory

Scent: soft, floral, powdery, delicate, and slightly sweet



Dahlia

Antioxidant properties

Scent: lightly green, slightly spicy or earthy



Safflower

Contains linoleic acid for softness

Scent: very mild, slightly grassy or herbal



Hibiscus

High in antioxidants; and mild exfoliant

Scent: mildly floral with green, tart, and sweet undertones

COST OF GOODS

LIP + CHEEK



Active Ingredients

Price Per Unit

- | | |
|---------------------|----------|
| • Jojoba Oil | • \$1.50 |
| • Shea Butter | • \$1.50 |
| • Rosehip Oil | • \$2.00 |
| • Vitamin E | • \$1.50 |
| • Calendula Extract | • \$2.50 |



COGS & REVENUE TABLE

• \$9	Total Ingredients
• \$10	Packaging
• \$5	Labor
• \$2	Shipping
• \$26	COGS
• \$40	RSP
• \$14	Net Revenue Per Unit
• 400	Total Units 12 Months
• \$5,600	Total 12 Month Revenue



TECHNOLOGY VIDEO

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Made with Natural Ingredients

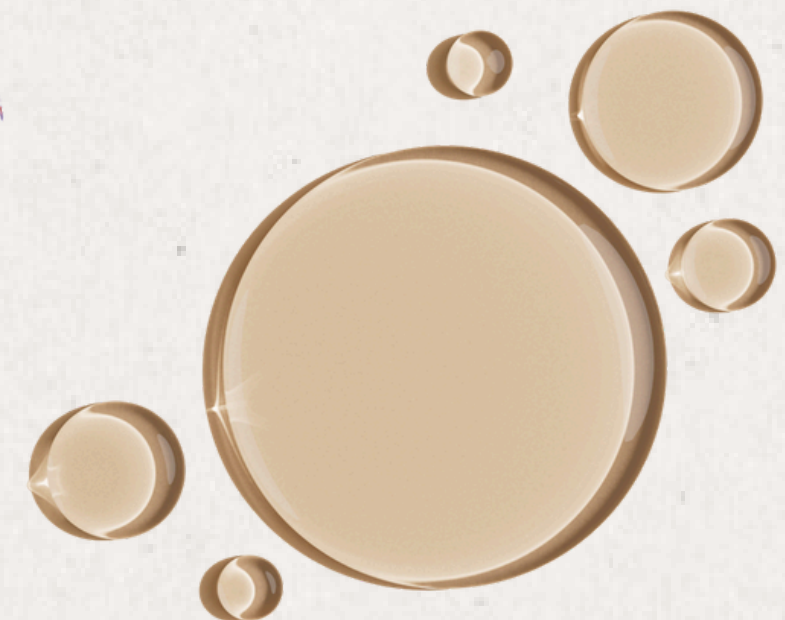
CONSUMER BENEFITS

- Ethically sourced, vegan friendly and cruelty-free
- Made from all natural ingredients, no harsh chemicals (plant-based product)
- Hydrating and nourishing formula
- Made with convenient packaging, making it portable, and recyclable
- Suitable for all skin types



PRODUCT CLAIMS

- Delivers a healthy, radiant sheen
- Sheer to medium coverage with easy layering
- Melts into skin and lips- never sticky, never stiff
- Creamy texture, dry skin relief
- Long-lasting natural color
- Free from harsh chemicals

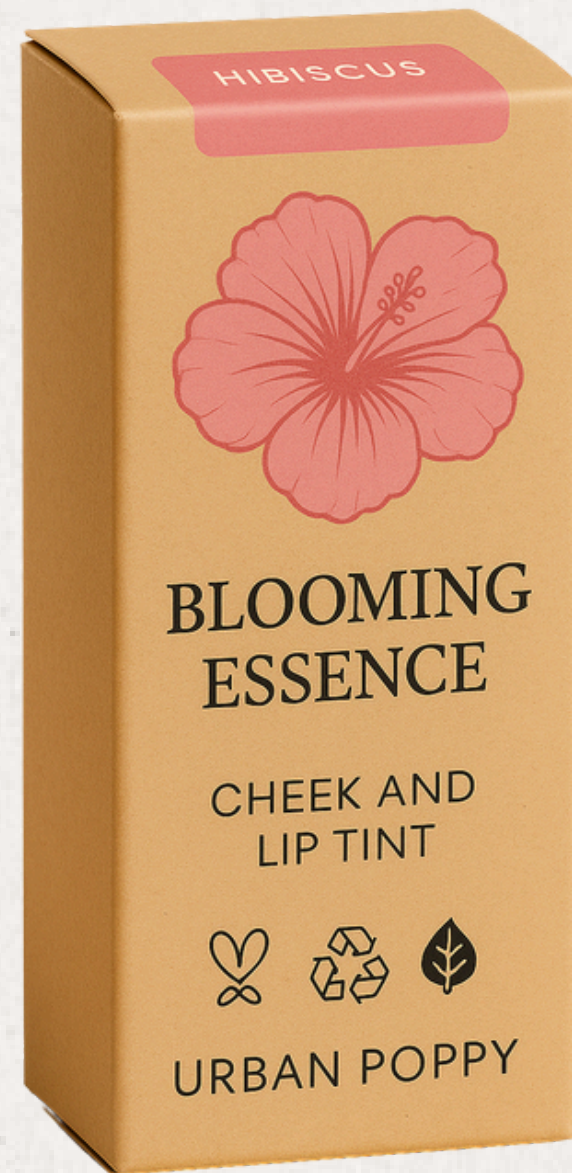


TESTING

- **Sheer to medium coverage with easy layering-** Participants will combine formula with a favorite lip product
- **Melts into skin and lips- never sticky, never stiff -** Test on lips and rub together
- **Creamy texture, dry skin relief-** Having participants test patch on skin
- **Long-lasting natural color-** 15 participants will apply formula: wear throughout day
- **Free from harsh chemicals -** Have formula certified, as vegan friendly, and cruelty free
- **Good for all skin types-** Different participants ranging from dry to sensitive skin will test product

WHY CARE ABOUT BLOOMING ESSENCE?

- Sustainable
- 2-in-1 convenient product
- Easy travel packaging
- Long-Lasting
- Cruelty-Free
- Healthy, strengthening
- Suits all skin types

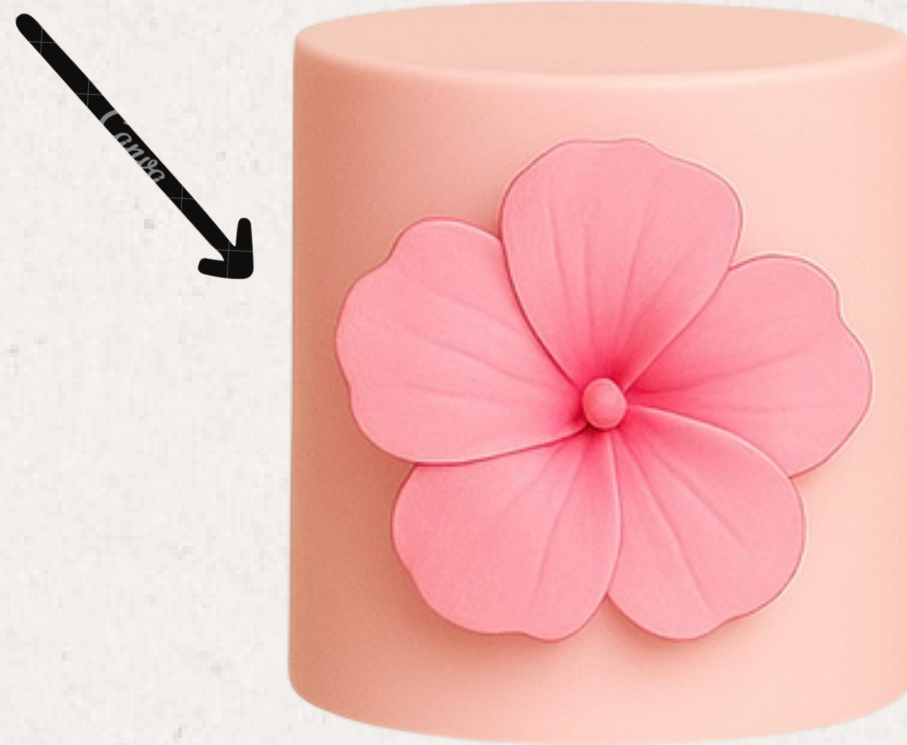


PACKAGING CONCEPT



ABS (Acrylonitrile Butadiene Styrene)

- Best for: Decorative caps
 - Rigid and polishable, ideal for intricate molded details



Cap with flower that
coincide with the
color shade and
scent



Twist mechanism that is
easy to grip and twist

PCR (Post-Consumer Recycled)
Plastics

- PP or PET blended with recycled material
- eco-conscious

Cream blush + lip

PACKAGING CONCEPT





BLOOMING
ESSENCE
CHEEK AND LIP TINT
URBAN POPPY



BLOOMING
ESSENCE
CHEEK AND LIP TINT

URBAN POPPY



FINAL VIDEO

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Meet the Garden Collection