



# Market Validation

*Seel-Unleash Your Thrill.*

## Product Description

Seel is a cosmetic product aimed to assist teenage and adult males to combat acne, skin dehydration and razor cuts/rash. The ingredients used to develop this product are specifically chosen for their usefulness in improving skin conditions as well as their sustainable nature. Instead of developing separate products to combat the listed skin issues, we decided to invent an aftershave that solves all three issues at once. After all, who would want a whole cabinet of jars when they only really need one?

### Each Jar (65ml) Contains:

- Aloe Vera Gel (Cosmetic) - 30±2ml
- Coconut Oil (Cosmetic) - 20±2ml
- Aloe Vera and Vitamin E Baby Oil - 10± 1ml
- Sodium Alginate - 3ml (in trialling phase)
- Barberry - 2ml (in trialling phase)
- Phenoxyethanol (Natural preservative)
- Xanthan Gum (Organic thickener) - 0.5ml
- Natural Fragrances (in trialling phase)



## How We Validated:

**We validated our product using a variety of methods including :**

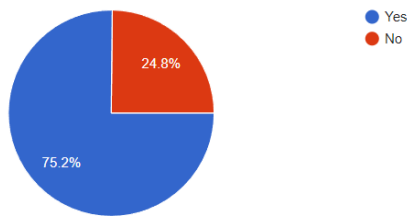
- A large survey was conducted with teenagers and adult males via social media.
- Testing the prototype on parents and receiving feedback.
- A phone call with an industry expert who excelled in the YES programme previously.
- An email questionnaire with oversea industry experts
- Feedback from YES speed coaching.
- Feedback from our target market by testing our product at a local barbershop.

# Survey:

We used Google Forms to conduct a survey to help with the validation of our skincare product. We first sent this survey to three relatively general skincare groups on Facebook in early March and collected a total of 7 responses. Then, Mr Benassi and members from another business group at CHS suggested that we could adjust the method we use to conduct our survey as well as the target group which we aim to collect the responses from. Soon after, we changed our approach to surveying to first introducing our group and product, and then inviting group members to complete the survey. Moreover, we also changed our target market from all teenagers and adults to males above the age of 20 (since they would be most willing and able to purchase our product). After we sent our survey to a few other skincare/shaving groups composed of mostly adult males on Telegram and Twitter, the responses received increased substantially. As of the 4th of April, two days from the due date for validation, a total of 314 responses have been collected. Among these responses, 2 were done by family members for trial purposes, and 78 are completed by those who are not males above the age of 20, leaving a total of 234 responses from our target market - males above the age of 20. By evaluating the feedback from our target market, we were given important guidance regarding future product variation as well as the branding strategy of our company. The responses and several key questions from the survey are shown below:

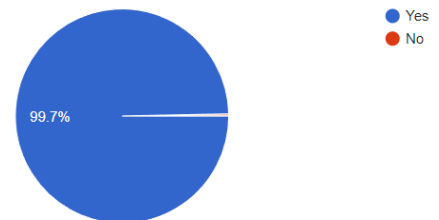
Are you a male above the age of 20?

314 responses



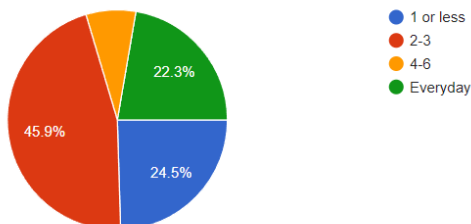
Do you or any of your family members/friends shave?

313 responses



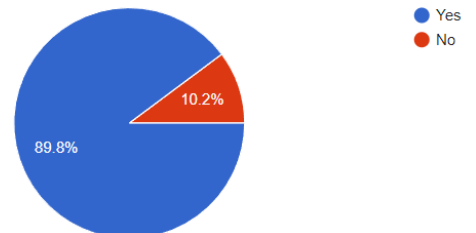
How often do you and your family members shave in a week (in total)?

314 responses



Have you/family members ever cut yourself while shaving?

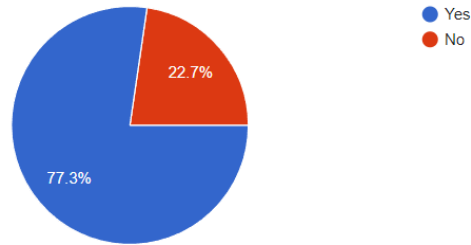
314 responses



# Survey Results Continued:

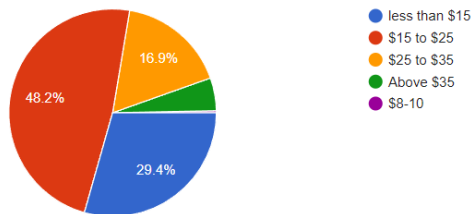
Do you/family members experience razor rash/burn?

313 responses



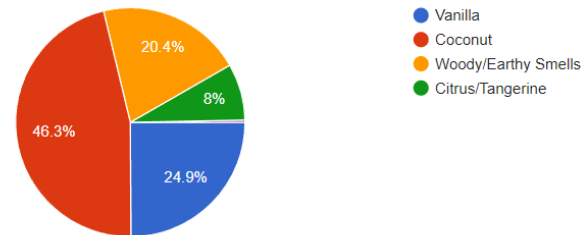
How much would you be willing to spend on an aftershave that fights acne, heals cuts and moisturises your skin (200g) ?

313 responses



What is your favourite scent?

313 responses



## Refined Implications of Our Product

By applying our Seel product, customers should experience relief in acne, reduction in razor cuts/rash-induced infections and improved skin hydration. Moreover, through the use of specific packaging methods and potential discounts on returned jars, we should be able to bring the importance of using sustainable and natural ingredients in cosmetic products to the public's attention. Nevertheless, introducing a product with 100% organic ingredients would also prevent the consumers' health from being further undermined by the overuse of synthetic ingredients in most skincare products, as well as push the market towards a more eco-friendly and sustainable developmental direction. These benefits have been decided upon after thorough examination of our target markets responses, further validating our product.

Link to our survey:

[https://docs.google.com/forms/d/1Y\\_Mq2QSgpNe7n5tNjN-S\\_h7sfaKjbveKRDcNqQsRCdk/prefill](https://docs.google.com/forms/d/1Y_Mq2QSgpNe7n5tNjN-S_h7sfaKjbveKRDcNqQsRCdk/prefill)

# Industry Experts:

**Pieter Claudel- Global Director of G&M Orient**



Thompson Hamilton, one of the members of our group, engaged in a series of emails with Global Director of G&M Orient, Pieter Claudel. G&M Orient is an Australian and New Zealand company responsible for a large amount of the distribution of New Zealand skincare products. Pieter Claudel gave our group valuable feedback and highlighted the areas in which we may have the most trouble when developing our business. The key problems he specified were scalability, advertisement, packaging, and how to maximise the efficiency of developing the product.

When it comes to our business idea, he said

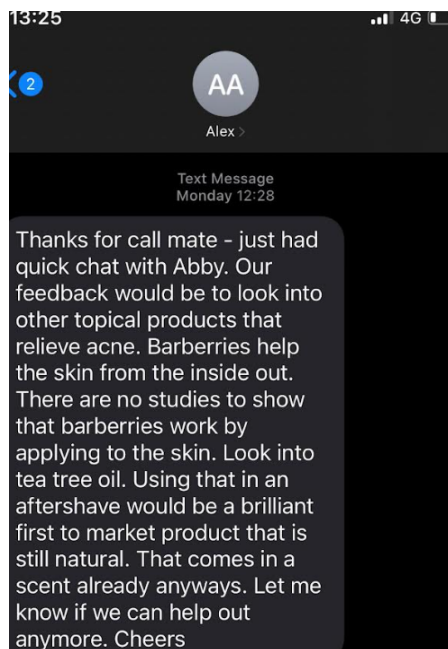
"In regards to an after-shave product, it's a nice idea. And already having it figured out when it comes to having the "twist" in that product that would bring something new, or cool to the market is promising."

## What we learned:

This advice was vital as it clarified those areas upon which the most work must be focused, and increased our confidence in our own business idea as a well-known figure in the cosmetics market was supportive.

## Alex Livingstone-YES Alumni

Matthew Winter, the CEO of our group, and Thompson Hamilton, our co-founder, consulted with Alex Livingstone, the production director at Abalro Health, for his opinion on our product. Alex was a member of the group from Bayfield High School in Dunedin that won second place in the 2020 YES national competition. The reason we decided to interview Alex was that his group developed a successful product using barberry powder which we deemed a potential ingredient for our aftershave product. Moreover, we also hoped to obtain a small sample of raw barberry powder for trialling our product. Although our offer was eventually declined by Alex, he provided helpful advice regarding the choice of raw material and the procedure we will need to go through to bring our product to the market. The consultation was conducted through three phone calls and messaging.



During the first phone call, Thompson introduced our Seel product to Alex and received some positive feedback on our ideation. He mentioned that an eco-friendly and multifunctional aftershave product like the one we are trying to develop could be successful due to the fact that most oligopoly cosmetic firms in the industry did not focus on the sustainability aspects of their product. This could be our advantage when competing with other producers.

Moreover, via the later phone calls and messages, Alex suggested we try using ingredients other than barberry powder due to its potentially non-applicable pharmaceutical uses. What's more, He also advised us to purchase raw ingredients directly from oversea producers when they are not available in NZ because buying from third parties may increase the risks of over-priced products and the unstable supply of raw material.

### What we learned

We learned some vital lessons from consulting Alex's opinion. Firstly, we understood that barberry powder may not be a good choice of ingredient for our product and that we should consider the use of imported ingredients carefully before buying them because they can be very costly. Secondly, we learned that creating a unique and positive image for our product will be very helpful for selling our product as Alex explained that sales of their barberry powder increased significantly after they improved the packaging of their products. Last but not least, we also learned the procedures including sending our product to the CPGS and conducting safety assessments which we need to follow in order to launch our product. Overall, we were greatly helped by the valuable information provided by Alex.

## Interview With Family Member -Matthew's mom



sample D1, extra coconut milk



Sample D2, extra coconut oil and Xanthan gum

During the early stage of product development, two samples of our experimental product (slightly different in terms of ingredients) were sent to Matthew's mom for testing. After applying both products, the following feedback was given:

- Both products feel smooth and have great coconut scents
- Sample D1 is slightly better in hydrating skins but both products are mediocre in hydrating the skin.
- Sample D1 is relatively more creamy while D2 appears like conditioners
- 2 days after the samples are used, the scent in sample D2 remained unchanged while the scent in sample D1 faded away. Moreover, a lot of foam formed in sample D2 while very little foam formed in sample D1.

### What we learned:

We summarised the feedback and improved the production method. Overall, with the help of Matthew's mom, we were able to compare the performance of the two and understand the strengths and weaknesses of each prototype. For instance, we learned that coconut milk was the ingredient that was causing the formation of foam and that xanthan can be used as a valid thickener. Eventually, we came to the conclusion that sample D1 has superior quality compared to D2 and we used the information gathered from this testing as well as the suggestions of other industry experts to develop prototype E1 which is our finalised prototype (as shown in the photo on page 1) that is ready for testing with focus groups.