

V-AMOR Brand Research Paper

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Abstract: *Introducing v-amor, an organic vegan cosmetic brand that embodies purity and sustainability. Our products are carefully crafted using only the finest natural ingredients, ensuring that your skin receives the nourishment it deserves. With a commitment to cruelty-free practices, v-amor offers a range of cosmetics that are not only good for you but also for the environment. Experience the beauty of nature with v-amor, where luxury meets ethical skincare. This research paper focus on new cosmetic launch strategy plan and promotional campaign design.*

Keywords: Skin-friendly, organic, confidence, Natural, no age group and Self-love

I. INTRODUCTION

Introducing V-AMOR, a premium makeup brand that prides itself on crafting organic products using pure vegan oil and natural ingredients, free from any harmful chemicals or alcohol. Our commitment to using only the finest, ethically sourced ingredients ensures that our products are not only safe for your skin, but also environmentally friendly. With V-AMOR, you can enjoy the benefits of high-quality makeup without compromising on your values. Trust us to deliver a luxurious and guilt-free makeup experience that will leave you feeling confident and beautiful

1.1 Research on Product Launch

Cosmetics are constituted mixtures of chemical compounds derived from either natural sources, or synthetically created ones.[1] Cosmetics have various purposes. Those designed for personal care and skin care can be used to cleanse or protect the body or skin.

The word cosmetics is derived from the Greek κοσμητική τέχνη (cosmetic tekhnē), meaning "technique of dress and ornament", from κοσμητικός (cosmetics), "skilled in ordering or arranging"[4] and that from κόσμος (kosmos), meaning "order" and "ornament".[5] Cosmetics are constituted from a mixture of chemical compounds derived from either natural sources, or synthetically created ones.

1.2 Use

Cosmetics designed for skin care can be used to cleanse, exfoliate and protect the skin, as well as replenishing it, by the use of cleansers, toners, serums, moisturizers, eye creams, retinal, and balms. Cosmetics designed for more general personal care, such as shampoo, soap, and body wash, can be used to cleanse the body.

Cosmetics designed to enhance one's appearance (makeup) can be used to conceal blemishes, enhance one's natural features (such as the eyebrows and eyelashes), add color to a person's face and—in the case of more extreme forms of makeup used for performances, fashion shows and people in costume—can be used to change the appearance of the face entirely to resemble a different person, creature or object. Techniques for changing appearance include contouring, which aims to give shape to an area of the face. Cosmetics can also be designed to add fragrance to the body.

1.3 Alcohol In cosmetics

Something may be hiding in your moisturizers that you haven't given a second thought to: alcohol. Alcohol comes in many forms — some that have the potential to dry out skin and leave it more prone to irritation, and some that can actually help moisturize.

HIGHLY CONCENTRATED means that amount of alcohol is less compared to the natural oils.

II. RESEARCH ON BEHAVIOUR AND AESTHETICS OF YOUR PRODUCT

What?

This brand is about makeup products, where we believe that true beauty lies in the essence of nature and love itself. Our brand believed that makeup should be wear for the self-satisfaction not for the others. So, let's be natural like nature.

When?

Our company is virtually located in Gurgaon, "The Cyber City", Haryana. We situated in the fall of 2022, December.

Why?

Because, nowadays there is a huge trend among all the age group of people regarding makeup or cosmetics. So, V-AMOR believe that everyone should have non – harmful, chemical free makeup cosmetics

How?

V-AMOR is a makeup brand which highly concerned about the natural ingredients and focusing on fully organic or skin friendly products. We use a pure vegan oil in our products without any chemical. Mostly product in the market are chemical based product with a amount of alcohol. The technology we used in is fully traditional or ancient techniques.

Caution

People use makeup and cosmetic to keep clean and enhance their beauty. Its important to use cosmetics products safely. Being familiar with the product you are using is important So if you were to look at your beauty closet right now, chances are you'd find at least a couple of ingredient-based skincare products. Think about it—you buy products based on hero ingredients sold to you by marketers, but have you ever stopped to think what should not be in your skincare? Alarmingly, the list is rather long. So, we decided to speak to the experts to put together a comprehensive list of the most common cosmetic ingredients that should set off warning bells the next time you're reading your beauty labels. Always look out that the product is made skin friendly, naturally organic for all skin type without any harmful chemical.

III. REVIEW OF LITERATURE

Cosmetic, any of several preparations (excluding soap) that are applied to the human body for beautifying, preserving, or altering the appearance or for cleansing, colouring, conditioning, or protecting the skin, hair, nails, lips, eyes, or teeth. See also makeup; perfume.

The earliest cosmetics known to archaeologists were in use in Egypt in the fourth millennium BC, as evidenced by the remains of artifacts probably used for eye makeup and for the application of scented unguents. By the start of the Christian era, cosmetics were in wide use in the Roman Empire. Kohl (a preparation based on lampblack or antimony) was used to darken the eyelashes and eyebrows and to outline the eyelids. Rouge was used to redden the cheeks, and various white powders were employed to simulate or heighten fairness of complexion. Bath oils were widely used, and various abrasives were employed as dentifrices. The perfumes then in use were based on floral and herbal scents held by natural resins as fixatives.

3.1 Research Objective

The Objective of this research are as following

- To make Gen-Z attractive, feel bold and be happy without any Inferiority Complex.
- To freely use cosmetic without any hesitation
- Make cosmetic vegan or pure natural without any harmness

IV. METHODOLOGY

This contemporary research methodology combines quantitative and qualitative approaches to provide additional perspectives, create a richer picture and present multiple findings Organic skin care products refer to products that contain natural ingredients that are free from chemical elements. Ingredients used in organic skincare products are organically farmed without using artificial substances such as materials, synthetic residues, or chemicals. Natural substances are used to keep such organic products healthy. The purpose is to avoid harmful effects on the environment. Some advantages of these products are they are safe for the skin, environmentally friendly, sustainable, and they are nutrition rich.

V. CONCLUSION

According to people's preferences and choice. They want cosmetics which are natural without any harmness skin friendly and affordable. They want makeup that are long-lasting, pocket friendly and no harm at skin. We also asked them about vegan products in which they agreed. People think that using vegan oil will be more beneficial compared to alcohol and other chemicals used in a cosmetics.

Details

COMPANY NAME – V-AMOR

INDUSTRY – Fashion and Beauty

SEGMENTATION – Upper Middle Class

TARGET AUDIENCE AGE – 15-50 years

GENDER – Men, Women and Unisex

LOCATION – Urban Areas

TAGLINE – Discover the secret to natural beauty with no harm solution.

MOTIVE – To make all age of people feel confident , fearless, and happy souls.

BRAND VALUES KEYWORDS – Natural, pure, confident..

USP – 1. Skin friendly product with no harmful chemicals. Natural Organic with vegan oil for all genders.

2. No use of alcohol.