



WOMEN[™]
OWNED

Contents

- Introductions
- About Dermasuri
- Product Line (Items)
- Promotions and Marketing
- Overall Item Ranking



About Dermasuri

Our Story

Two close childhood friends, Melody and Sus, found themselves deep in conversation about the spa traditions they grew up with. Melody, with her Middle Eastern heritage, shared her love of indulgent Turkish and Arabic hammams, while Sus, from an Asian background, raved about rejuvenating Japanese onsen and Korean jimjilbang experiences. They both realized they shared a specific appreciation: the blissful moment during an exfoliation treatment when dead skin just rolls off, leaving them feeling fresh and renewed.

That's when inspiration struck—why not bring this amazing experience home for a deep, effective exfoliation that goes way beyond the usual dry brushing and loofahs? And so, Dermasuri was born—an ode to ancient cultures reimagined for the modern world.

“Derma” means skin in Western culture, and “Suri” means “rose” in Arabic—representing the healthy glow of nurtured skin—and “scrub” in Japanese. Together, they embody the essence of what we offer.

Since debuting their game-changing deep exfoliating glove, Dermasuri has redefined what it means to exfoliate. While many exfoliators promise results, this one shows them right before your eyes. As you use it, you actually see dead skin cells—like little gray rolls—disappear, revealing fresh skin instantly. True experts in achieving soft skin, they now offer a range of powerful solutions that make dead skin disappear, revealing incredibly soft, smooth skin.

Luxury exfoliation for all parts of the body



Body, Back, Face Scrubs - Unlike loofahs or bath sponges, these three scrubs are made of a unique fabric texture that visibly removes dry skin instantly.

Foot Scrub - Innovative 2-step system for instant softening in just 3 minutes.

Body Scrub Sugar Exfoliator - Our newest launch, Gently buffs away dry skin cells, instantly leaving skin softer and smoother after just one use.

Visibly removes dry skin instantly!

Our products deliver instant gratification, allowing you to visibly remove dry skin and achieve a smooth, radiant complexion – right before your eyes.



Exfoliation for Healthy and Smooth Skin!



Dermasuri Retailers

Big-Box Presence

Available at Target (in-store and online), Amazon, and Walmart (launched 2024, online only).

Extensive Distribution Network

Distributed in ~700 retailers, with a strong following in the spray tanning market.



TARGET

Items Sold

- Body Scrub
- Back Scrub
- Face Scrub
- Foot Scrub



Items Sold

- Body Scrub
- Back Scrub
- Face Scrub
- Foot Scrub
- Body Lotion



Items Sold

- Body Scrub
- Back Scrub
- Face Scrub
- Foot Scrub
- Body Lotion

Award winning exfoliation!



GLAMOUR

"Our skin has never felt softer — seriously, we could not stop touching it"


THE SUNDAY TIMES

"When it comes to a buff and polish, it's pretty unbeatable."

ESSENCE

"This mitt is a genius exfoliator."

GLAMOUR

"It sloughs off dead skin, and so I feel baby-butt soft for two weeks."



VOGUE

"Render your skin baby soft anytime"

NEWBEAUTY

"This Exfoliating Mitt Works Better Than Any Body Scrub"

COSMOPOLITAN

"This mitt is your secret for skin as silky as your lingerie."

Link to Press Reel

https://www.youtube.com/watch?v=3vyX_23HKgc&feature=youtu.be

Product Line (Items)

Deep Exfoliating Glove Body Scrub

Exfoliates & Smooths Skin!



MSRP: \$14.99

UPC: 696859288012

Deep Exfoliating Face Scrub

Removes Dry Skin Instantly!



DEEP EXFOLIATING FACE SCRUB VISIBLY REMOVES DRY SKIN INSTANTLY

- + MADE WITH UNIQUE FABRIC THAT REMOVES DRY SKIN AND BUILDUP INSTANTLY ON THE FACE, NECK, AND SHOULDERS
- + EVEN SKIN TEXTURE, REDUCES BLACKHEADS & PORE VISIBILITY
- + REMOVES MAKE-UP RESIDUE



MSRP: \$11.99

UPC: 752830590236

POLISH + GLOW - Foot Scrub & File Set

2-Step System - smooth feet in 3 minutes!



POLISH+GLOW FOOT SCRUB

- + Exfoliates and hydrates dry skin
- + Smooths, cracked heels
- + Softens corns and calluses
- + Provides an effective and instant softening treatment
- + Gives you soft fancy feet with very little effort

HIGH END FOOT RASP

- + Dual-sided stainless steel foot rasp
- + Instantly shave off layers of dried callus
- + Helps buff away dry skin and smooth out rough patches



MSRP: \$24.99

UPC: 644216590490

Deep Exfoliating Back Scrub

Reveal, healthy, new and radiant skin!



DEEP EXFOLIATING BACK SCRUB
VISIBLELY REMOVES DRY SKIN INSTANTLY

- + Unique fabric that deep exfoliates
- + Extra-wide diamond shaped design
27 inch long x 8 inch wide
- + Perfect length for broad shoulders
- + Flexible and comfortable straps to
easily exfoliate hard to reach areas



MSRP: \$18.79

UPC: 752830590137

Exfoliating Body Lotion

Exfoliates, hydrate & renew in-one!



Our formula combines the benefits of
lactic acid and **3 proprietary ceramides**



MSRP: \$18.99

UPC:644216590896

AM + PM Duo Set Hand Cream

24/7 Hydration and Exfoliation



MSRP: \$29.99

UPC:198715509946

Lip Scrub Sugar Lip Exfoliator – Coconut Passionfruit

Nourishing exfoliation with deep hydration and antioxidant protection for softer, smoother lips



- **YOUR GO-TO LIP EXFOLIATOR:** Introducing our NEW sugar lip scrub, expertly formulated to gently buff away dry, cracked lips while providing essential nourishment. Achieve irresistibly soft and smooth lips with every use and treat yourself with this perfect self care gift.
- **DEEP HYDRATION WITH COCONUT OIL:** Infused with coconut oil, our scrub deeply hydrates and soothes your lips, leaving them feeling luxuriously soft and pampered throughout the day.
- **ANTIOXIDANT-RICH PASSION FRUIT:** Packed with passion fruit oil, our formula is rich in antioxidants and vitamins, protecting and nourishing your lips while promoting a healthy, radiant glow.
- **NOURISHING BLEND FOR ULTIMATE CARE:** Our lip mask features a blend of Jojoba Seed Oil, Shea Butter, and Sunflower Seed Extract, providing long-lasting moisture and conditioning for plump, healthy lips.
- **CRUELTY-FREE & PARABEN-FREE FORMULA:** Feel good about your beauty choices! Our sugar lip scrub is cruelty-free and paraben-free, ensuring a safe and effective option for your lip care routine.

MSRP: \$14.99

UPC:644216589494

Body Scrub Sugar Exfoliator – Coconut Passionfruit



Gently buffs away dry skin cells, instantly leaving skin softer and smoother after just one use. Perfect for those with dry patches, rough or uneven texture, and skin craving extra moisture.

MSRP: \$18.79

UPC:198715455885

YOUR BODY WILL LOVE IT
Exfoliate and hydrate with nourishing oils, Vitamin C and Hyaluronic Acid

PARABEN FREE
FORMALDEHYDE FREE
SILICONE FREE
ALCOHOL FREE
SODIUM LAURYL SULFATE FREE
GLUTEN FREE
LIMONENE FREE
VEGAN

HOW TO USE
Use after your body wash by massaging a handful of the scrub all over the skin, focusing on dry or rough patches. Oils in this product may make surface slippery.

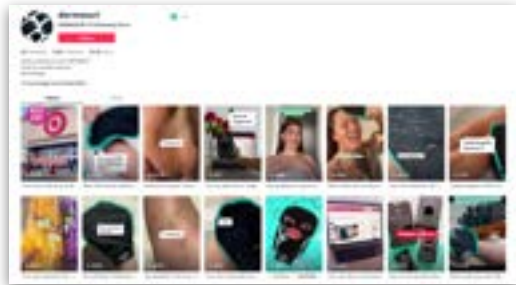
WORKS BEST FOR
Dry patches, rough or uneven texture, and skin craving extra moisture.

Promotions and Marketing

Social Media Campaigns

We have partnered with a media agency that has deep subject matter expertise in social media content creation and engagement ([example video](#)).

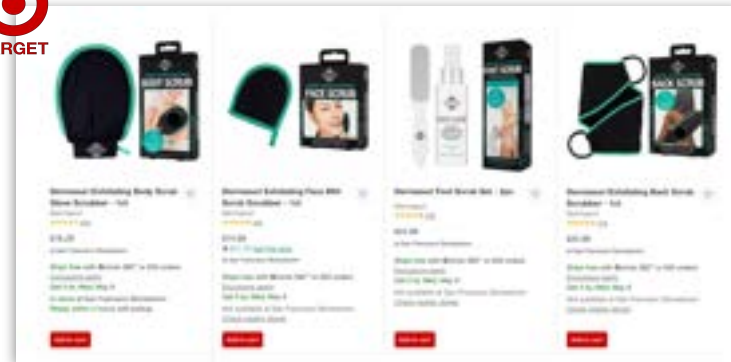
TikTok: 12.5k+ followers and 205k likes. **Instagram:** 24k followers.
Viral videos with over 8.5M views.



Overall Item Ranking

Overall Item Ranking

	PRODUCT	Target stores and online	Walmart.com only
1	Deep Exfoliating Body Scrub	YES	YES
2	Deep Exfoliating Face Scrub	YES	YES
3	Deep Exfoliating Foot Scrub Set	YES	YES
4	Deep Exfoliating Back Scrub	YES	YES
5	Exfoliating Body Lotion	Not Yet	YES



Thank you!



www.instagram.com/dermasuri



www.tiktok.com/@dermasuri

