



Dermasuri

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# About Dermasuri

# Our Story

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## BEAUTY SECRETS OF THE EAST TO THE WEST

Dermasuri is an award-winning skincare exfoliation company that uses ancient Eastern beauty rituals.

Founders and childhood friends -- Melody Akhavan, of Middle Eastern descent, and Sus Tsuchihashi, of Japanese origin -- studied the remarkable benefits of Eastern skincare and exfoliation traditions of their respective ancestries.

The **hammam** (Turkish and Arabic), **jjimjilbang** (Korean), and **onsen** (Japanese) traditions are centuries old, involving a shower or bath steam, followed by a deep exfoliation. Made with a unique woven fabric, one can see dry skin sloughing off instantly.

We've updated Eastern practices for the modern age, for glowing and refreshed skin.



derma (skin) + suri (rose in Arabic; scrub in Japanese)

# Luxury exfoliation for all parts of the body

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**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.



**Exfoliating Body Lotion** - Our newest 2024 product launch; an all-in-one wonder that buffs away dry skin while infusing skin with moisture.

# 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

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## 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.



### 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 SUNDAYTIMES**

"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 week."1

**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](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**  
VISIBLY 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: \$24.99**

UPC:644216590896

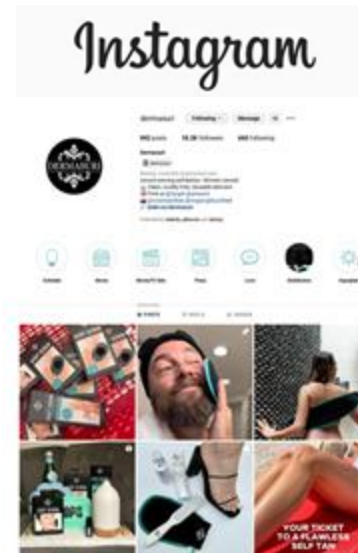
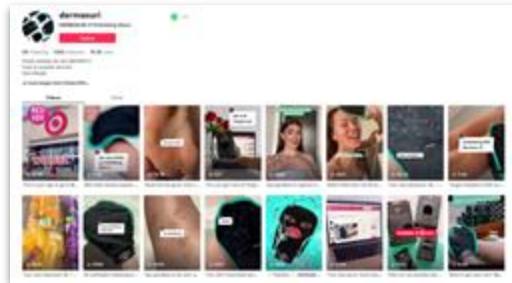
# Promotions and Marketing

# Social Media Campaigns

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

**TikTok:** 12.4k+ followers and 190k likes. **Instagram:** 18.2k followers.  
*Viral videos with over 8.5M views.*

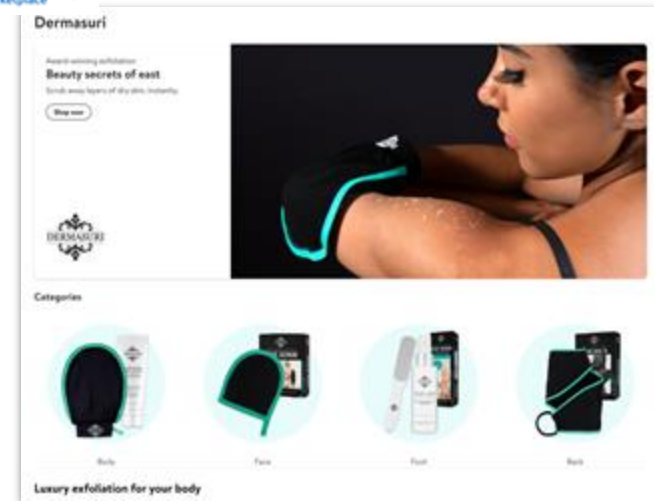
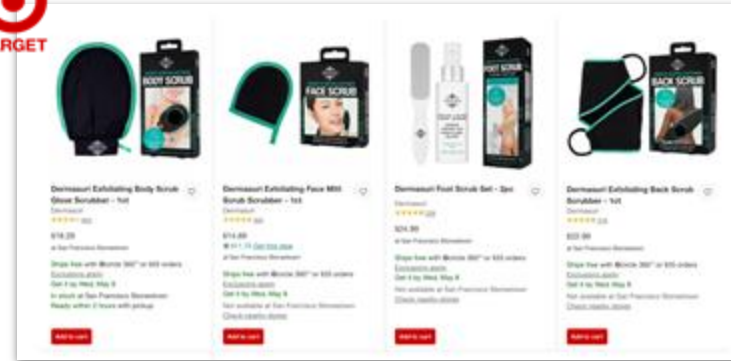




# Overall Item Ranking

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



# Thank you!



[www.instagram.com/dermasuri](https://www.instagram.com/dermasuri)



[www.tiktok.com/@dermasuri](https://www.tiktok.com/@dermasuri)

