Wet Wipes

Cosmetics

Summary

- Sheet and package size
- Types of nonwoven
- Label types
- Examples of products made by Carmel
- American wipes market (cosmetics)
  - Formulas and active components
  - Product claims to explore

1.Sheet and package size

We will present the most common sizes of make-up removal and feminine intimate hygiene wipes

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Wet wipes

- The packs of wet wipes (make-up removers and feminine intimate hygiene) are usually "pocket size", however, the size of the sheets is similar to baby wipes.
- The difference between them is the fold of the product, which is called Crossfold and basically it folds the sheet in Z and then in the middle.
- This way the package has a more compact presentation in relation to the length, but a height that resembles a baby wipe, but with a smaller quantity of wipes.

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Sizes of wet wipes and feminine intimate hygiene

	Popular	Standard	Premium
Sheet Size	20 cm x 14 cm	20 cm x 15 cm	20 cm x 18 cm
Number of sheets per package	15/16	20/25	25/30

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2.

Types of nonwoven

We will present the types of nonwoven that we have, as well as their physical and chemical characteristics

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Nonwoven

- The parameters that differentiate nonwovens are:
  - Grammage: which is basically a parameter that measures the amount of material mass (g) / m². The greater the grammage, the greater the amount of mass present in 1 m².
  - Material texture: can be smooth or embossed
  - %Viscose and %PET: Spunlace is composed of PET and viscose, and we can vary this percentage according to what we want to offer to the consumer. Viscose has the characteristic of softness and PET provides strength to the material. Today the market works with 80% PET and 20% Viscose *.
- * For nonwoven with biodegradable appeal, we can work with 100% viscose (which makes the product considerably more expensive, since the kg of PET is cheaper than the kg of viscose).

Nonwoven characteristics

	Popular	Standard	Premium
Grammage	35 gsm	40 gsm	45 gsm embossed
Texture	Suave	Suave	Embossed
% PET/% Viscosa	80% / 20%	80% / 20%	70% / 30% 50% / 50% 0% / 100%

Examples of nonwoven

Embossed

Smooth

3.

Types of label

We will present the most used types of labels for these categories of wet wipes

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Examples of labels

Transparent Label

Label with print

4.

Products made by Carmel

We will present products and brands of Carmel customers

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CARVÃO ATIVADO
CARVÃO ATIVADO

ANTIOXIDANTE
25

LENÇO UMEDECIDO
PRIMER
PRÉ-MAQUIAGEM FACIAL
LENÇO UMEDECIDO

FRESH
25

LENÇO 7 em 1
MICELAR

LENÇO 3 em 1
DEMAQUILANTE

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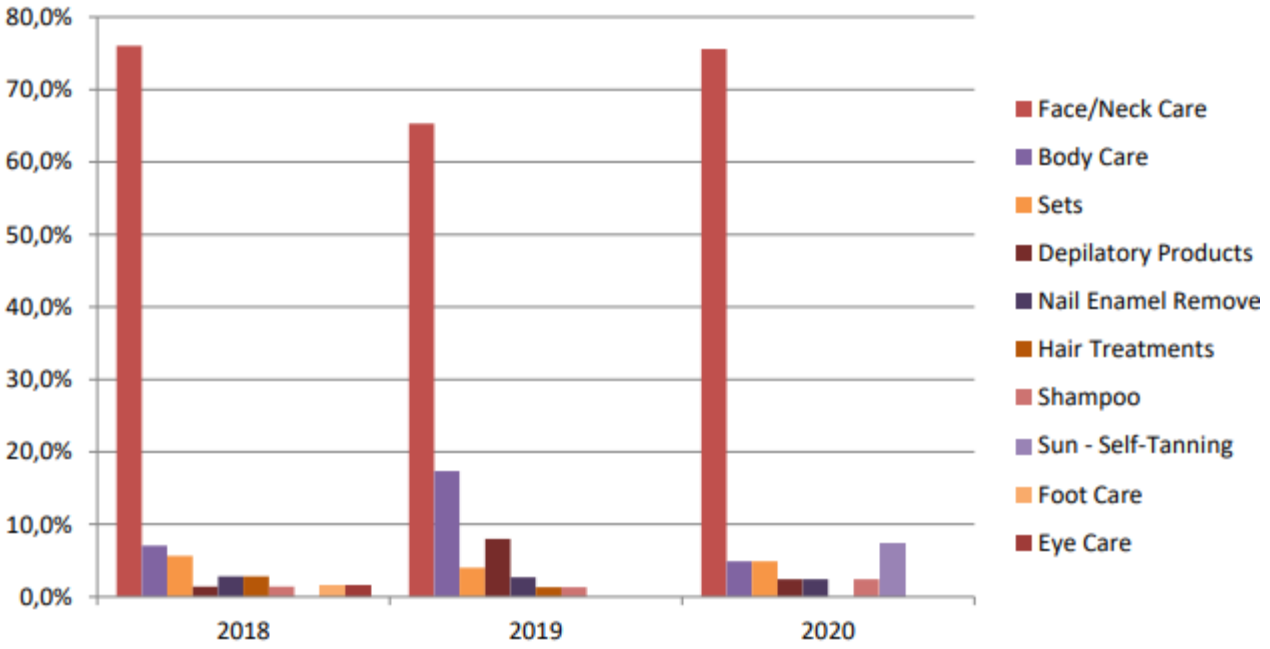
5.

American wet wipes market

We will present data from Mintel GNPD - Beauty & Personal Care, Wipes, USA, 2018-2020

In the first half of 2020, the penetration of wet wipes represented 21,93% of the Beauty & Personal Care category

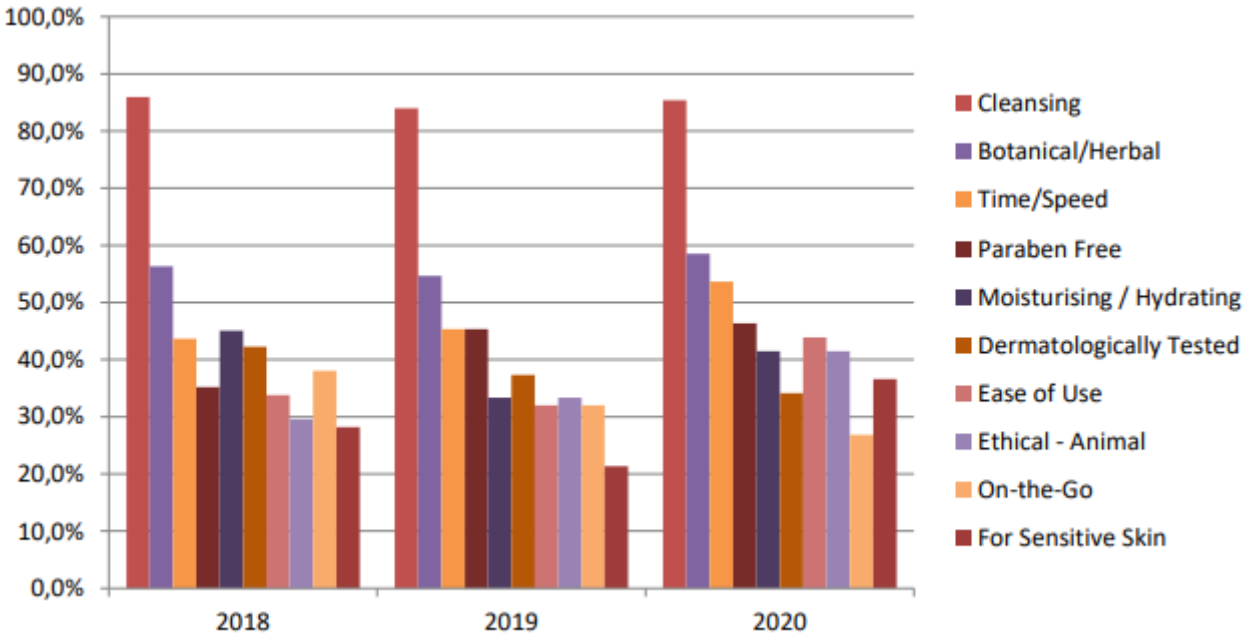
Wet Wipes - Release Volume vs Subcategories 2018-2020



Wipes for **Face/Neck Care** are the biggest subcategory in the US market among the launches in the analyzed period, reaching 75.6% share only in the first half of 2020.

However, the presence of the **Body Care** subcategory is also expressive.

Wet Wipes - Launch Volume vs Claims 2018-2020



The US and Brazilian Markets have two similarities regarding claims, it is observed that both markets highly value the cleaning power offered by wet wipes and also the presence of botanical and herbal characteristics.

However, the claim Time / Speed appears as the main difference between the two countries. It is noted that in the US, the agility in the action of the product is very relevant, even highlighting other concerns that are usually more common in the category, such as hydration and nutrition.

Players – USA

The Original Peaches 7 Day Set

Company: MakeUp Eraser Group
Brand: Makeup Eraser

Makeup Eraser The Original Peaches 7 Day Set is described as anti-bacterial and reusable makeup remover cloth that erases waterproof mascara, eyeliner, foundation and lipstick. The product is made of special blend of polyester, made up of millions of tiny hair-like fibers, which are 10 to 50 times thinner than human hair, said to work like suction cup and adhere to make-up and gently pull it up and out of the skin, being equal to 3600 makeup wipes. Great for sensitive skin, the sustainable ... see more
(ID: 7832793)

USA Jun 2020 Skincare Face/Neck Care

Glowing Makeup Removing Wipes

Company: Pacifica Beauty
Brand: Pacifica

Pacifica Glowing Makeup Removing Wipes, for all skin types, are formulated with glycolic acid, orange and vanilla, and said to remove make-up and dullness, revealing a beautiful glow. These natural fiber towelettes have also been infused with coconut water, calendula and aloe. This vegan and cruelty free product does not contain parabens, phthalates, SLS or mineral oil, and retails in a pack containing 30 pre-moistened towelettes, each measuring 17.8cm x 17.8cm.
(ID: 7660825)

USA Jun 2020 Skincare Face/Neck Care

Makeup Remover Cleansing Towelettes Refill

Company: Johnson & Johnson
Brand: Neutrogena

Neutrogena Makeup Remover Cleansing Towelettes Refill have been relaunched in a 25-ct. resealable, Pride Edition pack, bearing a Data Matrix code. These gentle, ultra-soft, pre-moistened clothes are designed to offer superior cleansing and make-up removal at the fingertips. According to the manufacturer, the product gently and effectively dissolves all traces of dirt, oil and make-up in seconds, easily removes even waterproof mascara thanks to patented formula, and leaves skin thoroughly clean ... see more
(ID: 7646667)

USA May 2020 Skincare Face/Neck Care

> Other products brought by Mintel further reinforce the presence of the face and neck subcategory. In the North American market, however, there is also the launch of items to use in the body, promoting a quick and convenient cleanse. There are also products that even offer a kind of instant tan.

Hydrate Me Fresh Oversized Body Towels

Company: Kroger
Brand: Kroger

Kroger Hydrate Me Fresh Oversized Body Towels are said to provide on the go hydration for up to 24 hours and a refreshing, shower-fresh clean. It retails in a pack containing 20 units measuring 200 x 300mm each. Also available is Shea Butter Cleanse Me Exfoliating Oversized Body Towels.
(ID: 7301391)

USA Mar 2020 Skincare Body Care

Instant Sun Sunless Tanning Towelletes

Company: Kao
Brand: Jergens Natural Glow

Jergens Natural Glow Instant Sun Sunless Tanning Towelettes are claimed to provide flawless and natural-looking color within hours. According to the manufacturer, they work with the user's unique skin tone to create a sun-kissed tan and pool party vibes for days, in a simple swipe. They have been formulated with a prestige-inspired blend of DHA + erythrulose to create natural-looking, streak-free results that mimic beautiful color from the sun, removing orange tones. They also contain vitamin E ... see more
(ID: 7506759)

Formulas and active components

Regarding the wet wipes formula for this category, we can explore:

- Active Components
- Fragrance
- Silicone
- Ecological raw materials

We can offer support according to the niche to be explored.

Thank you

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