
SKINWELL

BRAND PRESENTATION



SKINCARE REIMAGINED
AS A SPRAY

Advanced skincare actives.
Micro-fine delivery.
Care in seconds.

Turkey's First Micro Spray Technology

MICRO SPRAY TECHNOLOGY • HUMAN-USE TESTED • EU LABORATORY TESTING



WHAT IS SKINWELL



A New Extension of the Skinwell Spray-Care Approach

SKINWELL is a next-generation skincare brand that delivers high-performance actives to your skin in seconds with Micro Spray Technology.

Our mission is simple: Powerful ingredients, maximum absorption, effortless experience.

SCIENCE. SIMPLICITY. RESULTS.

MICRO SPRAY TECHNOLOGY

Ultra-fine mist for even distribution
& deeper absorption.

HIGH-PERFORMANCE ACTIVES

Clinically proven ingredients
selected for visible & lasting results.

CARE IN SECONDS

Fast, effortless application that fits
perfectly into your daily routine.

HUMAN-USE TESTED

Dermatologically tested
for safety & skin compatibility.

EU LABORATORY TESTING

Quality and effectiveness confirmed by
independent EU laboratories.



MICRO SPRAY TECHNOLOGY

Skincare, delivered differently.

kinwell transforms concentrated skincare serums into an ultra-fine mist designed for fast, even and low-contact application.

ULTRA-FINE MIST
Creates a light, homogeneous layer across the skin.

EVEN DISTRIBUTION
Helps distribute the formula consistently without rubbing.

LOW-CONTACT APPLICATION
Spray directly onto the skin with minimal hand contact.

CARE IN SECONDS
A faster, easier way to integrate active skincare into everyday life.



POWERED BY SCIENCE. MADE FOR REAL SKIN.

Advanced actives.
Clinically inspired formulations.
Visible results you can feel and see.



ADVANCED ACTIVES
High-performance ingredients selected for proven efficacy and visible results.

CLINICALLY INSPIRED FORMULATIONS
Formulated with precision to support skin health, balance and long-term improvement.

SAFE & DERMATOLOGICALLY TESTED
Human-use tested to ensure safety, tolerance and skin compatibility.

VISIBLE RESULTS
Consistent use helps improve the look of skin texture, clarity, radiance and elasticity.

REAL PEOPLE.
REAL RESULTS.

Human-use studies conducted in European Laboratories.

ULTRA GLOW

86.6%

reported more radiant & smoother-looking skin by Day 4.
30 volunteers · normal skin · EU laboratory testing

MORNING BOOST

80%

reported more moisturized & plump-looking skin by Day 4
30 volunteers · normal skin · EU laboratory testing

PORE REFINING

90%

reported tighter-looking pores & fuller-looking skin by Day 6.
30 volunteers · normal skin · EU laboratory testing



FIND YOUR SKINWELL

ONE RANGE, CLEAR SOLUTIONS.
Easy to understand. Easy to recommend. Easy to sell.



NIGHT BLOOM
Night Renewal + Firmness
Retinol + Peptides



ULTRA GLOW
Glow + Uneven Tone
Vitamin C + Ferulic Acid



CICADERM BARRIER+
Barrier + Sensitive Skin
Centella + Pro-Vitamin B5



FLORAL COLLAGEN
Firmness + Moisture
Plant Collagen + Rose



PORE REFINING
Pores + Oil Balance
12% Niacinamide +
1.5% Zinc PCA



MORNING BOOST
Hydration + Plumpness
4D Hyaluronic Acid



TONE CORRECTING & SUPER BRIGHTENING

VITAMIN C FACIAL SPRAY SERUM



TIGHTENING EFFECT PLANT-BASED COLLAGEN

ROSE EXTRACT FACIAL SPRAY SERUM



NIGHT INTENSIVE CARE RETINOL-INFUSED

FACIAL SPRAY SERUM



MORNING INTENSIVE CARE HYALURONIC ACID-INFUSED

FACIAL SPRAY SERUM



PORE TIGHTENING & INTENSIVE MOISTURIZING

FACIAL SPRAY SERUM



CICADERM S.O.S.:

SKIN BARRIER STRENGTHENING & SEBUM BALANCING

FACIAL SPRAY SERUM

AHA – BHA – PHA CONTAINING SKIN REPAIR,

SEBUM BALANCE HELPS, FACE CARE TONIC



SKINCARE IN SECONDS

HOW TO USE SKINWELL
Choose. Spray. Continue your day.



CHOOSE YOUR CONCERN
Select the formula that matches your skin's need.



SPRAY
Apply a few sprays evenly for a fast, low-contact application.



CONTINUE YOUR DAY
No complicated routine. Let active skincare fit effortlessly into everyday life.

BUILT FOR RETAIL. DESIGNED TO SELL.

From shelf visibility to easy recommendation.

STRONG SHELF VISIBILITY
Color-coded products and a distinctive spray format help Skinwell stand out.

EASY PRODUCT RECOMMENDATION
Each SKU answers a clear skin concern, making staff recommendation simple.

COMPACT COUNTER DISPLAY
A small footprint creates strong visual impact without requiring large retail space.

BUNDLE & GIFT POTENTIAL
Products can be combined into targeted routines & premium sets to increase basket value.



BUNDLE & ROUTINE CONCEPTS

Premium sets that make recommendation easier and increase basket value.

Skinwell boxed sets turn clear product stories into ready-to-sell retail solutions. They simplify gifting, support routine-based selling and create stronger commercial value at point of sale.

HIGHER BASKET VALUE
Multi-product routines encourage larger average purchases.

GIFT-READY PRESENTATION
Premium boxed formats improve shelf appeal and gifting potential.

CLEAR ROUTINE SELLING
Each set answers a specific skin concern with an easy story.

PROMOTIONAL FLEXIBILITY
Suitable for launches, campaigns, seasonal sales and premium offers.









WHY PARTNER WITH SKINWELL?

A business-ready brand for modern skincare retail.

DISTINCTIVE BRAND STORY
Micro Spray Technology gives Skinwell a clear point of difference.

EASY TO SELL
Color-coded products and concern-led stories simplify recommendation.

RETAIL-READY FORMAT
Counter displays, bundle concepts and premium sets support sell-through.

TRUST & SUPPORT
Human-use testing, EU laboratory testing and



THE STORY BEHIND SKINWELL

Skincare should work with real life
not against it.





Skinwell began with a simple idea:
high-performance skincare should not require complicated routines.

We wanted to bring proven skincare actives into a format that feels faster, cleaner and easier to use every day.

That idea became Micro Spray Technology — a spray-first skincare platform designed to combine active-led formulas with effortless application.

Skinwell Clinicals

PORTFOLIO EXTENSIONS

Images show proposed Skinwell packaging designs.
Evaluation samples are supplied in plain packaging.

PRODUCT OVERVIEW



EYE CONTOUR CLEANSING SPRAY

Cleanse + Hydrate



BRIGHT & REFRESH EYE CONTOUR MICRO SPRAY SERUM

Treat + Brighten + Refresh



FACE CLEANSING REFRESH SPRAY

Deep Cleansing + Revitalizing

Available sizes: 100 ml / 200 ml

DAILY FACIAL CLEANSING

Two complementary cleansing formats for everyday facial care.

SKINWELL CLINICALS



Gentle Chamomile Cleanser

250 ml | Chamomile, calendula & St. John's wort

Apply to damp skin, massage and rinse thoroughly.

SKINWELL CLINICALS



Daily Micellar Water

250 ml | Panthenol, green tea & rose extracts

Apply with a cotton pad. No rinsing required.

CLINICALS DROPPER SERUMS

Targeted dropper formulas, complementing our signature spray serums.

SKINWELL CLINICALS



Dark Spot Serum

Arbutin + Aloe Vera

Uneven skin tone care | 30 ml

SKINWELL CLINICALS



Barrier Hydrating Serum

Ceramide + Hyaluronic Acid

Moisture and barrier care | 30 ml

SKINWELL CLINICALS



Revitalizing Eye Serum

Caffeine + Vitamin C

Eye-contour care | 30 ml

AHA + BHA PEELING SERUM

Rinse-off exfoliating care for smoother-looking skin.



SKINWELL CLINICALS

AHA + BHA Peeling Serum

30 ml | Original white dropper format

10% AHA + 2% BHA

Glycolic acid, lactic acid and salicylic acid.
With hyaluronic acid, panthenol and aloe vera.

RINSE-OFF: Rinse thoroughly after 10 minutes.

SKINWELL

TARGETED FACIAL CARE

Brightening, protection and daily moisture.

SKINWELL CLINICALS



Advanced Brightening Cream

Arbutin + Licorice Extract

Uneven skin tone care | 75 ml

SKINWELL CLINICALS



Daily Defense SPF 50+

Vitamin E

UVA + UVB sun protection | 50 ml

SKINWELL CLINICALS



Barrier Support Cream

Ceramide + Hyaluronic Acid

Daily moisture and barrier care | 50 ml

SKINWELL

EYE, BROW & LASH CARE

Targeted care for the eye contour, eyebrows and eyelashes.

SKINWELL CLINICALS



Revitalizing Eye Cream

45 ml | Panthenol + Vitamin E

Moisturizing eye-contour care.

SKINWELL CLINICALS



Brow & Lash Care Oil

6.5 ml | Botanical oils + Vitamin E

Two dedicated formulas for brows and lashes.

DAILY PERFECT BB CREAM

Tinted facial care. Three existing shades. One Skinwell Clinicals product family.



SKINWELL CLINICALS

Daily Perfect BB Cream SPF 50+

30 ml | Original bottle format

Tinted coverage for a more even-looking complexion.

AVAILABLE SHADES

Light	Medium	Dark

MOISTURE BOMB SHEET MASK

A single-use hydrating sheet mask, complementing daily skincare.



SKINWELL CLINICALS

Moisture Bomb Sheet Mask

15 g | Original single-use sachet

Glycerin + Sodium Hyaluronate + Hydranov PA

Apply to cleansed skin for 10–20 minutes.

Remove the sheet mask. Do not rinse.

DAILY LIP CARE / THREE VARIANTS

One moisturizing lip care family. Aloe Vera, Cherry and Strawberry.

SKINWELL CLINICALS



Daily Lip Care Balm

Aloe Vera

5 g | Stick + clear cap + blister

SKINWELL CLINICALS



Daily Lip Care Balm

Cherry

5 g | Stick + clear cap + blister

SKINWELL CLINICALS



Daily Lip Care Balm

Strawberry

5 g | Stick + clear cap + blister

Skinwell Body

PORTFOLIO EXTENSIONS

DAILY MOISTURE & BODY POLISH

SKINWELL BODY / Everyday body care with ready-made manufacturer formulas.

SKINWELL BODY



Daily Moisture Body Lotion

75 ml | Urea, borage oil, almond oil & shea butter

Daily moisturizing care for hands and body.

SKINWELL BODY



Smoothing Body Polish

250 ml | Shea butter & apricot kernel

Rinse-off body scrub for smoother-feeling skin.

BODY MILK & NOURISHING OIL

SKINWELL BODY / Everyday body care with ready-made manufacturer formulas.

SKINWELL BODY



Soothing Body Milk

190 ml | Aloe vera, bisabolol & panthenol

Lightweight body care. Shake before use.

SKINWELL BODY



Nourishing Body Oil

250 ml | Vitamin E & botanical oils

Apricot, avocado and olive oils for body care.

BODY CLEANSE & INTENSIVE MOISTURE

Daily shower care and an olive-oil moisturizer for dry skin and hands.

SKINWELL BODY



Daily Refresh Shower Gel

250 ml | Glycerin | Stay Cool fragrance

Lather on wet body skin and rinse thoroughly.

SKINWELL BODY



Olive Intensive Moisture Cream

100 ml | Olive oil | Original tube + carton

Massage a thin layer onto dry skin and hands.

SKINWELL

TARGETED BODY CARE

Daily underarm, foot and heel care.

SKINWELL BODY



Brightening Underarm Roll-On

75 ml | Niacinamide + Arbutin

Underarm tone and freshness care.

SKINWELL BODY



Intensive Foot & Heel Cream

75 ml | Urea + Shea Butter

Dry foot and heel care.

Skinwell Hair

PORTFOLIO EXTENSIONS

HAIR / CLEANSE & CONDITION

Ready-made keratin formulations in the original bottle and jar formats.

SKINWELL HAIR



Keratin Shampoo

Keratin + Sodium PCA | 400 ml

Cleansing care for damaged and colored hair.

SKINWELL HAIR



Keratin Repair Hair Mask

Keratin + Avocado Oil | 500 ml

Rinse-off mask: rinse after 5 minutes.

HAIR / SPRAY & INTENSIVE CARE

Everyday spray care and a dedicated rinse-off ampoule treatment.

SKINWELL HAIR



Keratin Care Spray

Keratin + Plant Proteins | 200 ml

Spray onto towel-dried hair lengths and ends.

SKINWELL HAIR



Keratin Intensive Treatment Ampoules

Keratin + Amino Acids | 2 x 5 ml

RINSE-OFF: Rinse after 5-10 minutes.

LET’S BUILD THE MARKET TOGETHER

A Premium skincare brand.
A clear retail story.
A Partner ready to glow.

SKINWELL





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