

# SWALLOW BEAUTY

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**80%**

**Not satisfied with their skin**

**93%**

**Suffering from skin problems**

**Solving skin problems**



# Swallow's Nest facial mask



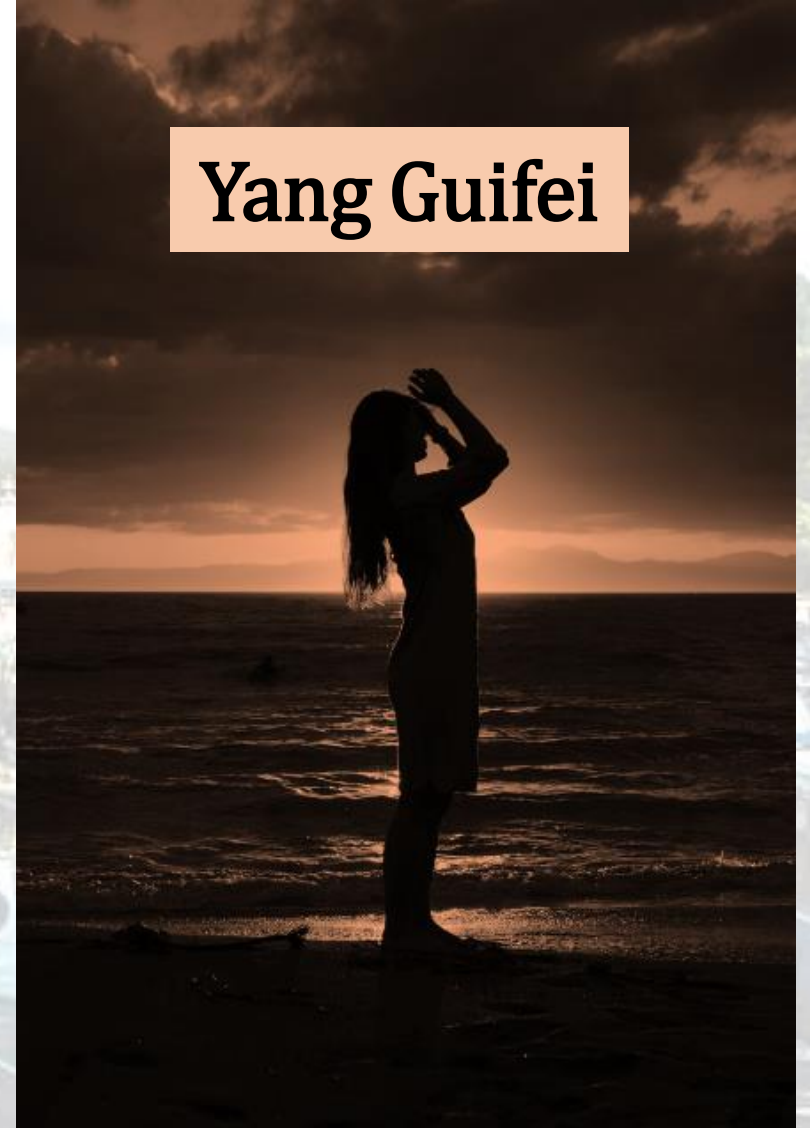
# Swallow's Nest

swiftlet



A luxury ingredient

Yang Guifei





# The effects on Swallow's Nest



Made from saliva of swiftlets



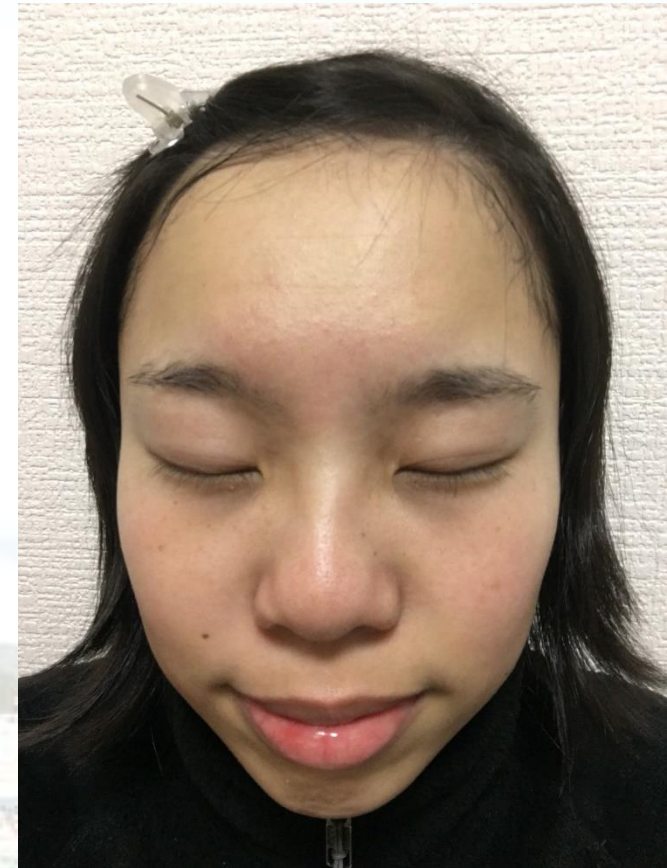
Contains a substance



**Sialic acid**

# Sialic acid

- ◆ Makes your skin silky and smooth
- ◆ Good to prevent from aging
- ◆ Prevents spots and wrinkles



Immunity

Anti-cancer  
activity



**How to use it**



# Swallow's Nest facial mask



SWALLOW BEAUTY



# Logistics

10 Swallow's  
Nest facial masks



× 10

**1000 yen**

Reasonable!

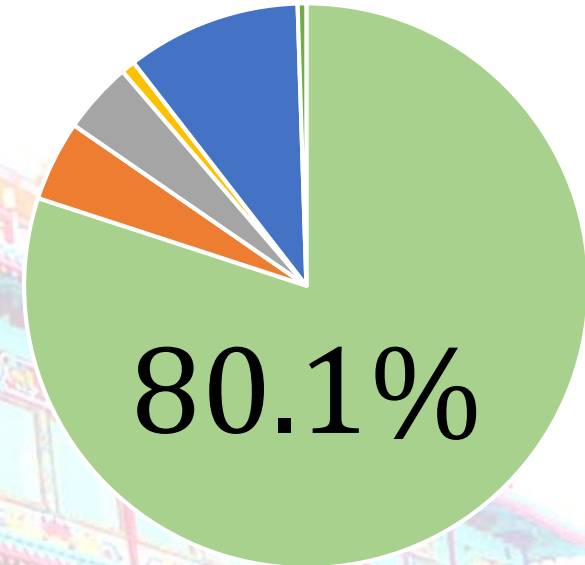
**Use farmed swiftlets !**

# The reason 1



**Skin dryness**





- ダイキン「第11回 現代人の空気感調査」- 総合報告書 夏の空気と肌に関する意識調査  
<https://www.daikin.co.jp/kuuki/library/data/Vol11.pdf>(2019/1/9)

**Skin dryness**

**Necessary to moisturize the skin !**

# The reason 2



# Japanese women



# The reason 2

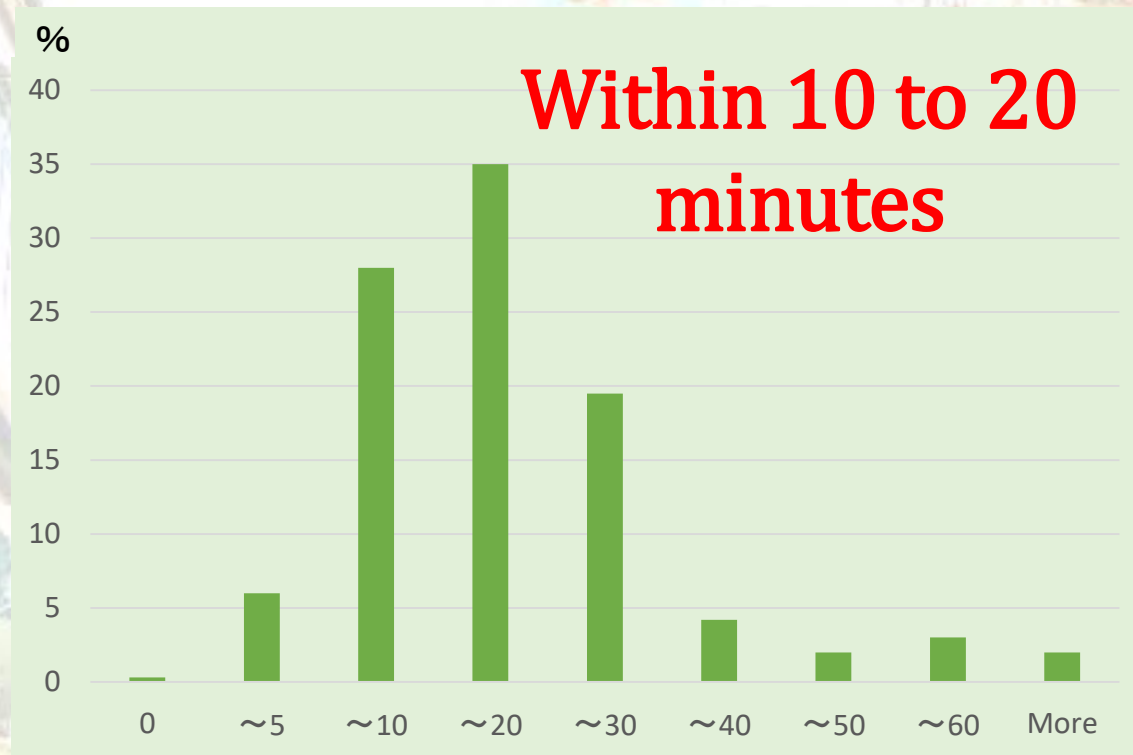


**87%** Skin care is important

**92%** Take care of their skin

**Japanese women**

# The average time & cost



**About  
4000 yen**

**Every day**

**Every month**



**Cheap**  
**Easy to use**

## **SWALLOW'S NEST FACIAL MASK**



**SWALLOW BEAUTY**

# Promote the product



**Beauty salons**



**Nail salons**



**Hair removal salons**



# Promote the product



Can't use their hands...

Have nothing to do...

# Promote the product



**The promotion looks promising !**





# Swallow's Nest facial mask

MOISTURIZING EFFECT  
MAINTAIN SKIN BEAUTY

MADE IN HONG KONG



Has been enjoyed in Hong Kong for a long time!

## Sources

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<https://www.daikin.co.jp/kuuki/library/data/Vol11.pdf>(2019/1/9)

ツバメの巣って何？アナツバメと日本のツバメの違いをご紹介！

<https://old.bi-su.jp/info/column/アナツバメと日本のツバメの違いをご紹介！/> ( 2019/01/07)

20—30代女性の過半数が気にしている「肌の悩み」って？

<https://wol.nikkeibp.co.jp/atcl/trend/15/105974/102300021/> ( 2019/01/07)

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世界で比較!"自信のなさ"は日本がダントツの1位

[http://www.ke-beauty.jp/img/0330\\_release.pdf](http://www.ke-beauty.jp/img/0330_release.pdf) ( 2019/01/07)

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<https://media-radar.jp/contents/meditsubu/cosmeticspromotion/>(2019/1/10)