

# Kaja

## BRAND PROPOSAL 2025



# AGENDA

- ♥ Kaja Brand Introduction
- ♥ Kaja Customer & Competitors
- ♥ Kaja Assortment Review



Kaja

# ***BRAND INTRODUCTION***

Kaja

## *KAJA IS MADE FROM THE HEART IN SEOUL*

We believe beauty should strike a balance between **playful, efficacious, subtle** and **serious**.

From **adorable packaging** to **sensorial formulas**, Kaja creates made-to-play products packed with **Korean innovation** that go wherever your imagination takes you. Kaja offers **multi-tasking, multi-benefit** and **easy to apply** products that do the work for you.

Kaja believes **K-beauty is for everyone** regardless of skin type, skin tone, age, body type or pronoun.

Everyone is welcome so come on and “**Kaja!**  
(Kaja, pronounced “kah-jah,” means “let’s go” in Korean)



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# BRAND PILLARS



**KOREAN BEAUTY - SUBTLE & NATURAL - BUILDABLE POPS OF COLOR - HEALTHY, GLOWING SKIN**

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# *SOCIAL MEDIA, INFLUENCER & PRESS*

Kaja

# SOCIAL



[@kajabeauty](#)

1.6M Followers

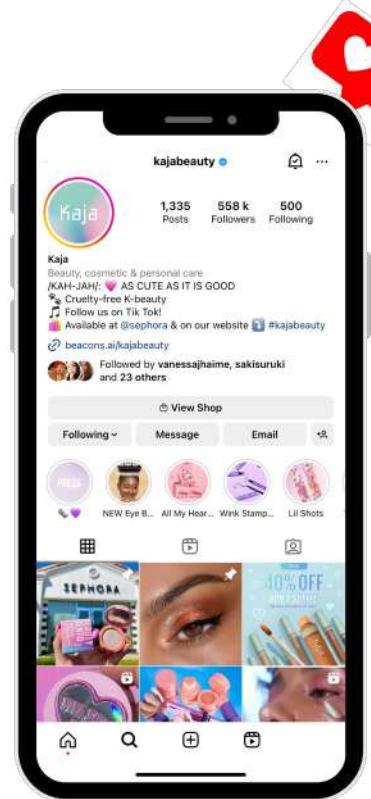
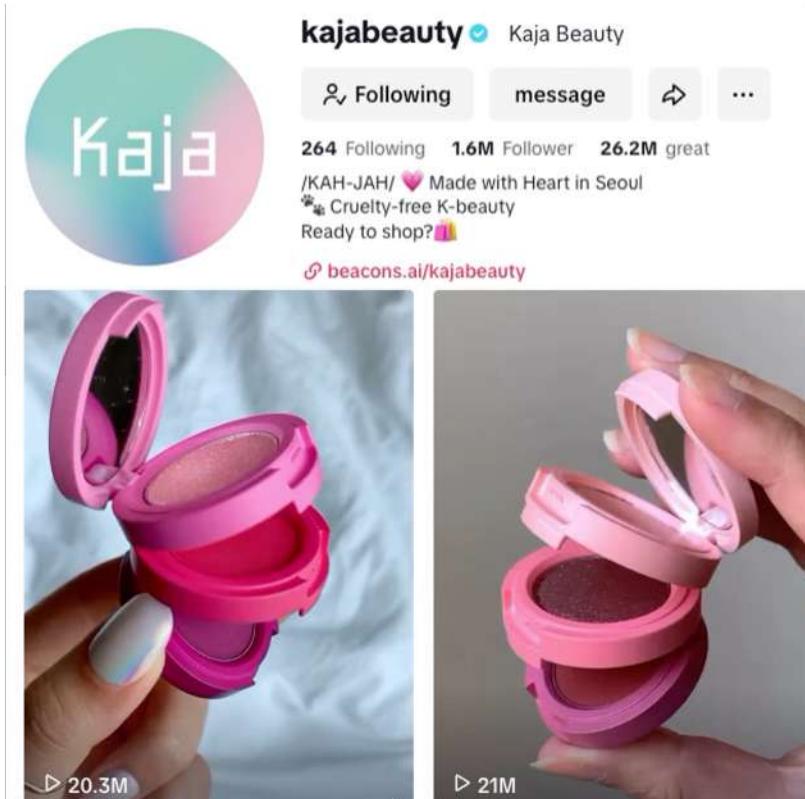
26.2M Total Likes



[@kajabeauty](#)

545K Followers

40K+ Monthly  
Organic clicks



\*As of 12/2024

Kaja

# INFLUENCER



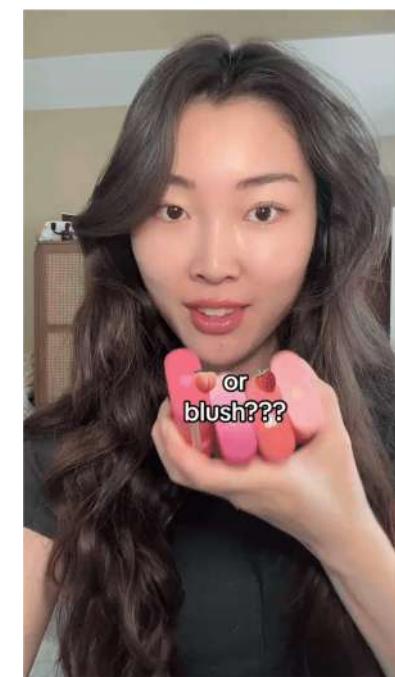
**2M** views  
**36.2K** likes



**1M** views  
**55.8K** likes



**1.4M** views  
**97.1K** likes



**39.9K** views  
**2.5K** likes

# PRESS FEATURES

## allure

“Best of Beauty 2020 - Moon Crystal  
Best of Beauty 2019 - Beauty Bento”

[2019 LINK](#) / [2020 LINK](#)

## BAZAAR

“17 Smudge-Proof Lip Stains That Will Last  
Through the Apocalypse”

[LINK](#)

## GLOSSY

“How K-beauty brands Kaja and I Dew Care  
became TikTok favorites”

[LINK](#)

## COSMOPOLITAN

“17 Best Lip Stains in 2023 That Last All Day,  
Tested and Reviewed”

[LINK](#)

## teenVOGUE

“30 AAPI Beauty Brands to Shop  
From”

[LINK](#)



## REFINERY29

“The Best Glitter Eyeshadows For  
Clean Freaks Who Hate Glitter”

[LINK](#)

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# ***CONSUMER & COMPETITORS***

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# TARGET CONSUMER

## GEN-Z & BEAUTY

### GEOGRAPHIC:

- Most Kaja Kuties **are located in the United States**

### PSYCHOGRAPHIC:

- Uses beauty to tap into mood, feelings, and self-expression
- Shifted beauty into an emotional industry seeking fun but is environmentally conscious
- Seeks creativity yet sustainable packaging & clean ingredients in beauty products

### DEMOGRAPHIC:

- **Age: 18-34 years old**
- Largest consumer base: LatinX, Asian & Caucasian
- Target customer is likely in college

### LIFESTYLE:

- Socially-minded & Health conscious
- Trend setters
- Loves shopping
- Blogger everyday life or beauty routine

**KAJA IS PROVEN TO RECRUIT A YOUNGER CONSUMER TO YOUR BUSINESS**



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# COMPETITORS

NYX

SRP\$

Kaja

*Artistry & Serious*



\* Based on SRP: Average average of best-selling lipstick, lip gloss, eyeliner, concealer, eyebrow, and cheek.

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# ***GO-TO-MARKET & LAUNCH SUPPORT***

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# 360 MARKETING



Kaja's marketing plan is "always-on" and is focused on driving awareness, and conversion, across our retail channels for our Tier 1 SKUs and newness

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***BEST SELLERS &  
NEW LAUNCH***

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# TOP 5 FRANCHISES



BEAUTY BENTO



JUICY GLASS



DEWY BAR



WINK STAMP



PLAY BENTO

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# *END CAP PROPOSAL*

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# END CAP ASSORTMENT

## TYPE 1



## TYPE 2



Kaja

***NEW 1H 2025 INNOVATION***

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# 2025 KAJA MARKETING LAUNCH CALENDAR

MARCH



## BEAUTY BENTO

Shades: (2) Rose Macaron, Blueberry Bingsu (2 SKUs)  
Price: \$26

JUNE



## WINK STAMP BROWN

SKUs: (2) Wink Stamp Original, Wink Stamp Long  
Price: \$29

MAY



## JUICY GLASS LIP BALM

Shades: (6)  
\$18 USD

SEPTEMBER



## JUICY GLASS PLUMP

Shades: (6)  
\$18 USD

OCTOBER



## HOLIDAY SETs

(2-3 Sets)



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# EYE BENTO

## Stacked Eyeshadow Trio

Introducing two new shades of our award-winning, super versatile Eye Bentos! Both eyeshadow trios feature a combination of shimmer and matte shadows that can be used to create a multitude of different day to night looks.

\$26 / 2 Shades  
COMING SOON: 3.11  
LAUNCH: 3.18



♡ BUILDABLE & BLENDABLE

♡ HIGH PIGMENTATION

♡ NO CREEPING & FALLOUT

### BLUEBERRY BINGSU (FUTURE DUSK INSPO)



SHIMMER - MATTE - MATTE

### ROSE MACARON (EARTHY TRANSCENDENT PINK INSPO)



SHIMMER - MATTE - MATTE

## TRENDS

### FUTURE DUSK:

Future dusk is predicted to be the color of the year in 2025, while ashy & cool toned eyeshadow shades will continue to remain prevalent for creating that perfect semi-smokey eye loved by many k-pop celebrities.

### TRANSCENDENT PINK:

Consumers in the US continue to strive for a “clean girl” makeup look, with earthy shades predicted to grow stronger in 2025. This new palette, inspired by the trending color transcendent pink, gives you a barely-there but elevated eye look, with a trio of pink-toned shadows.

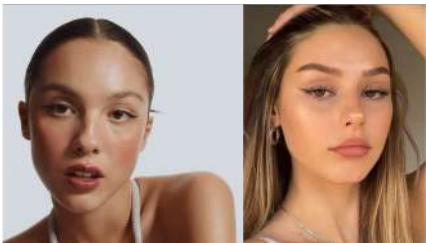
# WINK STAMP BROWN

## Wing Eyeliner Pen & Stamp Original Wing Eyeliner Pen & Stamp Long

This brown color eye liner set to help anyone get the daily, perfect clean girl aesthetic look in seconds. Now, try creating a variety of makeup looks using two different colors!

**\$29 / 2 SKUs**  
**LAUNCH JUNE 2025**

♡ Clean Girl Makeup Look



♡ Espresso Makeup



Avocado Fruit Extract  
Contains moisturizing and  
nourishing properties.



Green Tea &  
Black Tea Extract  
Contains skin-balancing and  
protecting properties.

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# JUICY GLASS LIP GLOSS

## JUICY GLASS PLUMP Instant Plumping Gloss

Plumping has historically been a small part of the Lip market in Korea, but has recently begun surging, reflecting a new plumping lip trend. In the US, plumping has been trending for the past few years with plumping taking market share from other traditional lip SKUs

Meet our latest addition to the Juicy Franchise: an all-in-one Lip Gloss, Plumper, and Treatment. Experience instant volume, supreme softness, and maximum moisture!

**\$18 / 6 Shades**  
SEPTEMBER 2025

♡ High Shine Finish!



♡ Hydrating & Plumping



**Volufiline & Peppermint**  
Maximizing volume  
& cooling effect



**Jojoba seed oil & Peptide**  
Hydrate + Moisturizes  
+ Reduces the look of fine lines

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# ***PRODUCT GUIDE***

## **EYE**

Kaja



### PRODUCT DESCRIPTION:

Curated trio of blendable, creamy powder eyeshadows packaged in a bite-sized component. Three full-size shades in each trio.

### HOW TO USE:

Applies effortlessly with your fingertip—perfect for quick, & easy eye looks on-the-go.

# BEAUTY BENTO

CHROME, MATTE, & SHIMMER EYESHADOW TRIO



01. ROSEWATER 02. ORANGE BLOSSOM 03. TOASTED CARAMEL 07. GLOWING GUAVA 08. CHOCOLATE

### DAHLIA



10. SPIKED GINGER 13. VELVET DREAM 14. NEUTRAL MOMENT 16. PEACH MADELINE 17. MAUVE BOUQUET



18. CORAL SUNRISE 19. FOREST NIGHT TARO BUBBLE TEA COLD BREW EINSPANNER ROSE MACARON BLUEBERRY BINGSU

AVAILABLE IN 16 SHADES

SRP: \$26 USD

**PRODUCT DESCRIPTION:**

A double-ended wing stamp and liquid pen liner that is smudge-proof, long-lasting, and waterproof, giving you a super easy winged eyeliner every time.

**HOW TO USE:**

**STAMP:** Position the wing-shaped stamp at the outer edge of the eye and press down firmly — the wing should connect to the lower lash line, creating one continuous line.

**LINE:** Use the eyeliner pen to draw along the lashes and connect the wing. Shake well before use.

**REPEAT:** On the other side.

# WINK STAMP

WATERPROOF WING EYELINER STAMP & PEN



SRP: \$29 USD



#### PRODUCT DESCRIPTION:

Use Wink Stamp Long for a dramatic eye look. This set is long-wearing, smudge-proof, and waterproof, ensuring your eyeliner will always look stunning and easy to apply!

#### HOW TO USE:

**STAMP:** Position the wing-shaped stamp at the outer edge of the eye and press down firmly — the wing should connect to the lower lash line, creating one continuous line.

**LINE:** Use the eyeliner pen to draw along the lashes and connect the wing. Shake well before use.

**REPEAT:** On the other side.

## WINK STAMP LONG

WATERPROOF WING EYELINER STAMP & PEN



SRP: \$29 USD

# ***PRODUCT GUIDE***

## **LIP**

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#### PRODUCT DESCRIPTION:

Juicy Glass, Kaja's lip-loving Lip Oil contains over 90% natural ingredients and instantly delivers and locks in moisture to deeply hydrate and plump lips while giving lips a glassy shine.

#### KEY INGREDIENTS:

- Jojoba Oil: Provides rich nutrition for instant and long-lasting hydration
- Hyaluronic Acid: Visibly plumps lips immediately and over time



## JUICY GLASS

PLUMPING & INSTANT HYDRATING LIP OIL

NEW  
colors!



Apple Cider  
Deep Red



Fig Smoothie  
Sheer Dusty  
Rose



Cherry Cola  
Chocolate Red



01 Rose Hip Spritz  
Rose Pink



02 Raspberry Refresher  
Red Raspberry



03 Apricot Allure  
Apricot Orange



04 Grape Glowtini  
Purple Grape



05 Plum Paloma  
Black Plum

AVAILABLE IN 8 SHADES  
SRP: \$18 USD



#### PRODUCT DESCRIPTION:

Jelly Charm comes in six juicy shades that can be worn on the lips and cheeks. Build your perfect juicy pout and flush with these skin-loving shades. With its keychain design, you can attach Jelly Charm to your keys, headphones, backpack, or belt and be ready to shine anywhere, any time!

#### KEY INGREDIENTS:

- Triple Berry Complex: Helps with skin protection.
- Lemon Fruit Extract: Moisturizes and brightens skin.
- Olive Squalane: Moisturizes skin and contains antioxidants.

# JELLY CHARM

## LIP & BLUSH GLAZED KEYCHAIN STAIN



AVAILABLE IN 6 SHADES  
SRP: \$25 USD

LIP



#### PRODUCT DESCRIPTION:

A hydrating, non-sticky lip gloss with a high-shine finish.

#### KEY INGREDIENTS:

- Squalane: Softens, moisturizes, and nourishes.
- Jojoba Seed Oil: Hydrates.

#### IN A CONSUMER STUDY OF 21 SUBJECTS:

- Hydration lasted up to 24 hours after one use

# GLOSS SHOT

## HYDRATING LIP GLOSS



01. CRYSTAL CLEAR

Clear

02. MILK TEA

Light Pink

03. HONEY DRIZZLE

Nude Beige

04. PINK DRINK

Rosy Pink

AVAILABLE IN 4 SHADES

SRP: \$19 USD



#### PRODUCT DESCRIPTION:

A heart-shaped gloss stick that combines nourishing lip oils for a rich, melt-on formula that delivers high-shine, conditioning color.

#### KEY INGREDIENTS:

- Argan Oil: Soothes and softens lips.
- Plum Seed Oil: Soothes and softens lips.

# HEART MELTER

## MOISTURE MELT LIP GLOSS STICK



AVAILABLE IN 5 SHADES

SRP: \$19 USD

# ***PRODUCT GUIDE***

## FACE

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**PRODUCT DESCRIPTION:**

Light-fit & Soft Blur finish, Base zone with Semi matte finish and medium coverage. Pink heart ring with Sebum minimizing formula

**KEY INGREDIENTS:**

Infused with *Mangifera indica* (mango) seed butter to help the formula blend seamlessly while moisturizing the skin.

# SOFT BLUR CUSHION FOUNDATION

Cushion foundation softly

- ❖ Semi matte finish
- ❖ Medium coverage
- ❖ Light-fit texture



VEGAN



CRUELTY FREE



AVAILABLE IN 5 SHADES (Total 22 shades under development)

SRP: \$28 USD

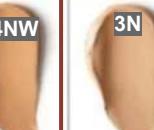
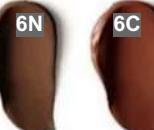
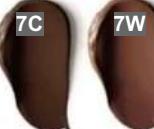
LIGHT		MEDIUM		
2C Fair Light	2W Light Medium	3NW Medium	3N Medium Tan	3W Neutral Tan
				

# FACE

# SOFT BLUR CUSHION FOUNDATION

## COLOR CHART (Future Color Expansion)

### Current Colors

DEEP	RICH	TAN	MEDIUM	LIGHT	FAIR																
 6W Deep Honey	 5c Rich Honey	 5W Rich Honey	 4.5W Tan Warm	 4NW Tan	 3N Medium Tan	 3NW Medium	 2C Light	 1NC Fair	 1NW Fair Ivory												
 6N Neutral Deep	 6C Deep	 5N Neutral Rich	 4N Neutral Tan	 3W Neutral Medium	 1C Fair Porcelain																
 7C Deep Mocha	 7W Deep Bronze			 2W Light Medium	 1.5N Fair Light	 1.5W Fair Beige															
 7C	 7W	 6C	 6N	 6W	 5N	 5c	 5W	 4.5C	 4.5W	 4N	 4NW	 3W	 3N	 3NW	 2W	 2C	 1.5W	 1.5N	 1C	 1NC	 1NW

# FACE



## PRODUCT DESCRIPTION:

These pocket-sized stacks of blush, highlighter, and bronzer trios apply like butter and blend effortlessly into a cream-to-powder finish.

## KEY INGREDIENTS:

Infused with *Mangifera indica* (mango) seed butter to help the formula blend seamlessly while moisturizing the skin.

## PLAY BENTO

BLENDABLE SCULPTING TRIO



00. SUGAR COOKIE  
Best for fair complexions



01. BUTTER UP  
Best for light complexions



02. CLOUD LATTE  
Best for medium complexions



03. MOCHAMALLOW  
Best for deep complexions

AVAILABLE IN 4 SHADES

SRP: \$28 USD



## CHEEKY STAMP

HEART-SHAPED BUILDABLE BLUSH



01. COY	02. SAUCY	03. BOSSY	04. FEISTY	
Dusty rose	Dusty mauve	Soft coral	Cool raspberry	

AVAILABLE IN 4 SHADES  
SRP: \$27 USD

### PRODUCT DESCRIPTION:

A cushion blush formula, with a heart-shaped applicator, that blends out to a sheer-to-buildable flush of color.

### HOW TO USE:

- Twist top to reveal heart-shaped applicator.
- Pop open bottom compact.
- Press sponge into product and stamp on the apples of cheeks.
- Blend immediately with fingertips.
- Tip: Stamp once for a natural-looking flush, or twice to build to a bold color.

# FACE



## HOW TO:

- CHEEK: SWEEP ALONG THE CHEEKBONES AND BLEND LIGHTLY WITH YOUR FINGERS.
- LIP BALM: HOLD VERTICALLY AND SWIPE ONTO LIPS.

## ARTISTRY TIPS & TRICKS:

YOU CAN EASILY ACHIEVE A TONE-ON-TONE MAKEUP LOOK BY SIMPLY SWIPING ACROSS YOUR CHEEKS AND LIPS.

# DEWEY BAR

## DEWEY CHEEK & LIP MULTI BALM



A HYDRATING TINTED BALM FOR CHEEK & LIP  
A CREAMY, BLENDABLE FORMULA FOR A NATURAL GLOW  
INFUSED WITH APPLE & GREEN TANGERINE EXTRACT



## *TWIST - SWIPE - BLEND*



AVAILABLE IN 6 SHADES

SRP: \$25 USD

# FACE



## DON'T SETTLE

- 01. SWEET RICE
- 02. BANANA MILK
- 03. MOON CAKE
- 04. WAFFLES
- 05. FORTUNE COOKIE
- 06. BOBA TEA
- 07. SWEET TOAST
- 08. CANDIED GINGER
- 09. CHAI PUDDING
- 10. MAPLE
- 11. COCOA MACAROON
- 12. COFFEE BEAN

	<b>01. SWEET RICE</b> Fair - Neutral to pink		<b>02. BANANA MILK</b> Fair - Neutral to yellow		<b>03. MOON CAKE</b> Light - Pink undertone		<b>04. WAFFLES</b> Light - Yellow undertone
	<b>05. FORTUNE COOKIE</b> Medium - Neutral to yellow		<b>06. BOBA TEA</b> Medium - Neutral undertone		<b>07. SWEET TOAST</b> Medium - Yellow undertone		<b>08. CANDIED GINGER</b> Medium to deep - Neutral
	<b>09. CHAI PUDDING</b> Deep - Neutral to red		<b>10. MAPLE</b> Deep - Neutral undertone		<b>11. COCOA MACAROON</b> Deep - Red undertone		<b>12. COFFEE BEAN</b> Rich - Red undertone

# DON'T SETTLE

## FLEXIBLE CONCEALER



### PRODUCT DESCRIPTION:

A buildable, light-to-medium coverage, creaseless concealer that has a light-as-air feel.

### HOW TO USE:

Use the applicator to dot concealer onto desired areas; then, gently tap your fingertips to blend. Can be used on targeted areas or applied all over face.

AVAILABLE IN 12 SHADES

SRP: \$19 USD

# FACE



**HOW TO:** Use the applicator to dot product, then blend with fingertips. The peachy undertone helps color correct dark circles so you appear wide awake and ready to take on the day. Apply under or over concealer. Can also be worn alone.

**ARTISTRY TIPS & TRICKS:** Can be used with other complexion products as a natural, non-shimmer face brightener.



## CAT NAP UNDER EYE BRIGHTENER



01. PEACH

COLOR-CORRECTING, PEACH-TONE BRIGHTENER  
BUILDABLE FORMULA  
WITHOUT CAKING OR CREEPING

AVAILABLE IN 1 SHADE  
SRP: \$21 USD



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*THANK YOU!*