

Kaja

BRAND PROPOSAL
2025



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



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)



Kaja

BRAND PILLARS



**INNOVATIVE &
EASY TO APPLY**



**ADORABLE PACKAGING &
EFFICACIOUS FORMULAS**



**MULTI-PURPOSE &
MULTI-TASKING**



**FINGER FRIENDLY &
MADE-TO-PLAY**

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

Kaja

***SOCIAL MEDIA, INFLUENCER
& PRESS***

Kaja



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

1.6M Followers

26.2M Total Likes



[@kajabeauty](https://www.instagram.com/kajabeauty)

545K Followers

40K+ Monthly

Organic clicks

*As of 12/2024



kajabeauty Kaja Beauty

Following

message



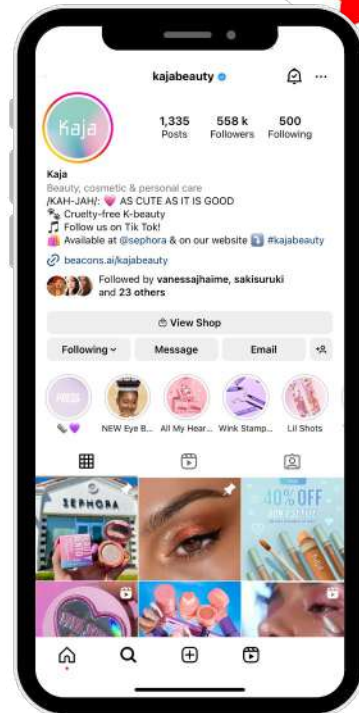
264 Following 1.6M Follower 26.2M great

/KAH-JAH/ Made with Heart in Seoul

Cruelty-free K-beauty

Ready to shop?

beacons.ai/kajabeauty





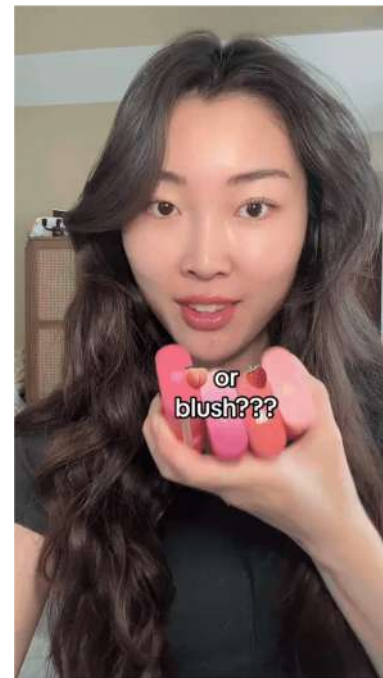
2M views
36.2K likes



1M views
55.8K likes



1.4M views
97.1K likes



39.9K views
2.5K likes

allure

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

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

BAZAAR^{Harper's}

“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](#)

teenVOGUE

“30 AAPI Beauty Brands to Shop
From”

[LINK](#)

COSMOPOLITAN

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

[LINK](#)



REFINERY29

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

[LINK](#)

***CONSUMER &
COMPETITORS***

Kaja

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

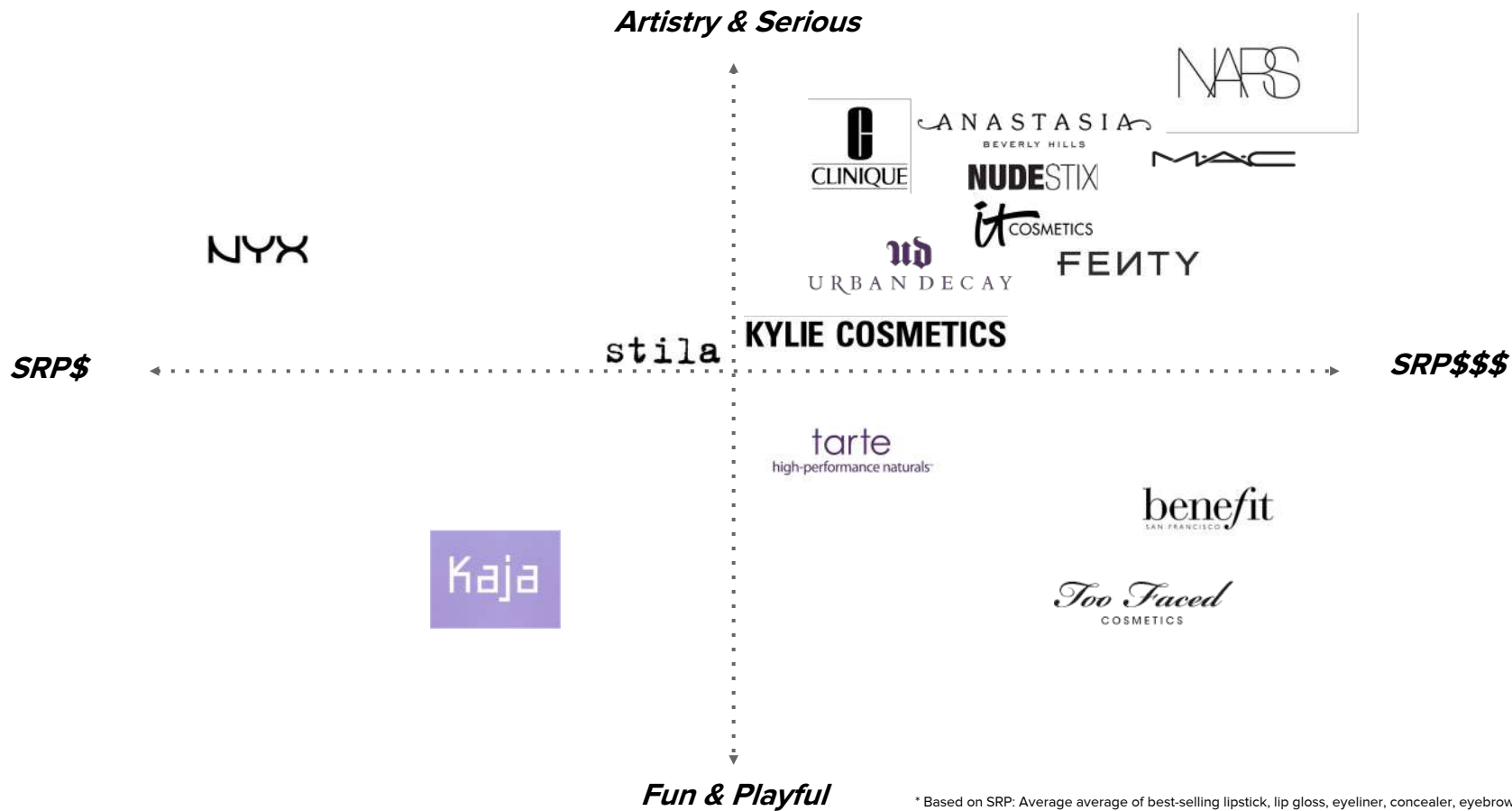
LIFESTYLE:

- 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

COMPETITORS



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

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

Kaja

SOCIAL MEDIA



INFLUENCER



PUBLIC RELATIONS

VOGUE

Kaja Whipped Dream Multi-Eye & Cheek Color

A makeup novice might opt for this multitasker by Kaja, which pairs the best of eyeshadow and blush. With a doe foot applicator, one can easily dot the sheer, whipped formula across the eyelids or on the cheeks.



\$21 AT KAJA

AWARENESS MEDIA



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

***BEST SELLERS &
NEW LAUNCH***

Kaja

TOP 5 FRANCHISES



BEAUTY BENTO



JUICY GLASS



DEWY BAR



WINK STAMP

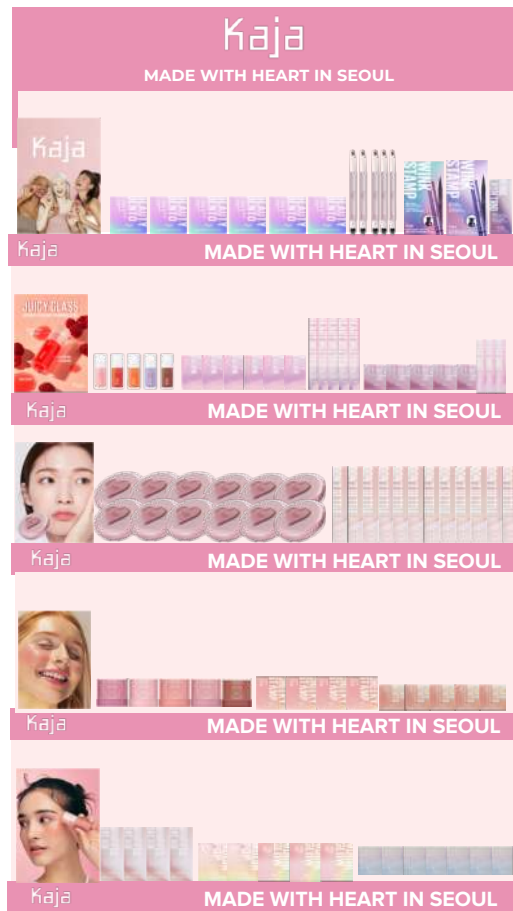


PLAY BENTO

END CAP PROPOSAL

Kaja

TYPE 1



TYPE 2



NEW 1H 2025 INNOVATION

Kaja

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)

Kaja

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 CREASING & FALLOUT

BLUEBERRY BINGSU (FUTURE DUSK INSPO)

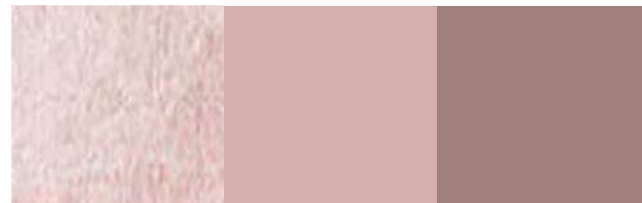


SHIMMER

- 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.

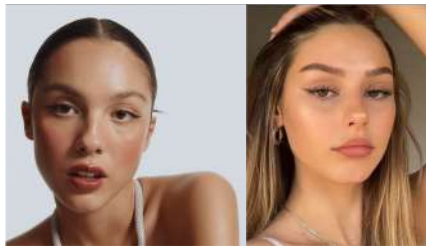
WINK STAMP BROWN

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.



Kaja

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

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

Kaja



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

LIP



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



01. CHERRY SPRITZ
Blue Red



02. SQUEEZE GUAVA
Soft Plum Pink



03. BERRY COLADA
Plum Mauve



04. FIG SODA
Rosy Brown



05. PEACH FIZZ
Nudy Pink



06. MOCHA GLAZE
Mocha Brown

AVAILABLE IN 6 SHADES
SRP: \$25 USD



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



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



01. TOO HOT
Flirty
cherry red



02. SWEET TALK
Playful
bubblegum pink



03. CRAZY 4U
Soft
rosy mauve



05. HUNNY BUN
Peppy pink nude



07. LET'S CHILL
Cool
muted tone



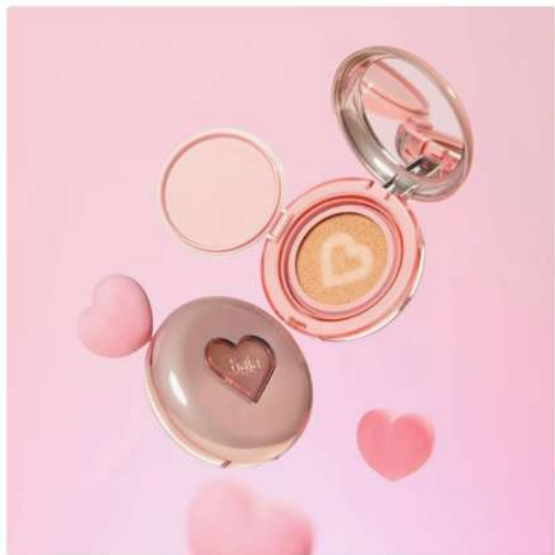
09. CRUSH HARD
Perfect
mauvy pink

AVAILABLE IN 5 SHADES
SRP: \$19 USD

PRODUCT GUIDE

FACE

Kaja



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



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

SOFT BLUR CUSHION FOUNDATION

▶ COLOR CHART (Future Color Expansion)

Current Colors

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



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	

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.

AVAILABLE IN 4 SHADES

SRP: \$27 USD



DEWY BAR

DEWY 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



**BERRY
SPARKLER**
Berry Pink



**STRAWBERRY
SORBET**
True Pink



PEACH COBBLER
Soft Coral Peach



FIG SMOOTHIE
Dusty Mauve



CRANBERRY COOLER
Warm Terracotta



**GRAPEFRUIT
GELATO**
Dusty Rose

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.

TWIST - SWIPE - BLEND



AVAILABLE IN 6 SHADES

SRP: \$25 USD

FACE



DON'T SETTLE

01. SWEET RICE
02. BANANA MILK
03. MOONCAKE
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

Kaja



01. SWEET RICE

Fair -
Neutral to pink



02. BANANA MILK

Fair -
Neutral to yellow



03. MOONCAKE

Light -
Pink undertone



04. WAFFLES

Light -
Yellow undertone



05. FORTUNE COOKIE

Medium -
Neutral to yellow



06. BOBA TEA

Medium -
Neutral undertone



07. SWEET TOAST

Medium -
Yellow undertone



08. CANDIED GINGER

Medium to deep -
Neutral



09. CHAI PUDDING

Deep -
Neutral to red



10. MAPLE

Deep -
Neutral undertone



11. COCOA MACAROON

Deep -
Red undertone



12. COFFEE BEAN

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



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 CREASING

AVAILABLE IN 1 SHADE
SRP: \$21 USD



Kaja
THANK YOU!