

# TSIVI

SELFCARE

THE GOAL IS HEALTHY SKIN -

HAPPY SKIN, HAPPY YOU



# who are we ?

At **TSIVI Selfcare**, we are revolutionizing the skincare industry by offering a range of plant-based products that address skin issues. Our goal is to empower individuals to achieve healthy, radiant skin while embracing their natural beauty. With a focus on sustainability, we harness the power of nature to deliver effective skincare solutions. With a combination of innovative formulations and commitment to quality, we aim to disrupt the market and become a leading brand in the industry.



# Problem

For many individuals struggling with skin issues, finding effective and sustainable solutions can be a daunting task. These concerns not only affect their physical appearance but also take a toll on their self-confidence. Put yourself in the shoes of an adolescent. **90%** of adolescents experience acne and pimples due to hormonal changes.

Pregnant women on their journey and post-birth, encounter **pigmentation, melasma** and **dark patches** on their skin.

As for adults, **40%** of males and **15%** of females deal with acne. When it comes to older individuals, ageing and dry skin are the most common issues.

# Solution

## 'TSIVI SELFCARE'

Our meticulously crafted skincare products, formulated with potent plant extracts and derivatives, offer a comprehensive solution to common skin issues like acne, pigmentation, dark spots and melasma. We provide effective yet gentle remedies that address the root causes of these concerns by identifying the ingredients for customers, at the same time, educating them to make informed choices through our social media platforms.





### **Tsivi Niacinamide Serum.**

Reduces Dark Spots & Blemishes. Niacinamide fights Acne, evens out Skin Tone.



### **Tsivi Alpha Arbutin Serum**

Reduces hyperpigmentation, treats Melasma and Dark Spots and Moisturizes skin.



### **Tsivi Vitamin C Serum**

Helps protect Sun Damage, reduces Hyperpigmentation. Evens Skin Tone, Brightens Complexion.



### **Tsivi Salicylic Acid Serum**

The best treatment for Acne Scars and Marks. An excellent Exfoliant that helps to remove Acne-causing Bacteria, Slough dead skin cells.

**Tsivi Selfcare has 40+ SKUs in its Line Up.**

# Our Unique Selling Point

Our selling proposition lies in our fusion of nature and science.

Our products are made from plant extract and its derivatives using specific ingredients to formulate one product.

Our personalized approach to skincare empowers individuals to address their specific concerns and achieve healthy skin.



## Market Size

The Skin Care market has been experiencing significant growth due to increasing consumers awareness about skin health and the growing availability of a wide range of products tailored to the diverse needs of the populace. As of 2024, the market in India is estimated at around **\$2.7 billion**. Estimates predict a compound annual growth rate (CAGR) of approx. **8-10%** over the next few years.





## Revenue Model

The primary source of revenue is through the sale of our products. **80%** of our sales comes from social media and **20%** through local retail stores.

**Online : Instagram - Facebook - Whatsapp**

**Offline Stores : Made In Nagaland (Kohima, Dimapur)  
- Rhozu Collection**

## Marketing Strategy

**E-commerce  
platforms**

**Collaborations &  
Partnerships**

**Marketing &  
Promotion**

**Distribution  
Channels**

**Customer  
Feedback &  
Iteration**

**Influencer Marketing**



# OUR FUTURE GOALS

- Acquisition of Cosmetic Equipment & Machinery
- Acquiring a suitable space for our existing facility for expansion and setting up a modern, state of the art manufacturing unit, warehouse and administrative offices.
- Hiring professional people in the field of Marketing and Networking.
- Developing & introducing new range of products in our current lineup.



# OUR TEAM



**MS MUTSEVELU PHESAO**

Founder & CEO

**LEZO**

Manager & Finances

**SALES TEAM**

Vetsi

Labu

Neibanuo

Thuno

**DELIVERY**

Sheto

**WORKFORCE**

Buno



**MS THOJOLU PHESAO**

Director/CFO (Digital Marketing)

TSIVI



# Reach Us

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