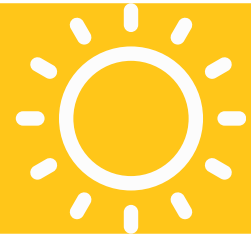




SunEase

SUNCARE SOLUTIONS

Agenda



- **Introduction**
- **Market Overview**
- **Brand Review**
- **Competitors**
- **Channels Overview**
- **SWOT Analysis**
- **Business Objectives**
- **Marketing Strategy**



Introducing : SunEase

We are a new company that serves to promote and protect skin health!

Our product is an improved sunscreen applicator called the **SunEase Booth** that uses our own eco-friendly and safe **SunEase Pod** sunscreen.

Enjoy the convenience and ease of automatically applying sunblock in a private booth!

Worry less about sun protection and environmental safety!



Current Marketing Situation

The current sunscreen market is considered highly competitive due to the large number of established players vying for market share. However, our product stands out due to its cutting-edge convenient application technology.

Our Competition & Advantages

- The sunscreen application booth niche within the sunscreen market has only one current company, SnappyScreen, dominating the market.
- This gives our company the potential to capture a large market share within this niche.
- Our product stands out against our competitor by offering the same fast, eco-friendly sunscreen application with more benefits and options, including a quick dry formula, the ability to choose your level of tan, and more special features.



Top 5 Sunscreen Companies Globally

- Johnson & Johnson Services Inc
- Procter & Gamble
- Unilever
- L'Oréal
- The Estée Lauder Companies Inc

Source: Emergen Research



2.05 billion
USD Revenue in the US
in 2024

Source: Statista



Market Overview

As public awareness and concern about the negative consequences of skin damage from sun exposure continue to increase, so does the global revenue of the sunscreen market.



12.3 billion
USD Global Market Size
in 2023

Source: Cognitive Market Research

5.60%
CAGR increase
estimated globally
from 2023 - 2030

Source: Cognitive Market Research



Our Brand & Product Review: SunEase

Sunscreen Stations

- SunEase Sunscreen Stations provide simple and easy touchless sunscreen application, ideal for hotel and resort guests heading to the beach or pool.
- Users select their specifications including SPF, height, and desired finish before stepping into the booth, where the machine evenly covers their body with sunscreen in just 5 seconds.
- Then it's time to step out and enjoy the sun!

Sunscreen Pods

- SunEase also produces and sells custom pods of a proprietary sunscreen blend to refill the machines.
- When hotels and resorts purchase SunEase Sunscreen Stations they can also set up orders for the sunscreen cartridges to be delivered to refill the machine as needed.



Competitive Overview

SunEase

- ✔ 5 Second Application!
- ✔ Choice of Automatic or Manual Operation!
- ✔ Notifies You When It's Time to Reapply!
- ✔ Quick-Dry Sunblock!
- ✔ Collabs with Your Favorite Sunscreens!
- ✔ Reef-Safe, Eco-Friendly!
- ✔ Hypoallergenic!

SnappyScreen

- ✘ 10 Second Application
- ✔ Reef-Safe, Eco-Friendly
- ✔ Hypoallergenic

Sunscreen in a Bottle

- ✘ Easily Forgotten
- ✘ Can't Carry On
- ✘ Messy!
- ? When Do I Reapply Again?
- ? Is This Harmful?
- ? Am I Allergic?

Channels Overview

Our B2B2C company must interact with both business and consumer to optimize marketing efforts

Channels

- Popular travel destination
- Resorts, Hotel Chains, Beaches
- Hospitality Expos
- Conventions
- Cold Calling
- Social Media - LinkedIn / Instagram
- Domestic & International



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Strengths

Convenience for Guests:

- Provides easy access to sunscreen in high-traffic, outdoor areas.
- Touch-free dispensers add a modern and hygienic appeal.

Health and Safety Promotion:

- Encourages sun protection, potentially reducing the risk of sunburn and skin cancer.
- Aligns with health-conscious trends.

Eco-Friendly Appeal:

- Using chemical free eco-friendly sunscreen formulations.
- Supports sustainability goals because refillable packaging is used.

Enhanced Guest Experience:

- Adds a thoughtful, value-added amenity that increases guest satisfaction.
- Differentiates the hotel/resort/pool from competitors.

Partnership Opportunities:

- Collaborations with sunscreen brands like (Supergoop, Neutrogena) for co-branding or sponsorship.

Low Maintenance:

- Automated touch-free technology reduces manual intervention and operating costs.

W

Weaknesses

Initial Investment:

- High upfront costs for installation, customization, and stocking of sunscreen stations.

Sunscreen Application Limitation:

- Spray nozzles might not suit all guests (e.g., sensitive skin or children).
- May require guest education on proper use of provided sunscreens.

Operational Challenges:

- Regular refills and maintenance required to ensure stations remain operational.
- Potential for vandalism in public areas.

Seasonal Demand:

- May see reduced use during off-peak or cooler seasons, leading to underutilization.

O

Opportunities

Brand Partnerships:

- Team up with premium sunscreen brands to supply products or share costs.
- Exclusive agreements could create a unique selling proposition (USP).

Revenue Generation:

- Offer as a premium amenity or include advertising on dispensers.
- Upsell sunscreen refills or retail-sized branded bottles in adjacent shops.

Expansion Possibilities:

- Extend beyond hotels to include parks, sports facilities, and other outdoor venues.
- Franchise or license the concept nationally.

Alignment with Trends:

- Taps into rising awareness of sun protection and skin cancer prevention.

Tech Integration:

- Use smart sensors to monitor usage and automate restocking notifications.
- Data collection on guest engagement and product preferences.

T

Threats

Regulatory and Liability Concerns:

- Potential for allergic reactions leading to complaints or legal challenges.
- Must comply with local regulations on sunscreen ingredients (e.g., reef-safe requirements in Hawaii).

Competition:

- Competing hotels and resorts might adopt similar stations, diluting differentiation.
- DIY sunscreen options (guests bringing their own) remain common.

Maintenance Risks:

- Equipment malfunction or supply shortages could lead to negative guest experiences.

Changing Consumer Preferences:

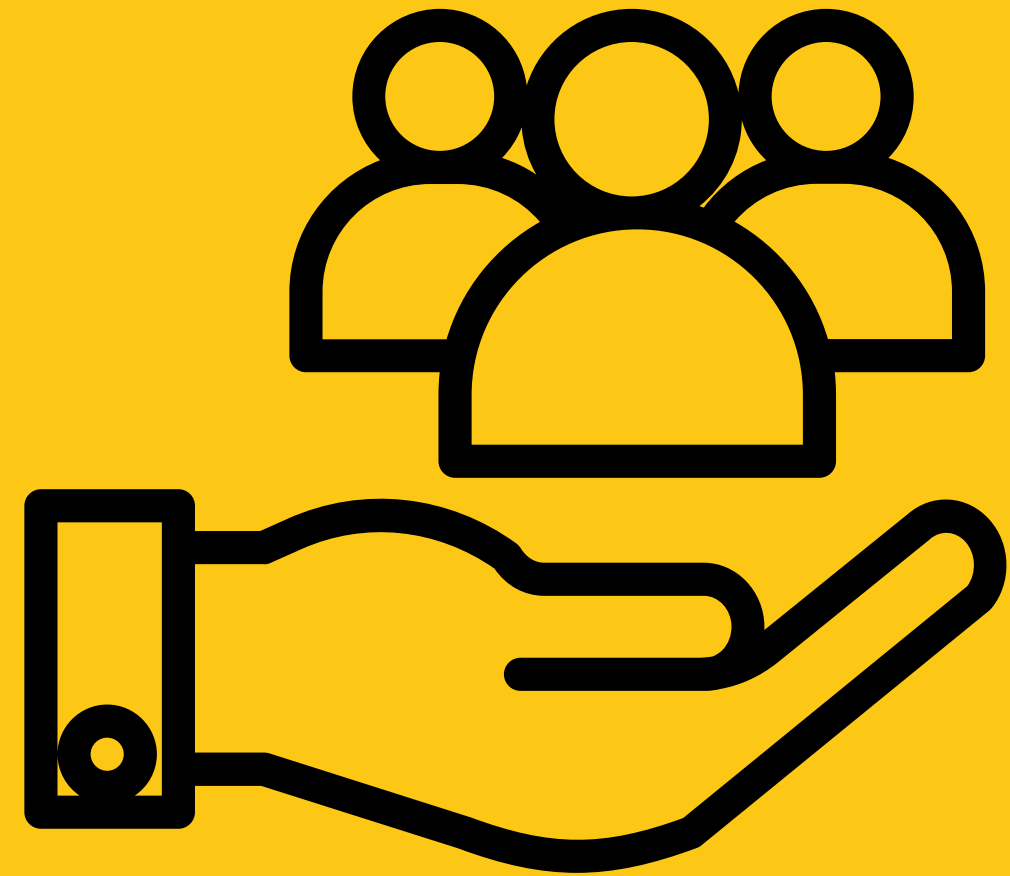
- Preference for personal products could limit adoption.

Economic Factors:

- Hotels and resorts under budget constraints may deprioritize new amenities during downturns.

Business Objective- Penetration

- Acquiring and Engaging Customers for growth .
- Engaging Guests
- Building a Community of Advocates
- Micro and Macro Environment Considerations



A decorative dotted line in the top-left corner, consisting of small yellow dots forming a curved path.

Marketing Strategy

The 6 P's

A thick yellow arc in the bottom-right corner, curving from the bottom edge towards the right edge.

People



Audience Targeting

- Front End consumers hotel operators
- Target the guests as the end user

Campaign Channels

- Social Media Campaigns to highlight testimonials

Guest Engagement

- Raise awareness of Booths for the end user.
- Temporary complimentary use for guests.

Partnerships

- Collaborations with dermatologists or wellness influences

Positioning



WHY

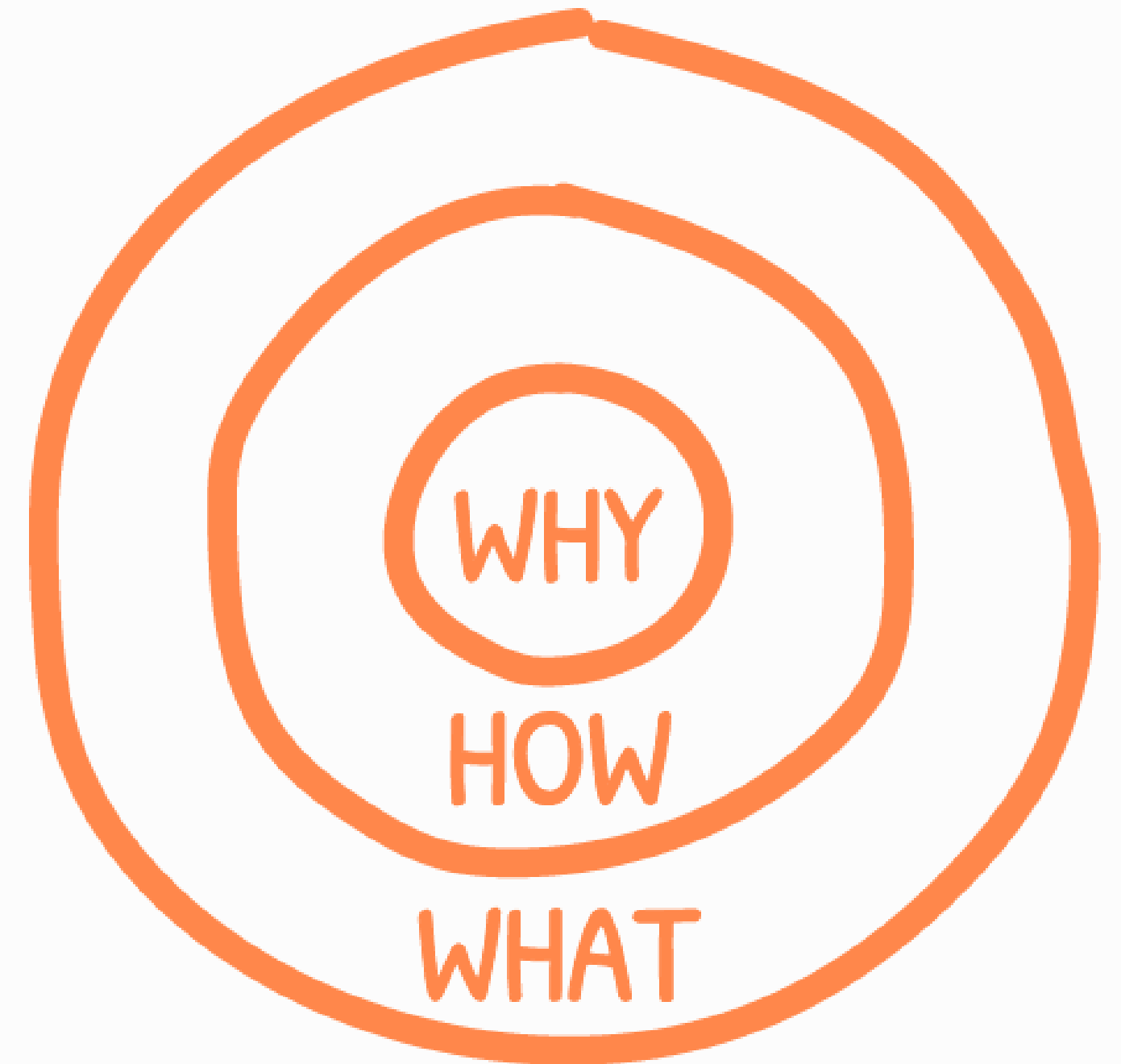
We are in the business of protecting beachgoers, travellers, and the environment.

HOW

We concentrate on speed, customization, and convenience to provide a great product.

WHAT

We are SunEase, a full body, eco-friendly sunscreen and sunscreen application booth!



Product

SunEase Station

**The world's first sunscreen application system.
The SunEase provides full body coverage in 5 seconds.**

SunEase Has You Covered!

We automatically scan your skin, height, and check the weather, to guarantee your sun protection!

We evaluate sunscreens, which are laboratory tested by third parties to not damage your clothing.

SunEase Stations work for any weather, from deserts, beaches, tropics.
Get covered anywhere!



Self rotating stand, to provide full body coverage

An advanced automatic skin scan analyzes factors such as daily weather conditions, user height, and age to calculate the precise amount of sunscreen needed, delivering tailored protection for both children and adults.

Want Manual Control?
Touch Screen where you can to select :

- Between SPF 15,30,50,60+
- Your height
- Choice between matte or shiny finish sunscreen

And thats it!

Sunscreen Pods

Sunscreen Pods attachable to the SunEase booths for a fast, safe and clean application



Our formulas meet the highest levels of water and sweat resistance - perfect for swimmers, athletes and loungers alike!

Our formula is hypoallergenic, dermatologist-tested, very water resistant, paraben free, oxybenzone free, octinoxate free, retinyl palmitate free, appropriate for all skin types, cruelty free and vegan.

Clean Ingredients: Protects against breakouts, family friendly, reef-safe, and environmentally friendly.

Quick-Dry formula, helps you remove sand and apply sunscreen even when you're wet!

Future Product Launches

01.



Supergoop Collaboration

Partnership with Supergoop to make supergoop pods for a premium price available at select USA resorts and golf clubs.

02.



Merchandise

Sell branded merchandise such as caps, hats and sun caps, totes, beach slippers in the gift store of the resorts.

03.



Post-Sun Care Products

Post-Sun Aftercare lotions with ingredients like aloe vera, calendula, and chamomile to soothe redness and skin dryness and flakiness.

Pricing



For Businesses

SunEase Booth
\$2,500 per Unit

SunEase Pods (Tiered Pricing Option)

\$400 for 40 Pods
\$300 for 20 Pods
\$200 for 10 Pods

Subscription Service:

**Annual Subscription gives you
10 more pods per month for FREE**



**For End Consumers
(suggested MSRP)**

SunEase Spray
\$5 per spray
\$8 for 2 sprays

**Ultimately this pricing decision
lies with the business (hotel/resort)**



Place



Place

- Because SunEase follows the B2B2C model, our target market consists of hotels and resorts that would purchase the booths to be installed on their properties.
- The best placement for our product to be seen and purchased would be hospitality industry expos.
- A few top expos in the US & internationally include:
 - HD Expo + Conference, Las Vegas, NV
 - Hotel, Motel & Restaurant Supply Show of The Southeast, Myrtle Beach, SC
 - EquipHotel Paris, Paris, France



Promotion



Digital Marketing





SOCIAL MEDIA MARKETING

We will use platforms like Instagram, TikTok, and LinkedIn to showcase user experiences and highlight partnerships with businesses.



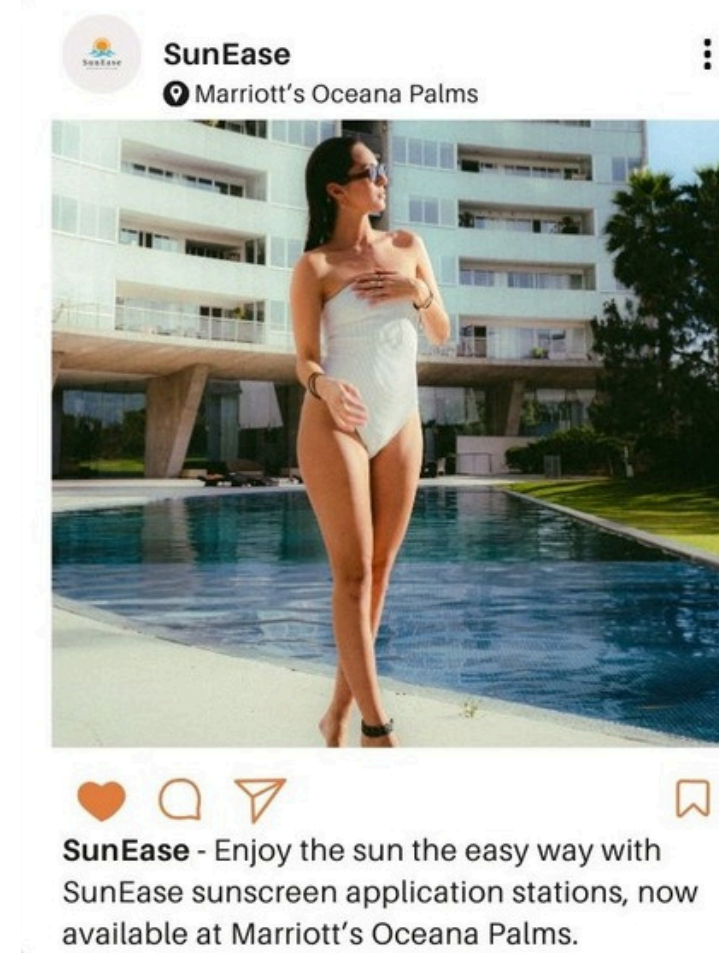
SEO AND PAID ADS

Optimize the website for terms like *"innovative sun protection for businesses"* or *"sunscreen application."* We will also invest in PPC targeting decision-makers in the hospitality, recreation, and wellness industries.



USER-GENERATED CONTENT

Encourage customers to share their SunEase experiences on social media by offering incentives like discounts or free applications for tagged posts.



DERMATOLOGISTS COLLABORATIONS:

Partner with dermatologists and skin care professionals to endorse SunEase, emphasizing its health benefits.

TRAVEL AND LIFESTYLE INFLUENCERS:

Collaborate with influencers who frequent resorts, beaches, or theme parks to post real-life usage of SunEase stations.

CELEBRITY ENDORSEMENTS:

If feasible, involve celebrities associated with outdoor activities like surfing, running, or hiking to act as brand ambassadors.



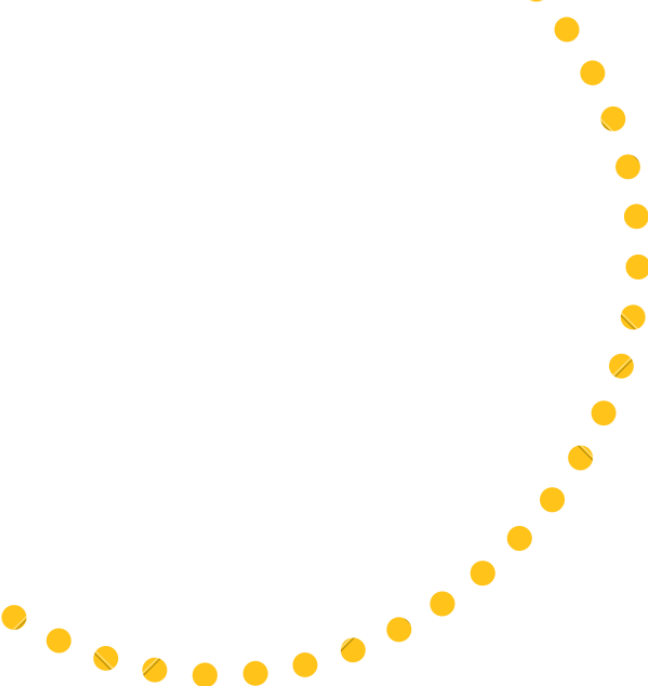
Event Marketing



TRADE SHOWS AND EXPOS

One of our biggest priorities right now is attending the HD Expo + Conference in Las Vegas, Nevada, one of the most popular trade shows in the hospitality industry. This event attracts buyers from major hotel and resort brands like Hilton, Marriott, MGM Resorts International, and InterContinental Hotels Group. It's the perfect opportunity to market SunEase to the biggest names in the industry and build strong business relationships.





Digital Integration





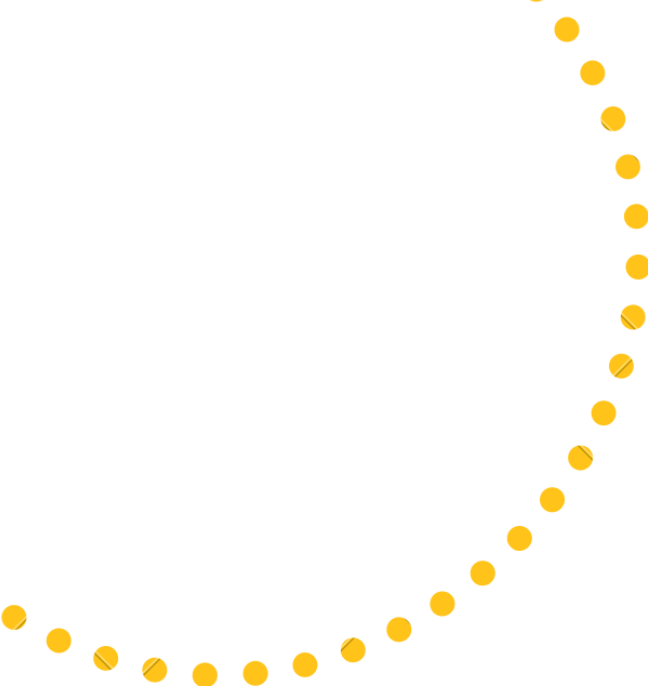
MOBILE APPLICATION

We will promote a mobile app where users can easily locate SunEase stations, receive sunscreen reapplication reminders, and customize their preferences for sun protection.

Users will earn points for frequent use, which can be redeemed for discounts or even a free spray at any station nationwide. This will enhance user experience and encourage repeat usage.

DATA INSIGHTS FOR BUSINESSES

We'll provide business clients with valuable data insights, such as customer usage patterns, peak times, and demographics. This will allow us to help clients optimize the placement and pricing of their stations, ensuring maximum usage and profitability. For example, businesses can charge more during peak summer months and offer discounts during off-season periods to maintain consistent usage.



ACPL Framework



Loyalty Through the App

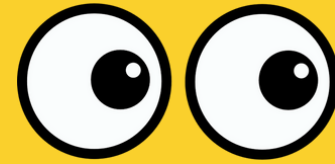
Provide personalized perks through the SunEase app, like rewards for frequent use, reminders, and exclusive offers. Users can earn points for each visit, redeemable for discounts or free sprays, driving engagement and loyalty.



Loyalty



Awareness



Consideration



Purchase



Social Media and Digital Marketing

Partner with social media influencers, travel bloggers, and lifestyle creators to highlight the convenience and sustainability of SunEase.



Hands on Demonstration

Feature SunEase stations prominently at partner locations, allowing users to experience their convenience and effectiveness firsthand.

Special Offers:

Buy one get one free spray promotion, and offer a "Refer a Friend" for 2 free sprays reward.



Thank You