



SÁNG LẬP THƯƠNG HIỆU

MOSSY

ORIGINAL VIET NAM

Làn da khỏe-cho người Việt





BRAND MEANING

The name MOSSY is inspired by moss – a small yet resilient plant symbolizing purity, nature, and timeless beauty. From this inspiration, MOSSY is committed to creating safe, vegan, and eco-friendly skincare that celebrates natural beauty. Just like moss, we believe the skin should be nourished with pure, nature-derived ingredients from Vietnam, reflecting our promise to care for people and the planet sustainably.



WEBSITE: [MOSSY.VN](https://www.mossy.vn)

BRAND PHILOSOPHY

Rooted in purity and respect for nature, Mossy creates vegan, plant-based, and skin-friendly products without animal testing and through eco-conscious methods. We believe true beauty stems from gentle care that nurtures healthy skin. Inspired by local ingredients, Mossy celebrates Vietnamese nature, offering products for Vietnamese skin. More than skincare, Mossy inspires a green lifestyle and harmony with the planet.



PRODUCT DEVELOPMENT CONCEPT

MOSSY Original Viet Nam was founded with the mission of providing natural, safe, and skin-friendly skincare solutions tailored for Vietnamese skin. Inspired by the “clean beauty” trend, MOSSY uses local ingredients such as centella asiatica, sea grapes, tropaeolum majus, and mangosteen peel to create four distinct serum lines that help soothe, hydrate, brighten, and prevent skin aging.



The products target young consumers aged 18–30 who value a green lifestyle and safe skincare choices. With alcohol- and paraben-free formulas and eco-friendly packaging, MOSSY affirms the values of a modern Vietnamese brand that honors nature while delivering long-lasting skincare benefits.





The poster series presents MOSSY's four natural serums, each inspired by Vietnamese botanical ingredients.

Every design reflects MOSSY's green identity – minimal, clean, and nature-based.

PRODUCT POSTER

HIGH-END/LUXURY BRANDS



MASS BRAND

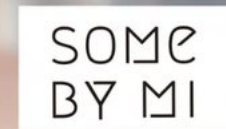


Product class



MOSSY belongs to the **mid-range** natural skincare product class, which focuses on gentle formulations derived from natural ingredients.

MID BRAND



PRODUCT LINE



MOSSY offers a skincare product line consisting of four natural facial serums, each designed to target different skin concerns.

1: Centella Asiatica Serum – Soothing & Acne Care.

Formulated for sensitive and acne-prone skin, MOSSY's Centella Asiatica Serum combines extracts of Centella Asiatica, Houltuynia Cordata, Vitamin B5, and Tea Tree to calm irritation, reduce inflammation, and promote skin recovery. The alcohol-free and paraben-free formula maintains natural moisture, leaving the skin balanced, smooth, and healthy-looking.

2: Sea Grapes Serum – Deep Hydration & Elasticity Boost

Enriched with sea grapes extract packed with Vitamin C and amino acids, this serum deeply hydrates and enhances skin elasticity. Its antioxidant power helps prevent premature aging while revitalizing dull, tired skin. Ideal for dry and dehydrated skin, it leaves the complexion plump, radiant, and refreshed.

3. Tropaeolum Majus Serum – Brightening & Skin Renewal

Infused with Tropaeolum Majus extract rich in lutein and Vitamin C, this serum brightens uneven skin tone and restores natural radiance. It promotes cell regeneration and protects the skin from environmental stress, bringing a luminous and healthy glow from within.

4. Mangosteen Peel Serum – Anti-Aging & Environmental Defense

Powered by mangosteen peel extract high in xanthone and Vitamin C, this serum provides strong antioxidant protection, helping to prevent aging signs and improve skin firmness. It also shields the skin from pollution and UV damage, keeping it smooth, youthful, and full of vitality.



PRODUCT

DESIGN 

The design of MOSSY follows a simple and natural style, inspired by the freshness of nature. The serum bottle is made from reusable glass, allowing customers to refill it when finished to reduce plastic waste.

Meanwhile, the outer packaging box is made from recycled paper that meets environmental protection standards, reflecting MOSSY's commitment to green and sustainable beauty.



MOSSY
ORIGINAL VIETNAM

Tinh chất rau má
Centella Asiatica Serum

Với chiết xuất rau má,
diệp cá, B5 và trà trà

With extracts of Centella
Asiatica, Houttuynia Cordata,
Vitamin B5, and Tea Tree

Hỗ trợ giảm mụn & phục hồi da

Không chứa cồn & paraben
Alcohol-free and Paraben-free

PRODUCT OF VIETNAM
SẢN XUẤT TẠI VIỆT NAM
CÔNG TY TNHH MOSSY VIỆT NAM



MOSSY
ORIGINAL VIET NAM
Làn da khỏe - cho người Việt



Tinh chất rau má

Centella Asiatica Serum

Với chiết xuất rau má,
diệp cá, B5 và trà trà

With extracts of Centella
Asiatica, Houttuynia Cordata,
Vitamin B5, and Tea Tree

Hỗ trợ giảm mụn & phục hồi da

Không chứa cồn & paraben
Alcohol-free and Paraben-free

Thể tích thực

30ml

PRODUCT OF VIETNAM

SẢN XUẤT TẠI VIỆT NAM

CÔNG TY TNHH MOSSY
VIỆT NAM

CÔNG TY TNHH MOSSY VIỆT NAM

4P PRODUCT



Product line: MOSSY currently offers 4 vegan skincare serums, developed from natural Vietnamese ingredients

- Centella serum: Soothes skin, supports acne-prone skin
- Sea grape serum: Deeply moisturizes, restores elasticity
- Tropaeolum Majus Serum: Brightens and improves skin tone
- Mangosteen peel serum: Prevents aging, rejuvenates tired skin

Quality & Ingredients: MOSSY's products are manufactured according to vegan standards, meeting CGMP standards (alcohol-free, paraben-free, fragrance-free).

Brand & Reputation: MOSSY is a Vietnamese vegan cosmetics brand, building its reputation through transparency about ingredients, safe production processes, and a commitment to not testing on animals.

Accompanying services: MOSSY offers personalized skincare consultations both online and offline. Additionally, there is a bottle refill program and a flexible return policy, providing a friendly and sustainable shopping experience.



4P
PRICE



Pricing strategy: Establish pricing for the budget segment, allowing customers such as students and new employees to easily access high-quality Vietnamese products.



MOSSY serum is only 30ml
Centella asiatica serum: 189,000 VND
Sea grape serum: 199,000 VND
Tropaeolum Majus Serum: 229,000 VND
Mangosteen peel serum: 249,000 VND

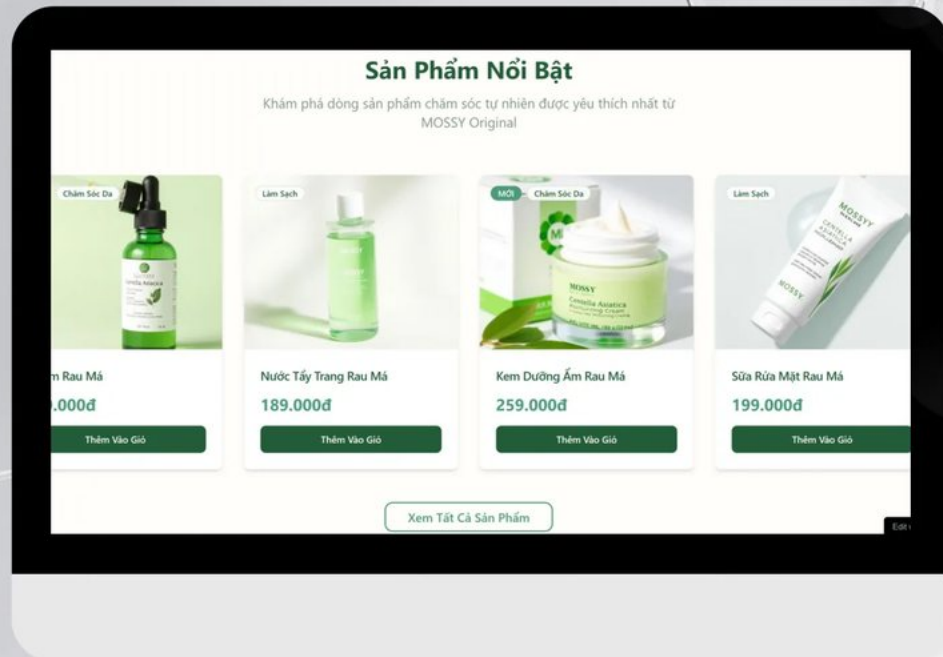


4P PLACE



Online channels: MOSSY website, Shopee, Lazada, TikTok Shop, Facebook, Instagram

Offline channels: Guardian, Hasaki, Local cosmetic stores



Digital Media: Advertising on Facebook, Instagram, and TikTok targeting young people and all beauty enthusiasts.

KOL/KOC: Collaborate with beauty bloggers and TikTokers for authentic reviews

Experiential Activity: Distributing samples and organizing mini-games for the launch of a new product.

Hashtag campaign: #MOSSYVietNam, #landakhoechonguoiviet

4P PROMOTION



4P	4Cs	4As	4Os
Product	Customer demand: Customers are looking for natural skincare products suitable for acne-prone and dull skin. MOSSY provides natural-extract serums that address issues such as acne, dullness, and dehydration.	Environmentally friendly, vegan, dermatologically safe, and well-received by Vietnamese youth.	MOSSY offers four types of natural serums — centella, sea grape, Tropaeolum Majus, and mangosteen peel — all high-quality and made in Vietnam.
Price	Customer cost: The price is affordable for both students and young office workers, ranging from 189,000 to 249,000 VND for a 30ml bottle.	Offers a more affordable price compared to imported brands while still maintaining high product quality.	Objectives revenue for the first year is to break even or potentially operate at a loss. In the second year, the target is to achieve a 20% growth each quarter, reaching 1-2 billion VND in annual revenue through online channels and distribution partners in major cities.
Place	Ease of purchase: Products are easily available through the official website, Shopee store, and various local cosmetic shops.	Products are delivered nationwide with environmentally friendly packaging.	Establish a specialized marketing and sales department, ensuring coordination between production, communication, and distribution.
Promotion	Marketing channels: Promoted through TikTok, Instagram, and beauty KOLs to build brand awareness and credibility.	Increase brand awareness among Gen Z customers through digital content.	Implement regular promotional campaigns, launch new products every six months, and monitor sales data to optimize strategies.

AIDA



MOSSY

ATTENTION

- Launch the campaign “Healthy Skin for Vietnamese” on TikTok & Instagram.
- Collaborate with beauty KOLs/bloggers for authentic product reviews.
- Organize experience booths at Guardian or local beauty fairs.

INTEREST

- Share videos explaining each natural ingredient and its skin benefits.
- Host livestreams with dermatologists to discuss acne and sensitive skin care.
- Post “Behind the Brand” content showing MOSSY’s vegan, eco-friendly production process in Vietnam.

DESIRE

- Share real user feedback and before–after videos (14-day results).
- Launch the “Green Beauty Challenge” with special discounts for participants.
- Partner with KOLs to spread the message “Natural Beauty – Proudly Vietnamese.”

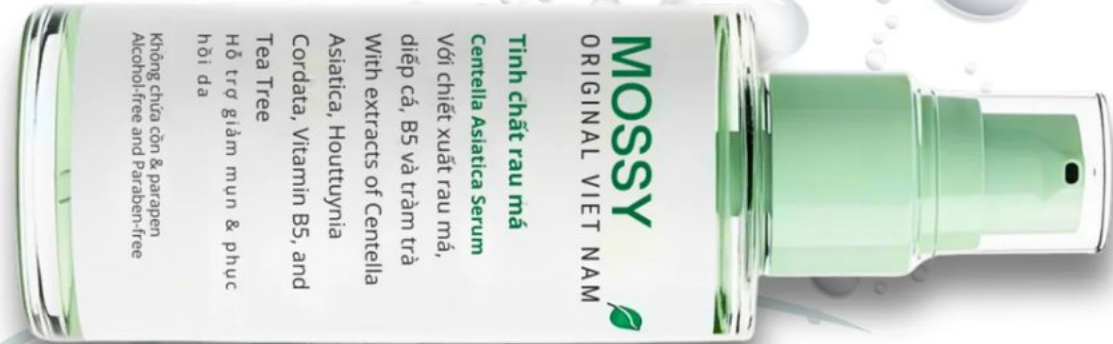
ACTION

- Offer 20% discounts for the first 1,000 orders on Shopee & TikTok Shop.
- Give free samples and run check-in minigames at pop-up booths.
- Implement a refill bottle program encouraging repeat purchases.



PRODUCT classification

MOSSY's skincare serums are classified as soft goods (nondurable goods) because they are personal care items that are consumed within a short period of use. They also belong to the fast-moving consumer goods (FMCG) category, as they are affordable, frequently purchased, and have a high turnover rate in the market. Moreover, MOSSY products are considered green goods, thanks to their natural, vegan ingredients and environmentally friendly packaging that reflects the brand's commitment to sustainability.



PRODUCT

LIFE CYCLES



1. Introduction stage (Problem children):

MOSSY launched four natural vegan serums made from Vietnamese ingredients.

Focus on brand awareness through TikTok, Instagram, Shopee, and KOLs.

High marketing cost, low sales, goal: educate customers about “clean beauty”.



2. Growth stage (stars):

Sales and brand awareness increased strongly among Gen Z and young workers.

Expanded online channels and nationwide distribution.

Focus on differentiation and market share growth.



3. Maturity stage (Cash Cow):

MOSSY now achieves stable sales and strong brand loyalty.

Products generate steady profit with lower marketing cost.

Focus on maintaining market share and optimizing customer experience.

TARGETS customer



1. Demographic :

- Age: 18–30 years old (Gen Z & young Millennials)
- Gender: Mainly female, but suitable for all genders
- Income: Students and young office workers with middle income
- Location: Major cities such as Ho Chi Minh City, Hanoi, Da Nang



2. Psychographic :

- Value natural beauty, prefer eco-friendly and vegan products
- Interested in self-care, skincare routines, and sustainable lifestyle
- Influenced by social media trends, especially beauty KOLs on TikTok and Instagram

3. Behavioral :

- Frequently buy personal care products online (Shopee, TikTok Shop)
- Trust product reviews and feedback from influencers and real users
- Often repurchase after good experience; open to trying new natural skincare



Special Deal



MOSSY offers special deals to attract new customers and maintain loyalty among existing ones. The brand introduces monthly promotions, refill programs, and seasonal gift sets focusing on sustainable consumption.

15% Off



- Refill & Save Program: Customers receive a 10% discount when returning empty glass bottles for refill.
- Green Beauty Combo: Bundle of two serums with 15% off for first-time buyers.
- Seasonal Promotions: Limited gift boxes on occasions like Women's Day, Mid-Autumn, and Lunar New Year.



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