

SLIDE 1:

TODAY WITH TAGRA:
Brightening & Regenerative Hand Cream

[Tagra logo]

SLIDE 2:

[Actress]: Did you know the easiest way to determine someone's age is their hands?

The skin on the back of your hands is thinner than on your face, making it more vulnerable to wrinkles and sun damage.

Luckily, we're here to help!

Using revolutionary ingredients from Tagra, here's how you can develop a brightening and regenerative anti-aging hand cream.

SLIDE 3:

[INTRO ABOUT INGREDIENTS]

This **CelluCap-C** is Tagra's microencapsulated vitamin C. The active ingredient is released only once the user applies it to the skin, so all of its anti-aging and brightening benefits—like collagen production, sun protection, premature aging prevention, and creating an even skin tone—are at their highest, most effective level, longer.

Vitamin C can be a tricky ingredient. After contact with light or air, it oxidizes and loses its potency. But because of its delayed activation with our microencapsulation technology, we're able to avoid this problem all together!

CelluCap-Licorice has the same revolutionary technology, and is activated only when it's applied to the skin. Its antioxidant properties promote skin radiance and brightening, creating a healthy glow and a nice, soothing feeling.

Here, we have **CelluOil Lavender**—and yep, you guessed it! The microencapsulated essential oil breaks only once its massaged into the skin. This makes the relaxing and calming fragrance long-lasting and always fresh!

SLIDE 4:

Formula Table (Shaher to complete)

SLIDE 5:

Production Process (Shaher to complete)

SLIDE 6:

Formula ready, Actress shows final product.

Let's take a look at our final formula!

This brightening, regenerative hand cream works for all ages and targets dull, dry skin to boost radiance, fight signs of aging, and visibly reduce hyperpigmentation caused by things like sun exposure, age, or pregnancy.

SLIDE 7:

Actress demonstrates using cream by applying it to her hands.

Now, it's time to give it a try!

[Massages cream into hands]

The formula is super rich, but it has a lightweight texture, making it easy to massage into my skin for immediate hydration and long-lasting dark spot correction.

[Takes short, 1.5-2 second deep breath in while rubbing in lotion]

The lavender fragrance is so relaxing, and even though it's only just now being activated by my rubbing it in, it isn't too overpowering!

SLIDE 8:

Show side-by-side pictures of hand with and without cream application.

**Needs to be shot before Slide 7!*

Let's take a look at this before and after. The results are truly incredible!

Powered by the antioxidants in vitamin C released from the CelluCap-C, and the potent brightening agent released through the CelluCap Licorice, you can see how the formula visibly improves the appearance of dark spots.

My hands look more hydrated, brighter, and soothed. And I am just loving the lavender fragrance!

SLIDE 9

From all of us at Tagra, thank you so much for joining us today!

For more information, contact us at info@tagra.com!