



Alō
SKINCARE

Dominant Selling Idea

Getting to the root of the skin problem with the healing properties of aloe.

Brand Stance

Natural aloe soap geared towards helping clients soothe and heal their skin problems by stripping out all harsh ingredients and using gentle nature made healing ingredients to clean pores and provide a clearer and softer complexion.

Alba Botanica

Natural beauty theme; all of their products are polished in appearance, 100% vegetarian ingredients, and are geared for ALL skin types.

Simple

Sensitive skin experts.

SheaMoisture

Specially made herbal products that are specifically geared towards ethnic skin types

Brand Stance

All competitors offer a wide variety of natural and organic skincare products; however, despite each of these brands using aloe in some of their products, they have a broad series of products encompassing all other natural herbs - not specifically aloe vera. And thus, a niche in competition for a #1 specialty product.

