

# g&h™



## What makes g&h™ distinctive?

CONCEPT	POSITIONING	
Have it All	Positioning	<p style="text-align: center;"><b>Outside In</b></p> <p><b>concentrated nature</b> → <b>g&amp;h product</b> Plant-based goodness</p> <p><b>safe</b> &amp; <b>effective</b></p> <p>Clean label Vegan No animal testing Formulated with no harsh chemicals</p> <p>delivering plant-based goodness with phytonutrients for your skin just like supplement for your body</p>
	Differentiator	
	RTB (Reason To Believe)	

g&h plant-based goodness ingredients are potent in **phytonutrients** and **vitamins**, essence of plant, proven by phytochemical fingerprint.

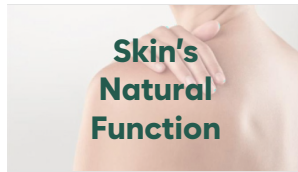
Just like Nutrilite contains concentrated phytonutrients and vitamins from plants.



## EFFICACY

g&h plant-based goodness is designed as skin-friendly, mimicking 3 fundamental function of our skin.

Natural but effective way to treat skin is maximizing skin's natural function.



### Skin's Natural Function

1

#### Keep Moisture

Prevents itself from losing moisture

2

#### Protect Skin Barrier

Helps maintain skin barrier

3

#### Provide Nourishment

Nourishes itself



### g&h Plant-based Goodness



#### Plant-based Water Complex

Provides moisture



#### Plant-based Essentials

Ceramide barrier: skin component  
Microbiome barrier: skin's natural protective shield



#### Plant-based Nutrients

Provide nutrition that skin needs

## PLANT BASED GOODNESS



### Plant-based Water

Keep Moisture



### Plant-based Essentials

Protect Skin Barrier



### Plant-based Nutrients

Provide Nourishment

Nourish

#### Bamboo Complex Water

Bamboo + plant-based glycerin

Moisturize

#### Ceramide from olive oil

Moisture Barrier

**White Chia Oil**  
Nourish & Condition  
Maintain moisture level  
Antioxidant

Refresh

#### Green Acerola

Rich in vitamin C  
Antioxidant to help protect skin from damage

Protect

#### Cica Complex Water

Cica + plant-based glycerin

Soothe & Moisturize

Rosemary soothing

Prebiotics  
Microbiome Barrier

**Green Tea**  
Antioxidant to help protect skin from skin damage caused by environmental aggressors