

## **Vitacost's Next "Hero" Product — Pitch Deck Content Extract**

Premium Single-Use Facial Cleansing Cloths

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### **Explosive Market Momentum**

Now is the optimal time to capture a high-velocity category for "The Clean Collection."

Amazon shoppers are spending over \$16M every month on premium cleansing towels.

01 — The category is exploding as consumers upgrade from wipes to eco-luxury, ultra-soft cloths.

02 — Clean Skin Club has proven that customers buy these towels again and again.

03 — Single-use facial towels are becoming a daily skincare essential, not a novelty.

04 — Vitacost has a prime opportunity to enter a fast-growing, high-margin segment with minimal competition.

### **Your Next "Hero" Product**

The Clean Collection can offer the exact same experience as the #1 best-selling facial towel.

This product has proven demand, proven loyalty, and proven repeat purchasing.

- Made from 100% bamboo or eucalyptus viscose.
- Dermatologist-preferred for all skin types.
- Ultra-absorbent performance for cleansing, makeup and skin impurities removal.
- Hygienic, single-use towels customers trust — especially in the skincare and acne care communities.

### **Why Partner With Ecosentials**

We have been manufacturing "The Clean Collection" products for over 8 years. Your success is plug-and-play.

- Same production team that delivers Vitacost's The Clean Collection toilet tissue & paper towels.
  - Zero startup friction — fully turnkey private label execution.
  - Fast production, consistent delivery, and reliable supply chain.
  - Quality you can trust: tight tolerances, premium fiber standards, and brand-first account management.
- You're not starting a new program — you're expanding a winning partnership.

### **Build a Product Uniquely Yours**

Customization that elevates "The Clean Collection" to premium skincare status.

- Premium reclosable box packaging.
- Clean, modern, brand-aligned design options.
- Custom color matching, logo integration & messaging.
- All custom sizes available.

Your towels will look like an \$18 Amazon best-seller — but with much lower SRP's + high margins.

## **Manufacturing You Can Stand Behind**

Clean, safe, high-standard production — ready for ecommerce scale.

- ISO-certified and FDA-registered facility.
- Consistent batch quality + high-grade fiber integrity.
- Biodegradable & compostable bamboo or eucalyptus viscose.
- Stringent quality controls at every stage.

This product is built for growth, built for compliance, and built to protect your brand.

## **Top 10 Brands on Amazon**

Clean Skin Club: SRP \$17.99; Total revenue for Oct '25 \$11.4M; Projected 12-month revenue \$136.8M; Rank 1.

Ourmed Life: SRP \$7.47; Total revenue for Oct '25 \$595K; Projected 12-month revenue \$7.1M; Rank 2.

Ditot: SRP \$9.98; Total revenue for Oct '25 \$494K; Projected 12-month revenue \$5.9M; Rank 3.

Winner: SRP \$36.99; Total revenue for Oct '25 \$329K; Projected 12-month revenue \$3.9M; Rank 4.

Wowotex: SRP \$9.99; Total revenue for Oct '25 \$256K; Projected 12-month revenue \$3.1M; Rank 5.

FYGRIP: SRP \$16.99; Total revenue for Oct '25 \$224K; Projected 12-month revenue \$2.7M; Rank 6.

LUXU: SRP \$9.99; Total revenue for Oct '25 \$156K; Projected 12-month revenue \$1.8M; Rank 7.

FACEMADE: SRP \$9.99; Total revenue for Oct '25 \$134K; Projected 12-month revenue \$1.6M; Rank 8.

Keeizoes: SRP \$7.98; Total revenue for Oct '25 \$115K; Projected 12-month revenue \$1.4M; Rank 9.

Elvira: SRP \$8.99; Total revenue for Oct '25 \$100K; Projected 12-month revenue \$1.2M; Rank 10.

Total: Revenue for Oct '25 \$13.8M; Projected 12-month revenue \$165.5M.

## **Clean Skin Club — 1 SKU Represents 86% of Total October '25 Revenue**

ASIN B070PBXXNCY — 50 Ct XL (1 Box): SRP \$17.95; ASIN revenue \$6.4M; 65.3% of total revenue. The single-box SKU is the foundation, generating nearly two thirds of the total revenue, highlighting the massive demand for the core product.

ASIN B0812B1FMQ — 100 Ct XL (2 Boxes): SRP \$35.90; ASIN revenue \$2.5M; 25.5% of total revenue. The 2-box bundle is a strong performer, indicating successful upsell to frequent or bulk buyers. The SRP of \$35.90 is essentially two single boxes (\$35.90 vs 2x \$17.95), offering no discount, yet it sells well.

ASIN B08129WH17 — 150 Ct XL (3 Boxes): SRP \$51.20; ASIN revenue \$868K; 8.9% of total revenue. The largest bundle is the lowest revenue contributor, suggesting that while demand for the core SKU is high, adoption of the highest-priced tier drops off significantly. The per-unit price is better here (\$51.20/3 = \$17.07), but its volume is relatively low.

Total: \$9.8M, 100%. The entire \$9.8M monthly revenue is generated from a single SKU being offered in different quantities, simplifying inventory while maximizing market penetration.

## **Private Label — Marketing & Packaging Strategy**

The Clean Collection: Post-Research Recommendations.

Based on our deep dive into the Premium Facial Cleansing Cloths market, we recommend the following marketing and packaging strategy:

Initial SKU Focus: launch with a single Stock Keeping Unit (SKU) — one box of 50 XL cleansing cloths.

Master Carton Configuration: pack 24 of the single boxes per master carton.

Tiered Retail Pricing (SRPs): feature three different Suggested Retail Price (SRP) options for customers — 1 box, 2 boxes (as a bundle), 3 boxes (as a larger bundle).

Fulfillment Requirement: ensure warehouse operations can individually pick and ship orders containing 1, 2, or 3 boxes directly from the same master carton.

## **Closing**

Huge thanks, Sheena, for the chance to present our vision for Vitacost's next Hero Product. We truly value our partnership and are excited to take the next steps toward making "Premium Cleansing Cloths" top revenue and profit performers.