



Vitacost's Next "Hero" Product

Premium Single-Use Facial Cleansing Cloths

Prepared for: Sheena
Presented By: Phil Levin, Ecosentials





Explosive Market Momentum

Now is the optima 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

You're not starting a new program — you're expanding a winning partnership.



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



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

Brand	SRP	Total Revenue for Oct '25	Projected 12 Month Revenue	Rank
Clean Skin Club	\$17.99	\$11.4M	\$136.8M	1
Ourmed Life	\$7.47	\$595K	\$7.1M	2
Ditoi	\$9.98	\$494K	\$5.9M	3
Winner	\$36.99	\$329K	\$3.9M	4
Wowotex	\$9.99	\$256K	\$3.1M	5
FYGRIP	\$16.99	\$224K	\$2.7M	6
LUXU	\$9.99	\$156K	\$1.8M	7
FACEMADE	\$9.99	\$134K	\$1.6M	8
Keeizoes	\$7.98	\$115K	\$1.4M	9
Elvira	\$8.99	\$100K	\$1.2M	10
Total		\$13.8M	\$165.5M	



Clean Skin Club - 1 SKU Represents 86% Of Total October '25 Revenue

ASIN	Product Description	SRP	ASIN Revenue	% of Total Revenue	Comments
BO70PBXXNCY	50 Ct XL (1 Box)	\$17.95	\$6.4M	65.3%	The single-box SKU is the foundation, generating nearly two thirds of the total revenue, highlighting the massive demand for the core product.
BO812B1FMQ	100 Ct XL (2 Boxes)	\$35.90	\$2.5M	25.5%	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.
BO8129WH17	150 Ct XL (3 Boxes)	\$51.20	\$868K	8.9%	The largest bundle is the lowest revenue contributor, suggesting that while the demand for the core SKU is high, the adoption rate 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 the warehouse operations can individually pick and ship orders containing 1, 2, or 3 boxes directly from the same Master Carton.

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.**

