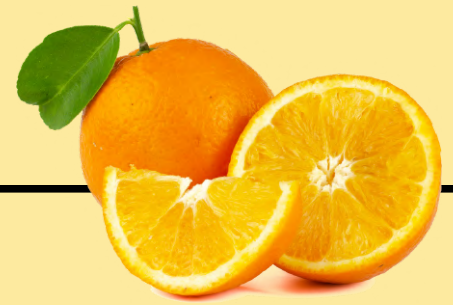


CITRUSA



ANTIOXIDANT BODY LOTION



INGREDIENTS:

Water: (*Emollients*)

Paraffin liquid: (*Emollients*)

Tefose 63: (*Emulsifier*)

Cetyl Alcohol: (*Emulsifier*)

***C. sinensis* peel extract: (*Active Ingredient*)**

Methyl Paraben: (*Preservative*)

Propyl Paraben: (*Preservative*)



CITRUS SINENSIS

- *C. sinensis* is also known as sweet orange.
- *C. sinensis* peel is good source of antioxidants, containing flavonoids and caretenoids.

DIRECTIONS:

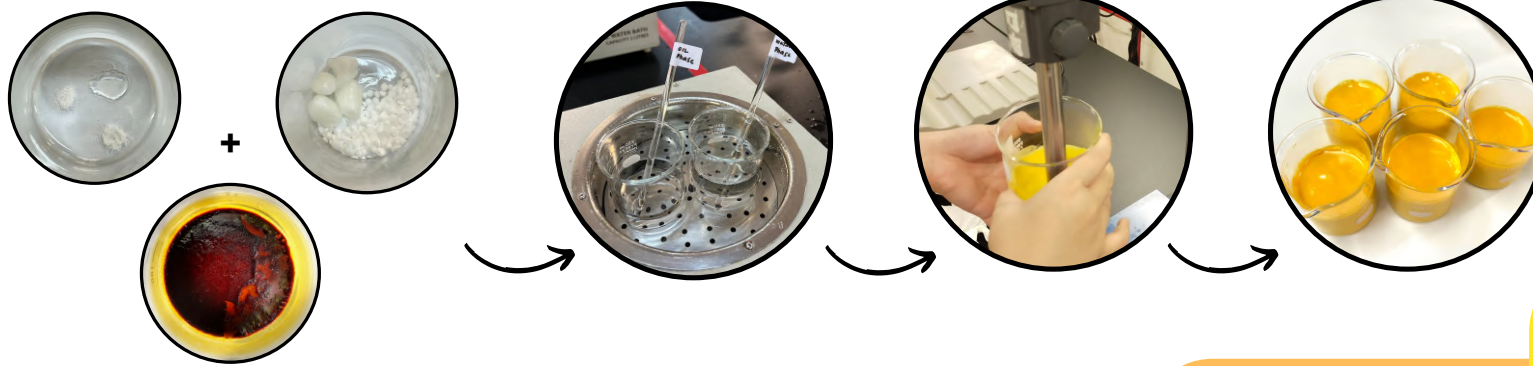
Smooth all over body and massage until fully absorbed.

CITRUSA Antioxidant Body Lotion is formulated with sweet orange peel extract which serve as antioxidant to provide additional line of defense against harmful free radicals from UV radiation and premature aging. This antioxidant-enriched creamy body lotion able to reduce free radicals and inflammation, providing essential nourishment and wonderful youthful appearance.



CITRUSA

ANTIOXIDANT BODY LOTION



- Water Phase, Oil Phase, *C.sinensis* Peel Extract
- Heating of Water & Oil Phases
- Homogeneously Mixing
- Formulated Lotion

PACKAGING

- Prototype

LABEL DESIGNING

- Front & Back

FILLING

- Syringe Filling

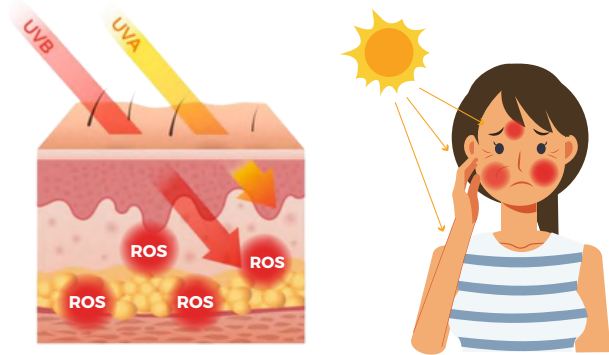
FORMULATION

EXTRACTION

- Soxhlet Extraction



Introduction



Repeated exposure to UV-A radiation results in the production of **Reactive Oxygen Species (ROS)** which induce oxidative stress in skin causing aging, inflammation, photodamage and skin cancer. Many products on the market provide inadequate or no antioxidant capacity to achieve any meaningful protection against ROS.

CITRUSA Antioxidant Body Lotion is formulated with sweet orange peel extract which serve as antioxidant to provide additional line of defense against harmful free radicals from UV radiation and premature ageing. This antioxidant-enriched creamy body lotion able to reduce free radicals and inflammation, providing essential nourishment and wonderful youthful appearance.



CITRUSA ANTIOXIDANT BODY LOTION

Get In Touch



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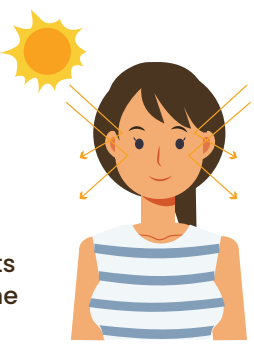


BEAUTIFUL SKIN STARTS HERE

The Ingredients

- Water: (Emollients)
- Paraffin liquid: (Emollients)
- Tefose 63: (Emulsifier)
- Cetyl Alcohol: (Emulsifier)
- *C. sinensis* peel extract: (Active Ingredient)
- Methyl Paraben: (Preservative)
- Propyl Paraben: (Preservative)

The Benefits




- ✓ **ANTIOXIDANT**
 - Rich in antioxidants that can reduce the risk of UV damage
- ✓ **PHOTOPROTECTION**
 - Contain botanical extract to provide non-sunscreen photoprotection against UV-induced damage
- ✓ **MOISTURIZING**
 - Increase your skin moisture effectively

Direction To Use

Smooth all over body and massage until fully absorbed.

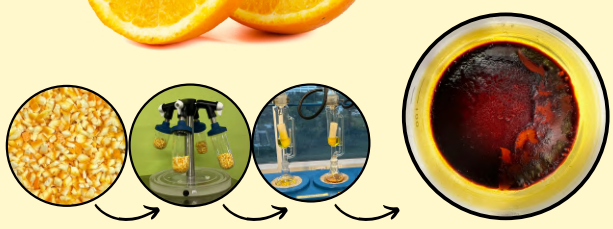


Research and Development of CITRUSA



CITRUS SINENSIS

- *C. sinensis* is also known as **sweet orange**.
- *C. sinensis* peel is good source of **antioxidants**, containing flavonoids and caretenoids.



Extraction of *Citrus sinensis* Peels

Medical Plants
Vol. 14 (2), June 2022, 284-292
doi: 10.5958/0975-6892.2022.00033.8
IndianJournals.com

Research Article


Photoprotective and antioxidant effects of *Citrus limon* and *Citrus sinensis* Peels: Comparative investigation of the efficiency of five extraction solvents

Nurul Syuhada Szalil¹, Fatin Nabillah Mohd Panzil¹, Samer Al-Dhali¹ and Chean Hui Ng^{2*}
¹School of Pharmacy, Management and Science University, Shah Alam 40100, Malaysia
²School of Pharmaceutical Sciences, 11800 Universiti Sains Malaysia, Pulau Pinang, Malaysia
Received: February 09, 2022; Accepted: April 11, 2022


Formulation & Characterization

+

Chemical Profiling

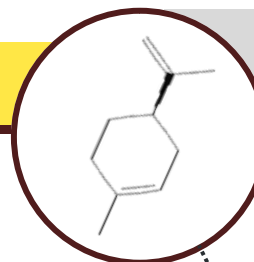


CITRUSA
ANTIOXIDANT
Body Lotion
Formulated with Sweet Orange Peel Extract
50 mL



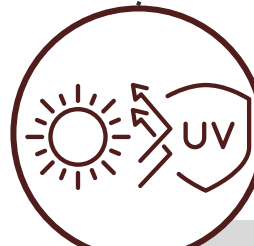
Physical Evaluations

- Stable Lotion



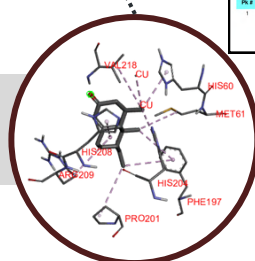
GC-MS

- 21 compounds
- Abundant in D-Limonene



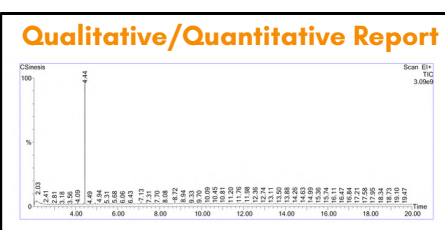
Docking

- Nootkatone




SPF & DPPH

- SPF <15
- DPPH IC₅₀ <50ppm
- Very Strong Antioxidants



Library Search Report

Sl. #	RT	MS	Compound Name	Match	R.Match	Prob.	CAS Library
1	2.151	1	β-Proterocin acid, 1-methylundecyl ester	715	730	6.1	51463-73-9_methyl...
2	2.206	2	Citronellol, 3-methyl-2-octenyl alcohol	709	730	1.2	96020-59-0_methyl...
3	2.210	2	β-Proterocin acid, 1-methylundecyl ester	703	724	5.4	51463-73-9_methyl...



AutoDock 4

CITRUSA Antioxidant Body lotion Materials and Ingredients Cost List

Items	Brand	Container size	Cost	Unit Required	Unit Cost
C. Sinensis peel extract					
Fresh Orange	From Aeon Shah Alam	1pc	RM3.00	1pc	RM3.00
Thimble	Whatman	1pc	RM8.00	1pc	RM1.50
Ethyl acetate solvent	Zhong Ma	20L	RM159.00	200mL	RM1.60
Formulation Ingredients					
Tefose 63 (PEG-6, ethylene glycol, and PEG-32)	Gattefosse	450g	RM380.00	1g	RM0.85
Paraffin liquid	Chempur	100ml	RM60.00	1mL	RM0.60
Cetyl alcohol	EvaChem	1kg	RM32.00	1g	RM0.05
Methyl paraben	Spectrum	500g	RM666.00	1g	RM1.40
Propyl paraben	Spectrum	500g	RM770.00	1g	RM1.55
Aquadest ad (water)	-	-	-	-	-
Packaging					
Soft tube	(From Shopee - Aznanishop)	50ml	RM1.00	1pc	RM1.00
Sticker Printing	(From Print Expert)	A3 Size (24 pcs)	RM10.00	1set (Front&Back)	RM0.45

For Extraction	
For 0.75 g Extract = 1 unit of 50ml lotion	
5 oranges	RM15.00
1 Thimble (4 times)	RM6.00
200ml EA Solvent	RM1.60
	RM22.60

For 50ml of Lotion			
Items	% w/v	Cost in 1g/ml	Required Cost
Tefose 63 (PEG-6, ethylene glycol, and PEG-32)	1.5g	RM0.85	RM1.30
Paraffin liquid	9ml	RM0.60	RM5.40
Cetyl alcohol	1.5 g	RM0.05	RM0.08
Methyl paraben	0.025g	RM1.40	RM0.04
Propyl paraben	0.025g	RM1.55	RM0.04
<i>C. Sinensis</i> peel extract	0.75g	RM22.60	RM22.60
Aquadest ad	<50	-	-
TOTAL for 50ml of Lotion			RM29.50

For 50ml of Lotion + Packaging			
Items	Description	Unit Cost	Required Cost
CITRUSA lotion	50ml	RM29.50	RM29.50
Soft tube	50ml soft tube	RM1.00	RM1.00
Sticker Printing	Front & Back Sticker	RM0.45	RM0.45
TOTAL for 50ml of Lotion with Packaging			RM30.95

CITRUSA Antioxidant Body Lotion Selling price

	Cost	Mark up	Selling Price	Margin	Margin (%)
Principal	RM31.0	40%	RM43.3	RM12.4	28.6
1st Tier Distributor	RM43.3	35%	RM58.5	RM15.2	25.9
2nd Tier Distributor	RM58.5	30%	RM76.0	RM17.5	23.1

Principal of Selling Price

	Sell to	Selling Price
Principal (SPH)	Manufacturer & Sole Distributor	RM43.30
1st Tier Distributor	Retail Distributor	RM58.50
2nd Tier Distributor	End User	RM76

COMPETITOR ANALYSIS

• Product Price Range: RM 70 - RM 120

The diagram displays eight competitor products in a row, numbered 1 to 8. A red arrow points from product 3 (Trilogy) to product 8 (Jo Malone London). Product 8 is highlighted as Citrusa.

Product Number	Brand	Product Name	Volume	Price (RM)
1	AVEDA	cherry almond BODY LOTION	50mL	(RM31.50)
2	THE BODY SHOP	Pink Grapefruit Body Butter	50mL	(RM 67.24)
3	TRIOLOGY	Vitamin C Moisturising Lotion	50mL	(RM 75)
4	NEUTROGENA	Hydro Boost Hydrating Body Lotion-Gel	50mL	(RM 90.80)
5	PAULA CHOICE's	Ultra-Rich Soothing Butter	50mL	(RM105)
6	DR BARBARA	Sturm Anti-aging Body Cream	50mL	(RM 119.80)
7	PIXI	Vitamin-C Lotion	50mL	(RM 121)
8	Jo Malone London	Body Creme	50mL	(RM 175)

CITRUSA
Antioxidant Body Lotion 50mL
(RM 76)

WHAT MAKES US DIFFERENT?

DIFFERENT BRAND	PRICE	FUNCTIONALITY	ACTIVE INGREDIENT
BODY SHOP	RM 67.24	Nourishment & Moisturizing	Natural
TRIOLOGY	RM 75.00	Moisturizing & Brightening	Combination
DR BARBARA	RM 119.80	Anti-aging	Natural
PIXI	RM 121.80	Moisturizing & Brightening	Combination
CITRUSA 🏆	RM 76.00	Moisturizing & Photoprotection & Anti-aging	Natural

CITRUSA providing affordable antioxidant lotion formulated with natural active ingredient that provide multiple beneficial effect to improve skin appearance.

Business Model Canvas

Designed for:
CITRUSA

Designed by:
Thong Poh Yen

Date:
10/3/2023

Version:
1

Key Partners

- Suppliers
- Original Design Manufacturer (ODM)
- Cosmeceutical Industry
- Cosmestic Brands
- E-commerce Platform providers

Key Activities

- Research & Development
- Produce CITRUSA body lotion
- Quality Control

Key Resources

- Capitals
- Management & operation
- Raw Materials
- Facilities & Equipments

Value Propositions

- CITRUSA antioxidant body lotion.



Customer Relationships

- Customers Service
- Counselling & Followup
- Social Media
- Promotion & Rewards

Channels

- Social Media
- E-commerce
- Pharmacy Retail Store
- Distributors

Customer Segments

- Men & Women who cares about their appearance
- Outdoor Workers
- Young Ladies
- Small Beauty businesses

Cost Structure

- Cost of supplies & raw materials
- Facilities & Equipments
- Packaging
- Marketing
- Employees
- Utilities

Revenue Streams

- Retail sales of product