

PRODUCT LAUNCH

Bloom Organic Skincare

Clean, Ayurveda-inspired skincare for Indian skin

LAUNCH DATE

1 November 2026

TEAM

Product &
Marketing

STATUS

Go-to-market plan



Agenda

- 01** Product
- 02** Audience
- 03** Launch plan
- 04** Success



Image





**Gentle on skin. Kind
to the planet.**

The promise

Key features

01

Clean formulas

No parabens or sulphates.

02

For Indian skin

Tested in humid climates.

03

Recyclable

Glass and paper packs.



Who it is for



Sneha, 26
SKINCARE ENTHUSIAST

Reads every label.



Arjun, 29
MINIMALIST

Wants a two-step routine.



Leela, 41
SENSITIVE SKIN

Needs gentle products.



Launch timeline

T-6 wks

Seed

Beta users and early reviews

Launch

Go live

Event, press and creators

T-2 wks

Tease

Countdown content and
waitlist

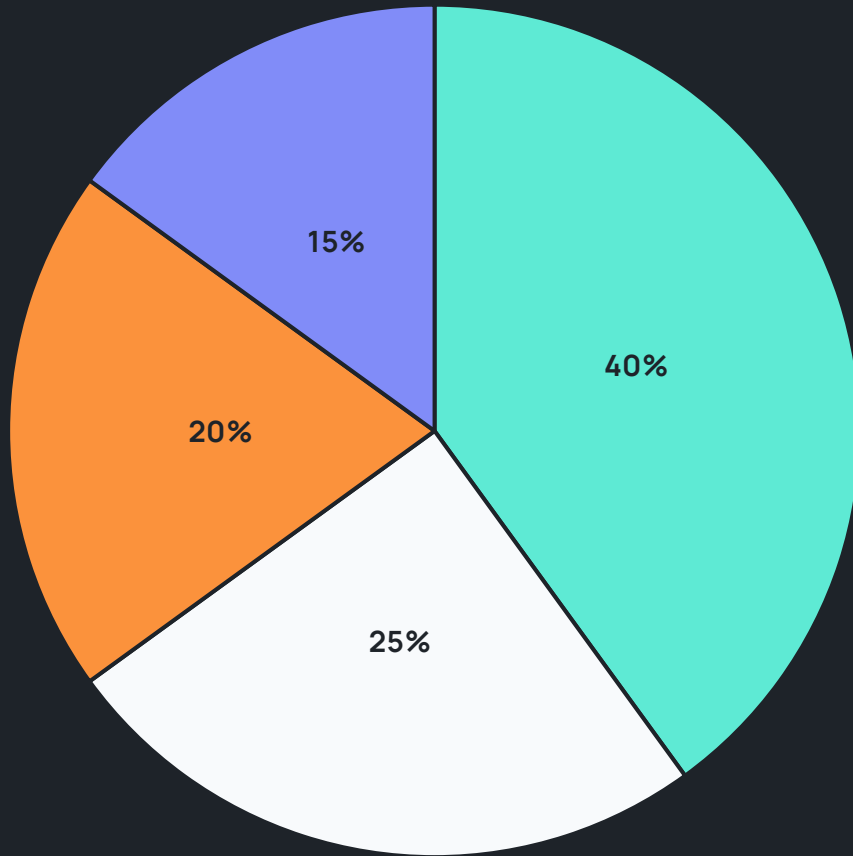
T+4 wks

Sustain

Offers, reviews and referrals



Launch budget



- **40%** Digital ads
- **25%** Creators
- **20%** Launch event
- **15%** PR & content

Sample data for illustration.



What success looks like

50K

sign-ups in 30 days

4.5★

average review

20%

trial-to-paid conversion

Targets, not results.

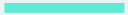


Risks and mitigations

- Stock-outs: buffer inventory at two warehouses
- Support load: extra shifts in launch week
- Negative reviews: rapid-response team
- Delays: weekly go/no-go checkpoints



Image



Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team