

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



CONTENTS

Agenda

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



Image

01

PRODUCT



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

The promise

PRODUCT

Meet Bloom Organic Skincare

Clean, Ayurveda-inspired skincare for Indian skin

A five-product range made with botanical extracts, free of parabens and sulphates, in recyclable packaging.



Product hero shot

Key features

01

Clean formulas

No parabens or sulphates.

02

For Indian skin

Tested in humid climates.

03

Recyclable

Glass and paper packs.

02

AUDIENCE

AUDIENCE

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.

Why it wins

Typical alternatives

- Complicated set-up
- Generic features
- Hidden costs

vs

Bloom Organic Skincare

- Ready in minutes
- Built for this audience
- Simple, honest pricing

03

LAUNCH PLAN

Launch timeline

T-6 wks

Seed

Beta users and early reviews

Launch

Go live

Event, press and creators

T-2 wks

Tease

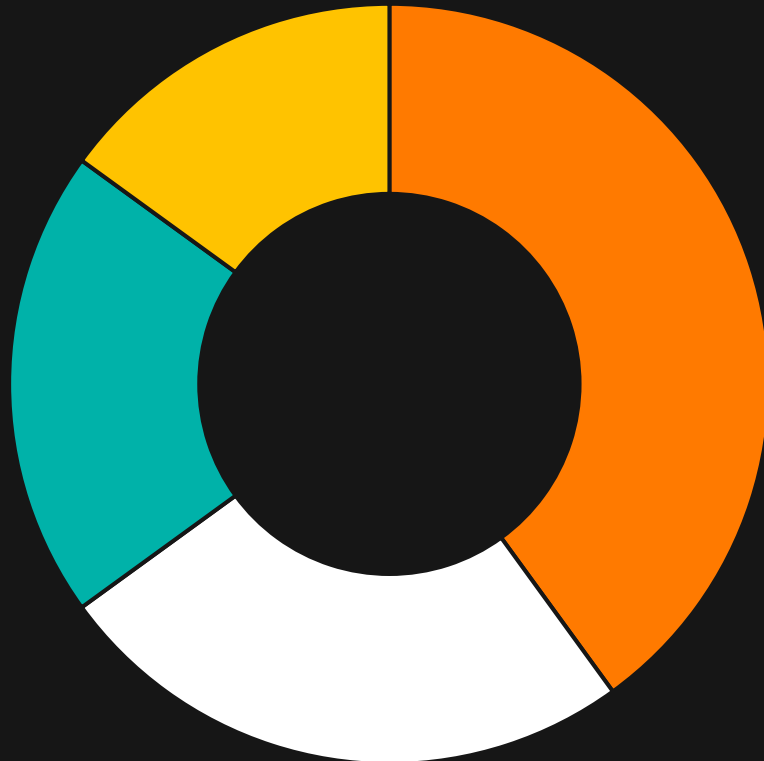
Countdown content and
waitlist

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.

CREATIVE

Campaign visuals



Image 1

Hero film

30-second launch video



Image 2

Social kit

Posts, stories and reels



Image 3

Retail

Shelf and display materials

04

SUCCESS

SUCCESS

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

