



rosemary,

pure,

cosmetics,

healthy,

lifestyle,

**rosemary
loves
healthy
beauty,**

Rosemary brand is all about health and better choices. We handpick beauty and lifestyle products that are natural, organic and/or clean. We focus not on the quantity nor the price, but the quality of both the ingredients and the final product. We dig deep to find the best and the purest.



**rosemary
loves
healthy
beauty,**

We want to give our customers a promise that when they walk into Rosemary store, they are surrounded with brands and products that will make them feel good and look good. They can trust Rosemary that the products on the shelves are the selection of some of the cleanest and healthiest products on the market. Whether it's a mascara or a conditioner or even a scented candle – it is the safe choice.



**rosemary
loves
healthy
beauty,**

The focal point of the Rosemary store are beauty products – makeup, body care and haircare products. Smaller portion of our offer includes products that accompany healthy lifestyle such as food supplements, honey, candles, diffusers and handmade ceramic accessories.



rosemary is mindful,



For the wellbeing of our customers and the planet, we opt for cruelty-free, organic, vegan products with sustainable practices whether they concern ingredients, production and post-production processes or packaging. We take into account environmental factors and the impact the product and its production process have on the planet.

**rosemary
is in
the right
place,**



ZAGREB

Rosemary store is situated in the land of rosemary – Croatia. The location in the city center of Rijeka offers better skincare choices for the urban women aware of what they use in their beauty ritual – and their number is increasing. The Mediterranean climate already offers healthy choices in terms of fresh food and sea air, and Rosemary completes the missing link with safe and natural beauty products.

RIJEKA

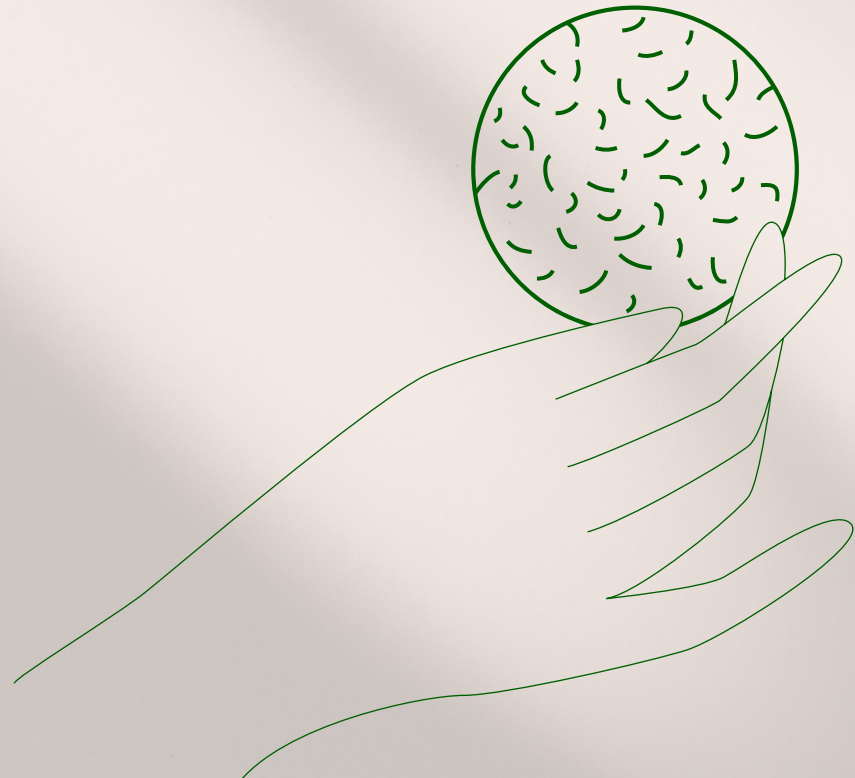
Bosnia and Herzegovina

Italy

Slovenia

Hungary

**rosemary
knows,**



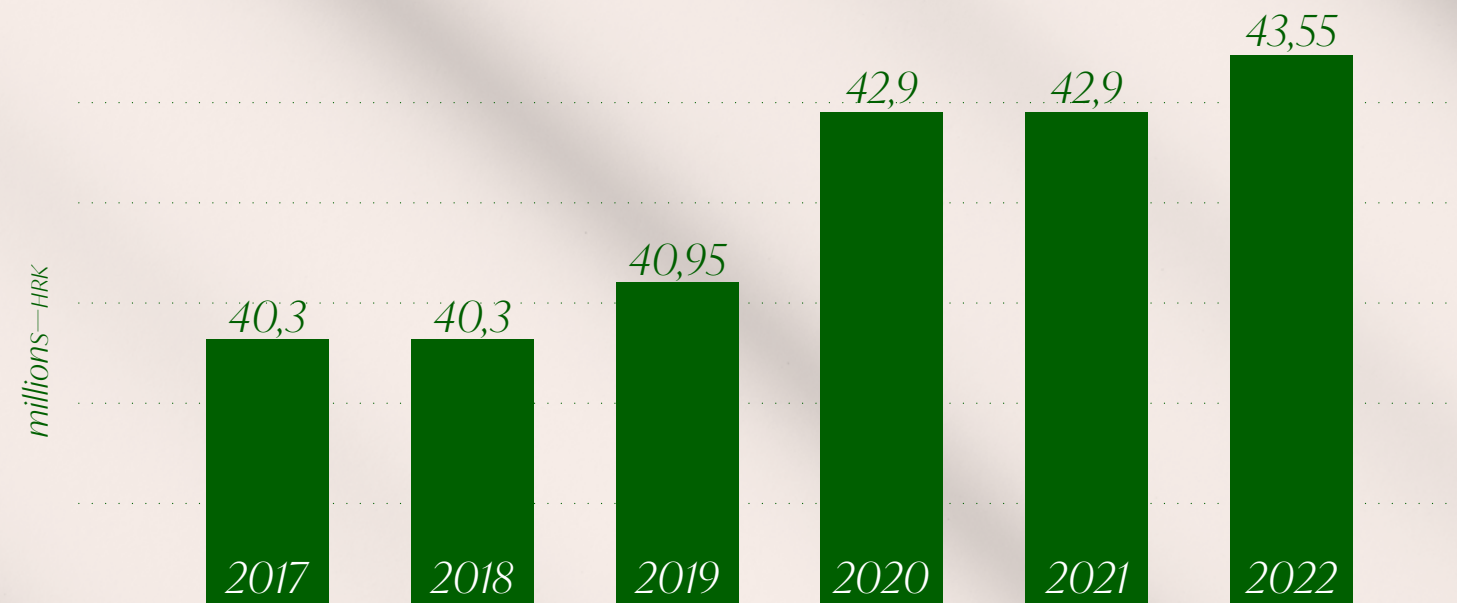
The market research we have conducted clearly indicates that there is a need for natural and organic beauty products in Rijeka region. There is no specialized cosmetic store that offers high quality natural, organic and/or clean beauty products and there is more and more women who prefer healthier choices for their cosmetic products.

rosemary
knows,

*steady revenue growth
of 2-5% annually*

revenue from natural and organic cosmetics in Croatia

source: Statista, Consumer Market Outlook, Natural cosmetics in Croatia

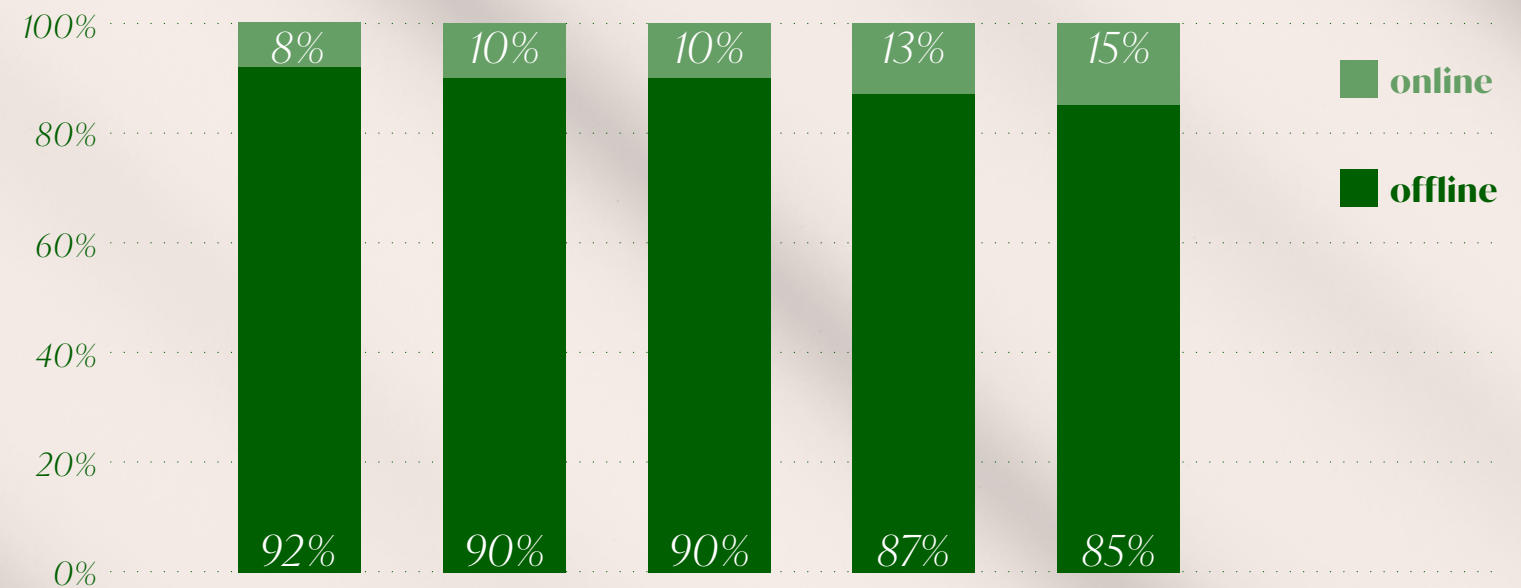


rosemary knows,

*primary selling channels
for natural makeup
cosmetics in 2021*
—offline stores 85%

selling channels for natural makeup cosmetics in Croatia

source: Statista, Consumer Market Outlook, Natural cosmetics in Croatia

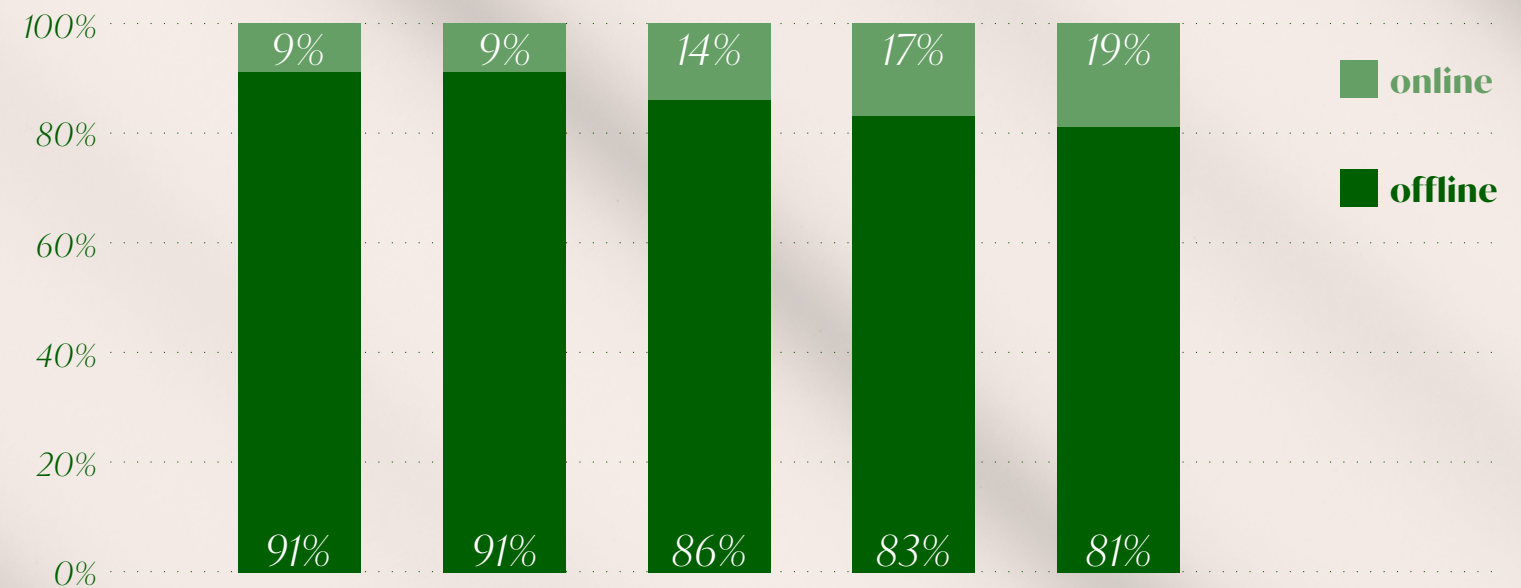


rosemary knows,

*primary selling
channels for skincare
cosmetics in 2021
—offline stores 81%*

selling channels for skincare cosmetics in Croatia

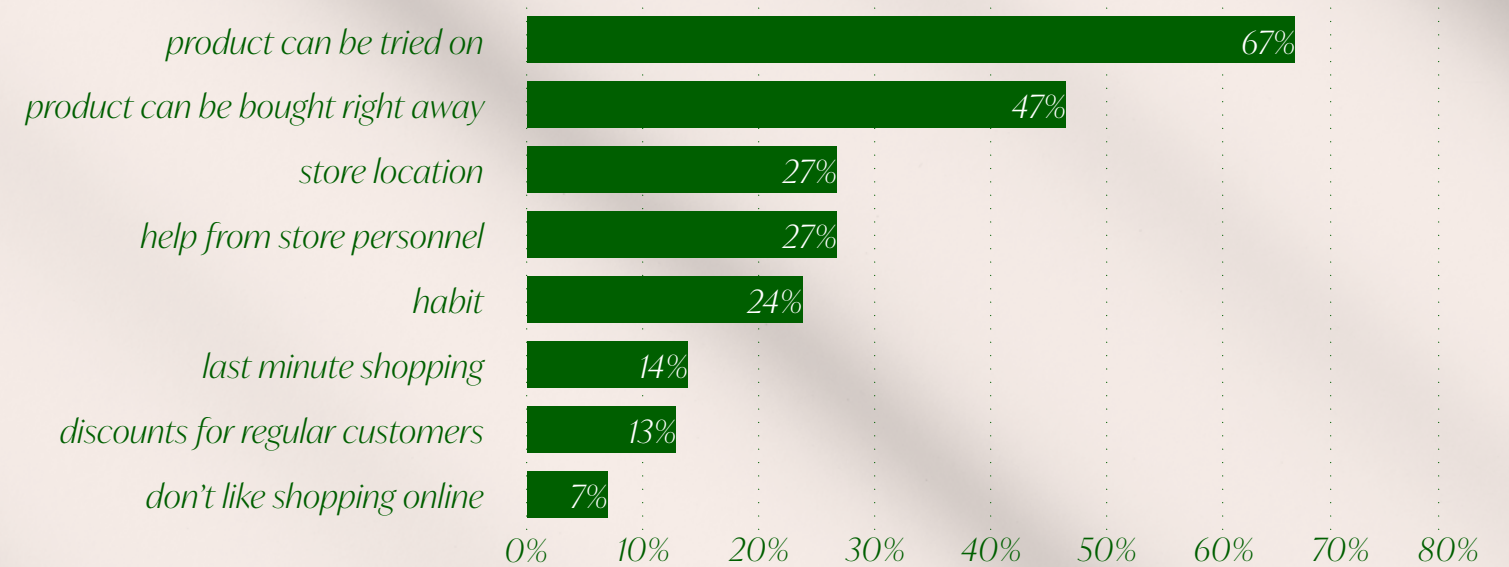
source: Statista, Consumer Market Outlook, Natural cosmetics in Croatia



rosemary
knows,

main reasons for buying cosmetics in brick-and-mortar store

source: Statista, Preferences for buying cosmetics in a brick-mortar store



rosemary
knows,
competition,

- no concept store with natural, organic or clean cosmetics in 100 km radius*
- currently middle range natural and/or organic cosmetic are available only in some drugstores and organic food stores*
- in Rijeka and surroundings only 5 brands of natural and clean makeup are available (all in mid-price range)*

rosemary
knows,
brand platform,

brand essence, *health, nature, quality and knowledge*

brand positioning, *high-end natural, clean and organic makeup and healthy lifestyle accessories*

target consumers,

- women 20 to 60 years old*
- middle and high purchasing power*
- pursuing healthy lifestyle and organic food*
- looking for high quality cosmetics to fit their lifestyle and health expectations*

rosemary
knows,
brand platform,

**key consumer
benefit,**

*pleasant and friendly concept store where
women can try and purchase natural, organic
and clean cosmetics, as well as get information
and recommendations on products and healthy
lifestyle*

brand values,

*optimistic, reliable, transparent,
attentive, knowledgeable*

brand personality,

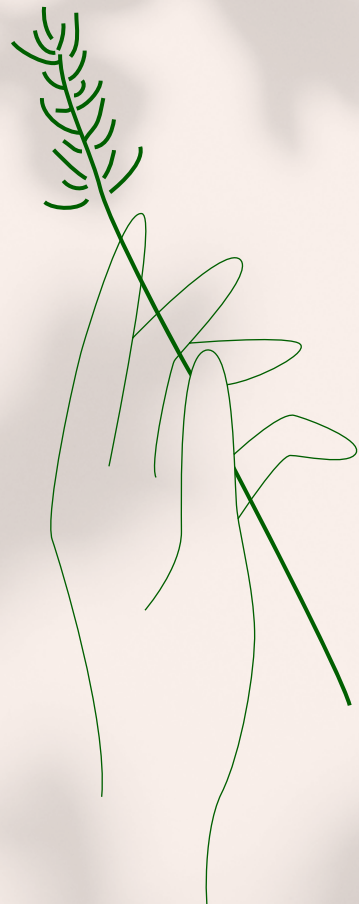
*—reliable and knowledgeable (knows the products
and knows how to pair customer with the right
product)
—friendly and approachable (affirmative, friendly
communication with customers)*

rosemary
knows,
brand list,

*In November, when we open, these selected brands will be on
Rosemary shelves:*

- | | | |
|-----------------|---------------------|-------------|
| —antipodes | —100% pure | —axiology |
| —odacité | —hynt beauty | —sappho |
| —ere perez | —balm balm | —ozn |
| —naya | —luna bronze | —walden |
| —hiro | —ooh!oils of heaven | —von norten |
| —abel | —aeos | |
| —inika organics | —mukti organics | |

rosemary looks forward to the future,



To support the findings of the market research, we are noticing the shift in our community towards healthier choices in general and on daily basis. We firmly believe it is not just a trend or a passing fad, but determination of men and women everywhere to be in control of their health without compromising beauty.

To the ones curious about healthier choices, Rosemary offers valuable information and products in line with healthy lifestyle. To the ones who took time to educate themselves, we offer products which will fit what they are looking for.

In 5 years' time we see Rosemary as a go-to place for clean cosmetics and healthy beauty products in Rijeka and its surroundings.

rosemary is ever-growing,

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ig— rosemary.pure.cosmetics

We are always on the lookout for premium non-toxic, organic products with sustainable practices and packaging.

If Rosemary values align with those of your company, we might be a good fit.

Let us talk.

hello