
SOMETHINC



We Deeply Understand the Beauty Industry

9 yrs expertise

In the business of beauty industry

1st

Serum brand in Indonesia

300+

Sku's total

21

Stores across Indonesia and more coming

Reliable & Reputable

Brand with excelent image & partnership with Key Opinion Leader in the beauty indusry

SOMETHINC

Omni-channel Beauty Brand

MT



watsons
guardian
Alfamart
AEON
SOGO
Boots
KKV

GT



INDEPENDENT
&
CHAIN

E-COMMERCE

Shopee
tokopedia
TikTok Shop
Lazada
blibli.com
Akulaku
ZALORA

Our Product Span Across 2 Categories

CLEANSER



LOW PH
GENTLE JELLY
CLEANSER

SERUM

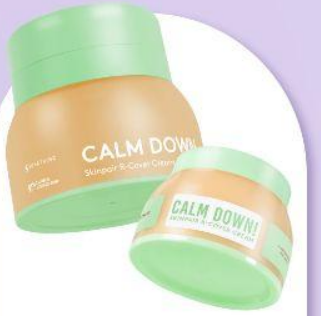


5% & 10%
NIACINAMIDE
+
MOISTURE
SABI BEET SERUM

&

DIAMOND
PHYTO STEM
CELL SERUM

MOISTURIZER



CALM DOWN
SKINPAIR
R-COVER CREAM

SUNSCREEN



HOLYSHIELD
SUNSCREEN
SPF 50 PA++

CUSHION



COPY PASTE & HOOMAN
BREATHABLE
MESH CUSHION

14 SHADES

LIP



OMBRELLA
LIP TOTEM TINT

&

IDOL
BLURRY SOFT
LIP MATTE

LIP



CHECKMATTE
TRANSFERPROOF
LIPSTICK

SKINCARE

MAKEUP

Why Somethinc?

How many times a day we say SOMETHINC in our daily conversation?

Everything starts from one problem and we would like to give SOMETHINC to our consumers to solve their own skin problem. So We will always have Somethinc for you.

We are

Personalized,
Iconic, Visionary, Curious,
Unique, Smart



We serve

Mid-high
#SomethincSquad that's
smart, loyal & positive



We aim to

Empower & boost
the confidence
of Millenials & Gen Z
to achieve their maximum
potential



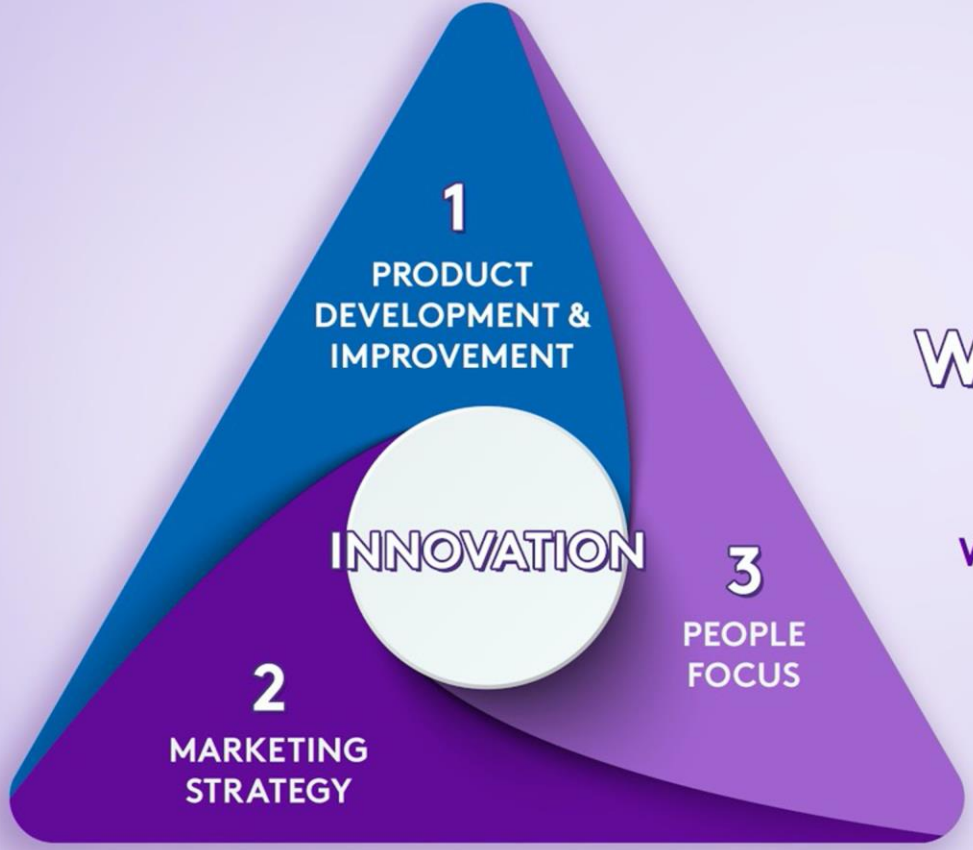
We are Targeting

Gen Z & Millennials with Our Iconic Way

We believe skincare and make up are **"Personalized & Inclusive"**

PRODUCT & SERVICES	PRICE
• We're not just innovating, we deliver the right product at the right time • Fast, responsive, close relationship customer service	• High quality product with competitive Price
PLACE	**PROMOTION**
• Omnichannel - Offline: Retail, GT, MT, Reseller - Online : Website, E-commerce	• Agilty marketing campaign to build awareness • Relate to target market • The founders behind the brand





What Makes Us *different*?

Winning the market through Innovation



#1 Product Development & Improvement

- **Ingredients-focus & Personalized Products Development**
- **Packaging**
  We provide unique yet practical packaging
- **We set the trend**



How we Begin our Product Development?



Close Innovation

Strong Research & Development Team



Open Innovation

Consumer feedback

#2 Agility
Marketing Strategy





HAN SO HEE



NCT DREAM



SYAHRINI



VIDI ALDIANO



KIKY SAPUTRI

Brand Ambassador
Collaboration









Create WOM
in Social Media

#2 Agility Marketing Strategy



TVC Serum No1 Indonesia



TVC Diamond Serum

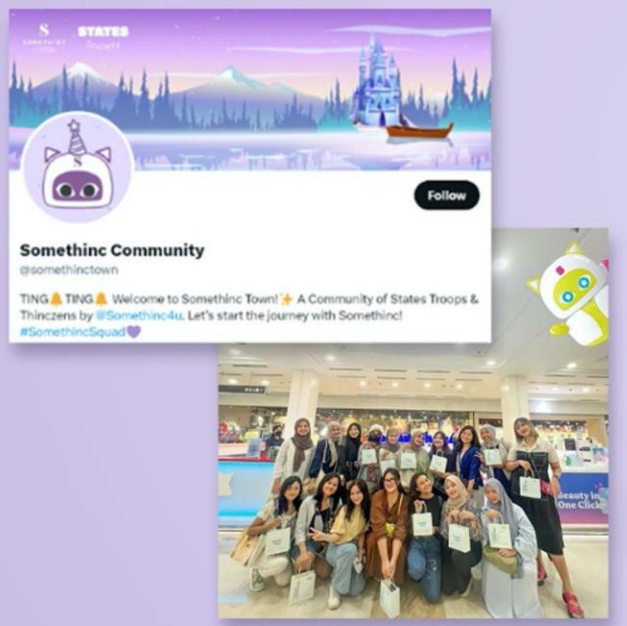


TVC Sunscreen Holyshield

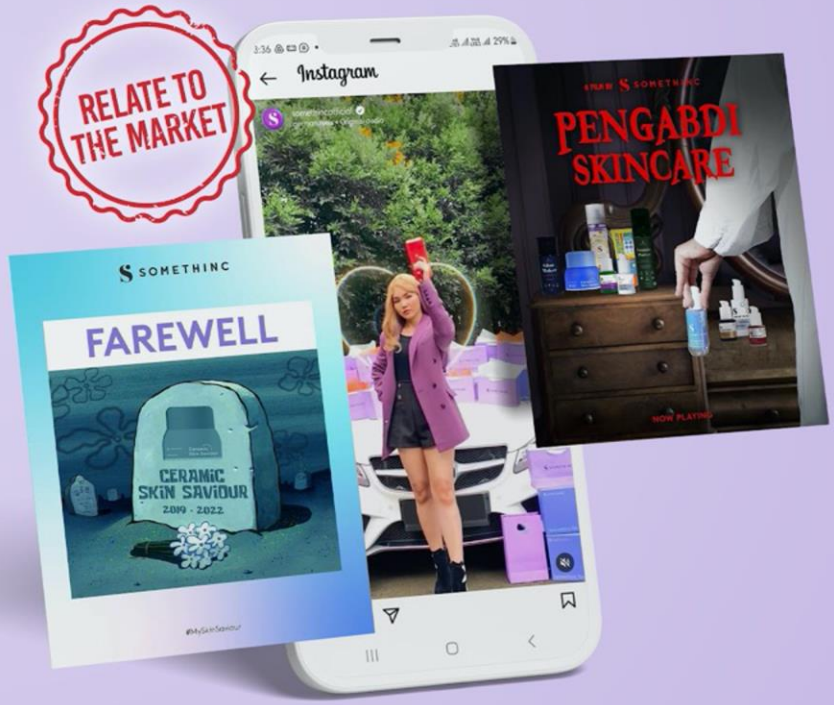


Menara Serum

#2 Agility
Marketing Strategy



Somethinc Community



Content is everything



Internally



Externally

Provide & Create the Needs

#3 PEOPLE FOCUS

Our ACHIEVEMENTS

2019

Female Daily
Best Newcomer
Local Brand

Muri Record
First Beauty
e-commerce in
Indonesia that obtained
International Brand
Patent Certificate

2020

Female Daily
- Best Eye Cream
Game Changer
- Female Daily
Brand of the Year

Tokopedia Beauty Awards
Best Beauty Brand
Best Foundation - Copy
Paste Breathable Cushion

2021

Watson
#1 Skincare brand
since June 2021

Shopee
Top Selling Brand in
Shopee's Mega Shopping
Day Campaign

2022

MURI Record
First Replica Tower
made entirely out of
recycled serums

2023

TikTok
#Local Brand ini Q1 2023

Popbela Beauty Award
Best Moisturizer:
Somethinc Calm Down!



Thank You





Be you ***be Somethinc***