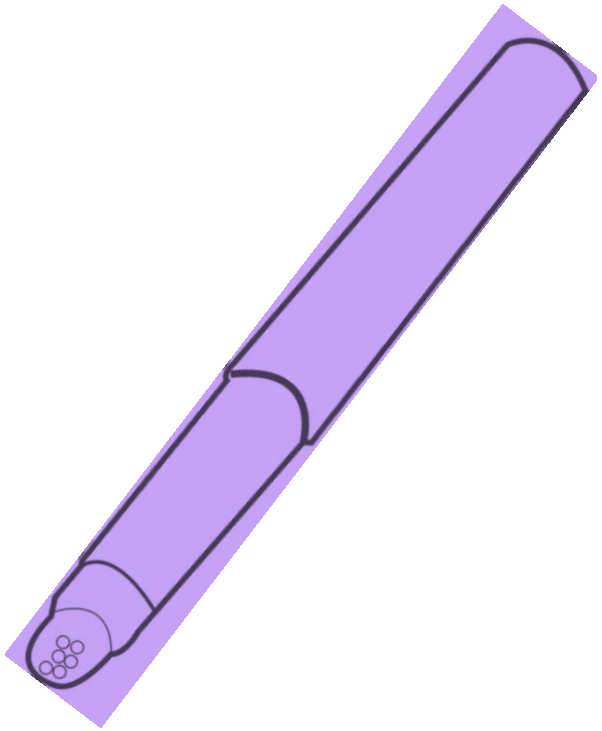
Strategy for growth- Expanding market share

Healthy Nails

Potential segment

- People not into cosmetics
- Regular users for revitalizing nails

Benefits

- Brightens nails
- Faster nail growth
- Stronger nails