

Great Barrier Relief

For Extra Credit

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Visual Merchandising

Professor Jackson

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Krave Beauty; Great Barrier Relief

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Krave Beauty, a cosmetic company mainly focuses on skin care, was founded in 2017 in Seoul, South Korea and in New York, the US by Liah Yoo, a macro influencer who has 670,000 subscribers on YouTube. Despite its late business in the beauty market, this company is aware of some customers who admire the YouTuber Liah Yoo. The company offers four products under one skin care line now because she made the products for her. When she was looking for products for her skin issues, she realized many cosmetic companies like Fresh and Estee Lauder worked on new products. Despite cosmetic companies' efforts, customers' skin problems were not solved because the cosmetic companies actually focused on the companies' sale growth than customers' actual skin issues. For skin and for customers, she planned and focused on making few but nice products with excellent quality, instead of making benefits.

Great Barrier Relief is a skin soothing serum used for all the skin types, but mainly for sensitive skin and damaged skin. As this serum is for helping damaged skin, its name is from the Australian foundation Great Barrier Reef where works on protecting marine ecosystem.

Liah Yoo, the Krave Beauty founder realized many customers were suffering a very sensitive acne skin problem like her. So, she studied its cause before she launched Krave Beauty. From the research, she realized a sensitive skin and an acne skin were from weak skin barrier. So, she was looking for a solution. While studying for the solution, she was inspired by her aunt, a practitioner of holistic medicine and discovered a cream based on tamanu oil which is a main ingredient of the Great Barrier Relief. About the discovery she said, "This was the incidental beginning of a whole new history of skincare. As she was testing out the product, she noticed that a huge, stubborn sunspot on her left cheek was finally fading and even noticed that her skin was firmer than ever! I had a ton of acne marks scattered across my face. As a skincare enthusiast, I tried everything, but nothing worked better than my aunt's tamanu oil cream. I needed to share this with the rest of the world". After this discovery and the incredible result on skin issues, Liah Yoo created Great Barrier Relief after she launched Krave Beauty and published this product on February 2019.

Great Barrier Relief contains tamanu oil, safflower oil, rosehip seed oil, and ceramides as main ingredients. Taman oil has a remarkable effectiveness; it helps regenerating skin barrier. So, the oil was traditionally used to cure various skin problems and ailments from the past. Also, safflower oil and reshipeed oil have high linoleic acid that helps restoring damaged skin-barriers. As with tamanu oil, safflower oil, and reshipeed oil, ceramides, major components of

the epidermal lipid barrier, help to repair the skin's natural barrier and to regulate human skin cells and help our skin retain water so that our skin is not dehydrated and damaged.

Great Barrier Relief has satisfied customers' needs and helped recovering their skin problems so far. It helps people who originally have healthy skin to have firmer and healthier skin than before. Also, for people who have skin issues on their face, as well as body, it has helped them to suffer pain less than before although it works very slowly. Overall, the product is excellent, but customers need to remind one thing. Tamanu oil and rosehip seed oil are natural oil. So, if one has problems like acne from using oil, then the product won't work for the person. In this case, the person needs to look for another cosmetic.