

BOTLE BUHLE
BRANDS

OPUER
Care



OPUER
FASHION & BEAUTY



WHAT IS THIS PRODUCT RANGE FOR?

The Puer Care Face Cream range is created to make skincare simple, effective and affordable. Each formula is designed to meet real skin needs and deliver visible results.

Why the Puer Care Face Range is Essential

Hydration: Provides lasting moisture and comfort for the skin.

Natural Ingredients: Uses botanical extracts for gentle and effective care.

Targeted Solutions: Each cream is developed to address a specific skin concern.

Whether your skin is dry, oily or a combination of both, there is a Puer Care formula made to give your skin the care it deserves.





PRODUCT INFORMATION

Puer Care first launched with two everyday skincare heroes: **Vitamin B3** Cream and **Vitamin E**. Both are enriched with nourishing ingredients to give your skin exactly what it needs, every day.



The **Vitamin B3** Cream helps firm and even out the skin for a healthy glow.



The **Vitamin E** controls oil and shine, leaving skin matte and radiant.



PRODUCT INFORMATION

Puer Care Face Cream Range is now available in **three exciting new** variants, each designed to target different skin needs. Infused with active botanicals and skin-nourishing ingredients, this range helps hydrate, restore, and protect the skin barrier for a healthier, more radiant complexion.



Pomegranate



Marula



Vanishing Lemon

PRODUCT VARIENT SUMMARY

			
INGREDIENT	Infused with Pomegranate oil	Infused with Marula oil	Infused with Lemon oil and Niacinamide
SKIN TYPE	All skin types	Sensitive skin & Dry Skin	Oily skin to very oily
SKIN CONCERN	Dull, uneven and tired-looking skin	Dry, Flaky and Tight skin	Very oily & acne-prone skin
KEY BENEFIT	Brightens & smooths skin complexion	Extra care and moisture for dry skin and tight skin	Shine Free skin with a Matte-Finish





PRODUCT INFORMATION

Rich in antioxidants, promotes skin renewal, helps even out skin tone, and provides hydration.

Targets:

- Dull, tired-looking skin
- Uneven skin tone
- Early signs of aging
- Lack of radiance
- Fine lines
- Sun-damaged skin

Directions for use:

Use daily on a freshly cleaned face and neck. Apply until fully absorbed. Can be used in the morning and in the evening. For best results, cleanse with Puer Care Facial Soap before applying the cream.





PRODUCT INFORMATION

Deep hydration, nourishes dry skin, and helps repair the skin barrier.

Targets:

- Dry or flaky skin
- Sensitive or easily irritated skin
- Dehydration
- Damaged or weakened skin barrier
- Rough or tight texture

Directions for use:

Use daily on a freshly cleaned face and neck. Apply until fully absorbed. Can be used in the morning and in the evening. For best results, cleanse with Puer Care Facial Soap before applying the cream.





PRODUCT INFORMATION

Oil-control, mattifying effect, and helps reduce blemishes.

Targets:

- Very oily skin
- Acne-prone or breakout-prone skin
- Blemishes and spots
- Excess shine
- Clogged pores
- Uneven texture due to oil buildup

Directions for use:

Use daily on a freshly cleaned face and neck. Apply until fully absorbed. Can be used in the morning and in the evening. For best results, cleanse with Puer Care Facial Soap before applying the cream.





TARGET AUDIENCE

Primary

- Women aged 16 and older who want affordable and effective skincare.
- Customers who want good quality products without paying a high price.
- Young professionals, students and people starting their skincare journey.

Secondary

- Women aged 25 and older who want functional skincare at a good price.
- People buying skincare for the first time.
- Customers moving from other brands to Puer Care.

SELLING TIPS

TIP 1

- Match the product to the Problem

Start every conversation by asking: *“What is your biggest skin concern?”*

- Then recommend the product that solves that exact problem.
- For example, if a customer mentions dryness, guide them to the Marula Nourish Cream.

TIP 2

Let customers try the product

- Apply a small amount of the cream to the customer’s hand. Ask them how it feels after a few seconds.
- Highlight the texture, the fast absorption, and scent.

TIP 4

Close with the Value

- Remind customers that each product is under R100 and offers quality against that of more expensive competitor Brands.

TIP 3

Show Real Results

- Share quick customer stories or before-and-after photos if available.
- This builds trust and helps customers picture their own results.

TIP 5

Create Urgency

- Mention that it is a new launch and popular items may sell out quickly
- Encourage customers to buy now to avoid missing out.