

CAYNUT



DEEP
MOISTENING



RETURN TO
NATURAL

OUR COMPANY

CAYNUT started as a university project, its owner **Maria Camila Meza** was invited by her father to develop an investigation of the world's finest oil, **100% Colombian**; and thereby simulate an introduction to the international market. Nevertheless she was so passionate about this project that she decided to materialize it.



In May 2017 **CAYNUT** was born as a lifestyle project that wants to revolutionize the superficial world of cosmetics and fashion. This company had in mind to launch a product in order to empower people to be their best version and to dare them to return to natural.

Today with the **NOURISHING CACAY OIL**, its first product launched, the new era of being authentic is being promoted, in which there is no age or gender to have healthy skin.

Currently **CAYNUT** is in the search of new markets, national and international. Therefore, the strategy executed is to create commercial relationships with distributors in physical stores and multi-brand pages, in order to commercialize the product.



MISSION

CAYNUT wishes to rescue natural beauty, providing its clients with effective solutions for skin care.

VISION

Our goal by **2022** is to be recognized for its innovative products in skin care category. And as a company that encourages people of all ages, gender and race to be their best version.

OUR BELIEFS OR CORPORATE SOCIAL RESPONSIBILITY

Within our beliefs as a company we are committed to the realization of a product with a purely natural base that aims to empower people to be authentic and their best natural version.

In addition, we are in favor of the good use of natural resources. **CACAY** trees are responsible for capturing CO₂, a process that attributes these trees guarantees of carbon bonds for the conservation of the environment. Also, being perennial trees allows the elaboration of our product without pruning them. This is the reason why **CAYNUT** is betting on a balance between natural and dermocosmetic.





INFORMATION PRODUCT




Nourishing Cacay Oil, native to the Amazonian CACAY tree from Colombia, provides an ideal combination of vitamins and essential fatty acids for a healthy regeneration of the skin.

- This natural oil contains **50% more** vitamin E than Argan Oil.
- **Twice** the amount of Linoleic Acid than the Argan Oil.
- **3 times more** Retinol than Rosehip Oil.

BE
AUTHENTIC
BE CAYNUT



TABLE THE CONTENTS

| Cosmetic oils |  Cacay | Rose Mosqueta | Argán |
|---|---|---------------|-------|
|  In 100 gr | | | |
| Linoleic acid (Vitamin F) | 75 g | 46 g | 32 g |
| Vitamin E (Tocopherol) | 85 mg | 60 mg | 60 mg |
| Vitamin A (Retinol) | 1142 UI | 416 UI | —— |
|  Composition Fatty Acids | | | |
| Essential fatty acids | 76,9% | 76% | 32% |
| Unsaturated Fatty Acids | 89,1% | 91% | 82% |
| Omega 6 | 74,8% | 46% | 32% |

Source:
Cacay - Univalle Laboratory. Other oils - research consulted on the internet.



TIMELINE

May 2017

CAYNUT starts as a company that empowers people to be their best version.

The first product is launched, the **NOURISHING CACAY OIL**, whose objective is to provide a skincare product of excellent quality and to empower people to return to natural.

November 2017

May 2018

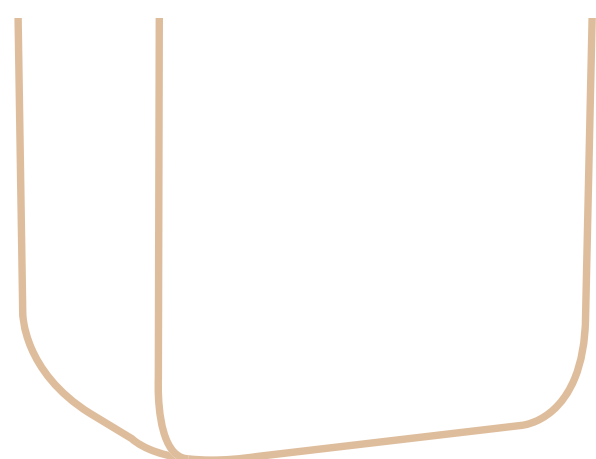
The alliance with EBL Marketing Group begins. An agency that supports **CAYNUT** promoting the concept of “authenticity as unique beauty”.

An alliance is made with a distributor in a physical store.

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Caynut