




MAQUI 3

Be Smart. Be Vegan. Be Maqui

June 2020

ECHOS
LINE

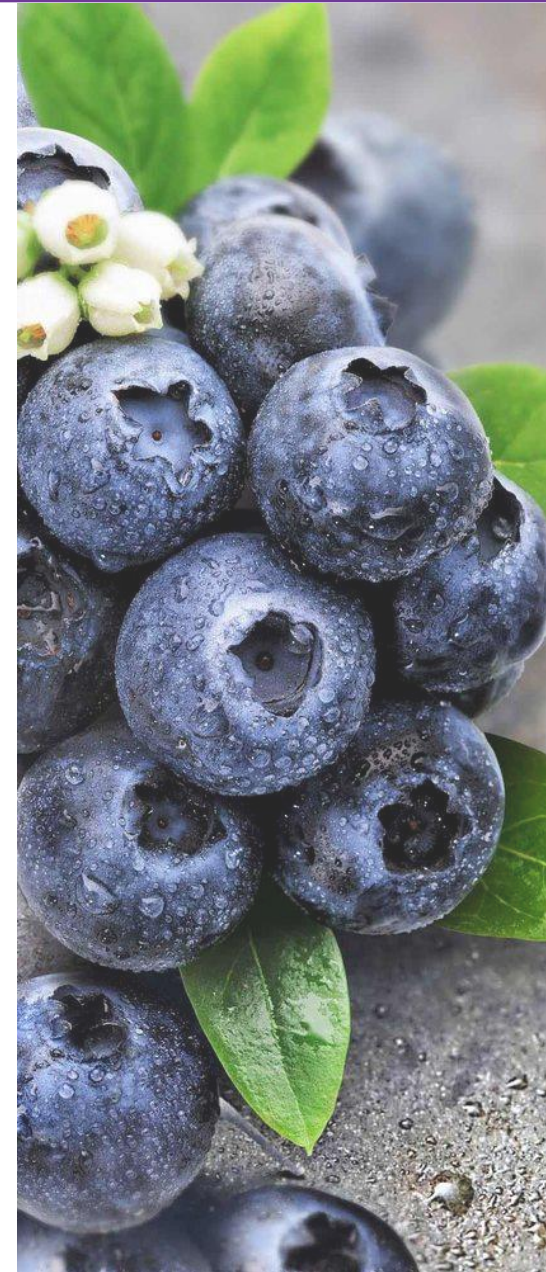
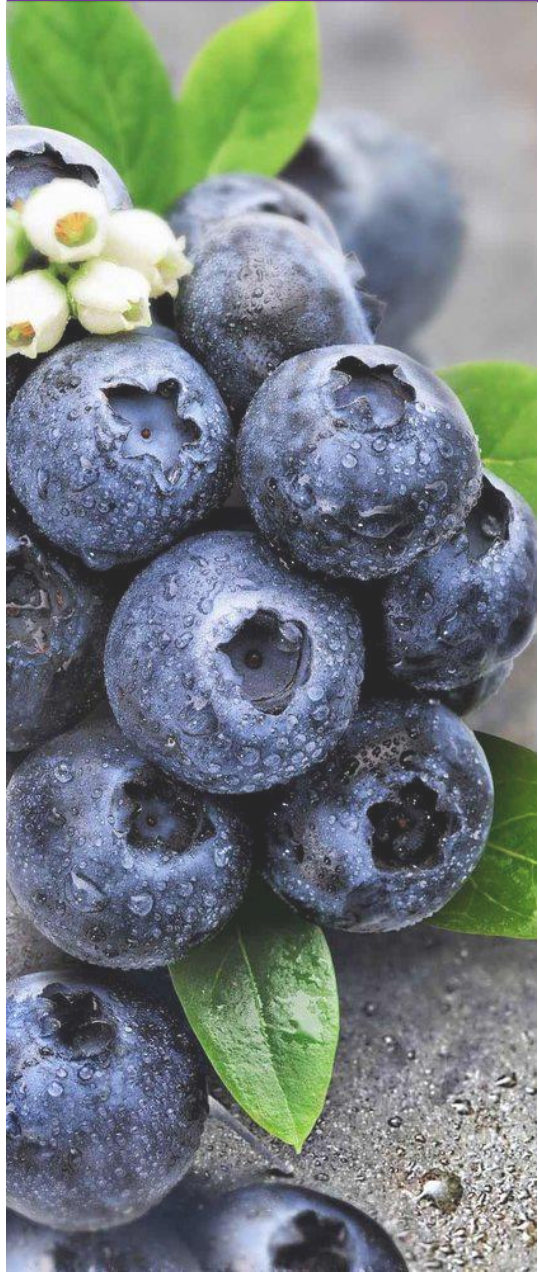


A photograph of a thick, circular slice of a tree trunk, showing the natural wood grain and bark. The slice is placed on a light-colored, neutral background. Numerous fresh blueberries are scattered across the top surface of the wood, with a larger cluster in the center. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text 'MEANING OF MAQUI' in a bold, black, sans-serif font.

**MEANING
OF MAQUI**



Patagonia,
the land of enormous **wild spaces**, beaten by wind and sun,
which conveys the feeling
of having reached
the **edge of the world**.



Considered the berry of
«eternal youth» for
its antioxidant properties,
the Maqui tree embodies a history of
much deeper origins

ANTIOXIDANT
POWER

MOISTURIZING
EFFECT

BERRY OF
MIRACLES



SYMBOL OF
PEACE



ENABLE THE SOIL
TO GROW



PROTECTS
BIODIVERSITY



Its presence in the area is an emblem of
sacredness and prayer
for the Mapuche population,
whose name means
«PEOPLE OF THE EARTH».






HUMAN LIFE

must be

in harmony with

NATURE

The image features three identical glasses of a vibrant purple smoothie, arranged in a row on a light-colored wooden cutting board. The smoothie has a thick, creamy texture. Scattered around the base of the glasses are several fresh blueberries. To the right of the glasses, there are several purple flowers, possibly roses, adding a decorative touch. The background is a soft, out-of-focus white surface. A semi-transparent white banner is overlaid across the middle of the image, containing the text "MEANING OF NUMBER 3".

**MEANING OF
NUMBER 3**



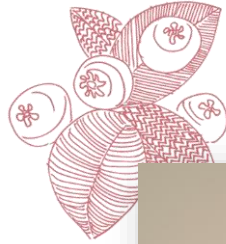
3

The perfect number for
a **compact** but **complete** line
at the same time.

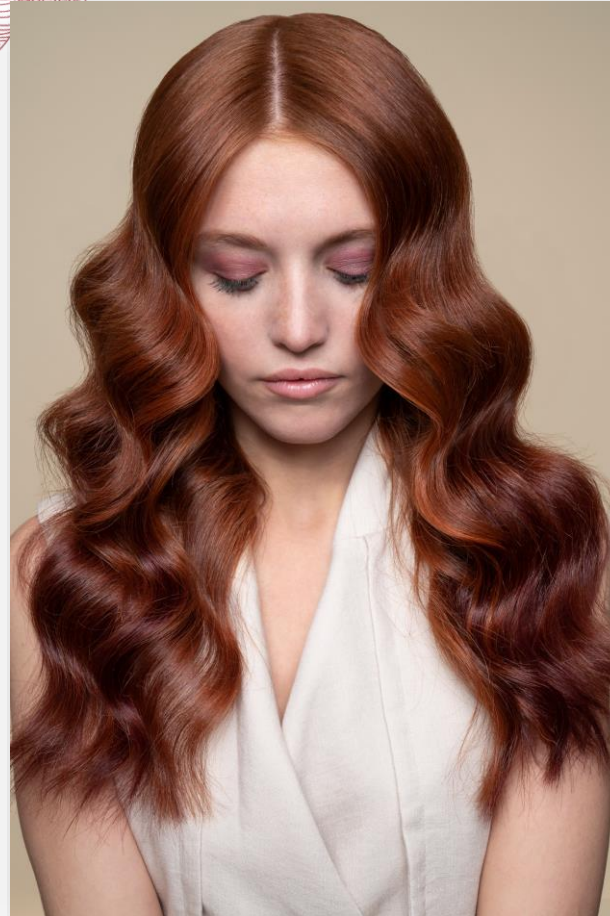
There are three **specific needs** to which the line answers:



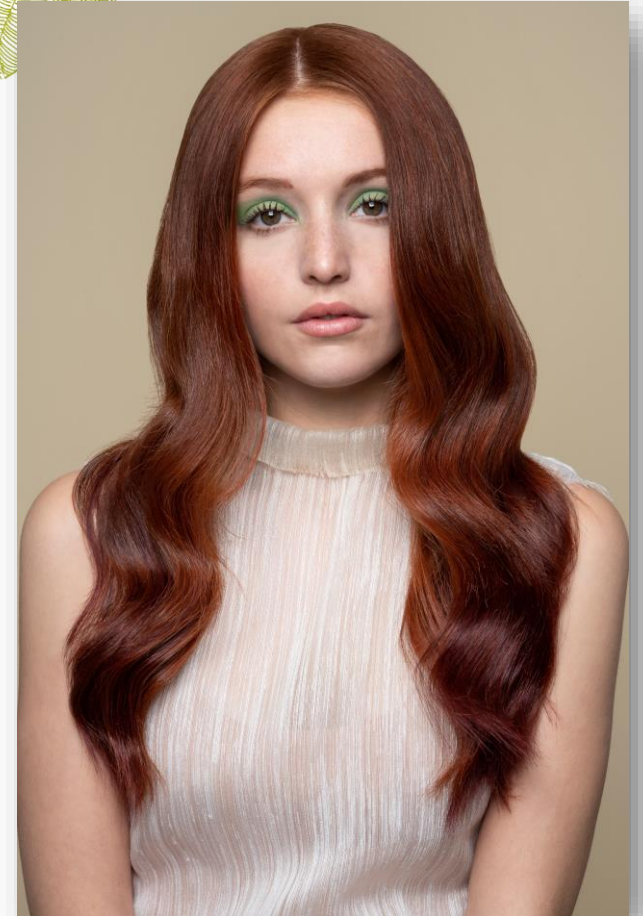
DRY HAIR



TREATED HAIR



COLOURED HAIR





3 AS IN «TREE»



«Tree» as the Maqui tree from which
derives the **active ingredient** that
characterizes the entire line.

«Free» as the 3 «free from» of the line: none of the product contains



A still life composition featuring blueberries and green leaves in woven baskets on a blue textured background. The central focus is a large, shallow, light-colored woven basket filled with fresh blueberries and green leaves. To its right, a smaller, round woven basket is filled with blueberries. In the bottom left corner, another small woven basket contains blueberries and leaves. The background is a dark blue, textured surface with scattered blueberries. A semi-transparent white banner with black text is overlaid across the center of the image.

**THE CONCEPT AND
THE COMPLETE LINE**



Be Smart.

Maqui 3 is the **compact & smart** line of Echosline:

with few references it allows to respond to

the main needs of the hair

with specific rituals.





Be Vegan.

100% vegan: there are no animal derived ingredients.

The active ingredients used are all of **natural origin**

and with ECOCERT certification:

less ingredients but more **functional** and **safe**.





Be Maqui.

Maqui is not only the active ingredient present in each product of the line, but it is a real **philosophy to love and cultivate**. Perfectly in line with «The Vegan Way» path, Maqui 3 contains **the true essence of Echos**.



The compact and smart Maqui 3 range consists of a few references that can respond to the needs of the different hair types





THE COMPLETE RANGE

3 rituals personalized through a specific treatment.



ALL IN SHAMPOO

*DELICATE HYDRATING VEGAN SHAMPOO.
Dry and treated hair.*



HYDRA-BUTTER

*NOURISHING, BUTTERY VEGAN MASK.
Dry hair.*



RESTORING LOTION

*RESTRUCTURING VEGAN LOTION.
Damaged and treated hair.*



COLOR SAVING BALM

*PROTECTIVE VEGAN CONDITIONER.
Colored and bleached hair.*



ALL-IN OIL

*BRIGHTENING BI-PHASE VEGAN OIL.
Dry and treated hair.*



THE *HYDRA* RITUAL

To hydrate and deeply nourish the hair.
Ideal for dry hair.



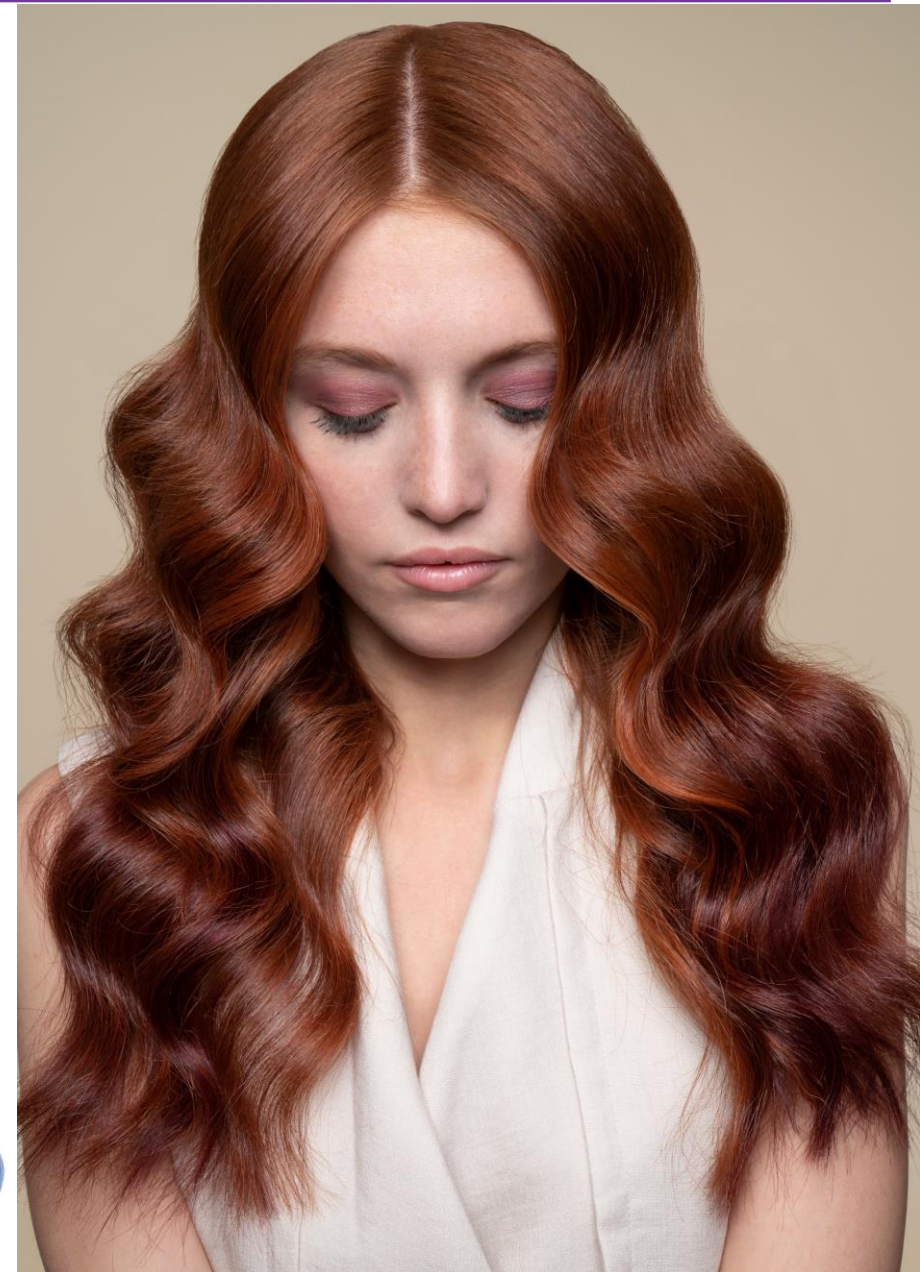
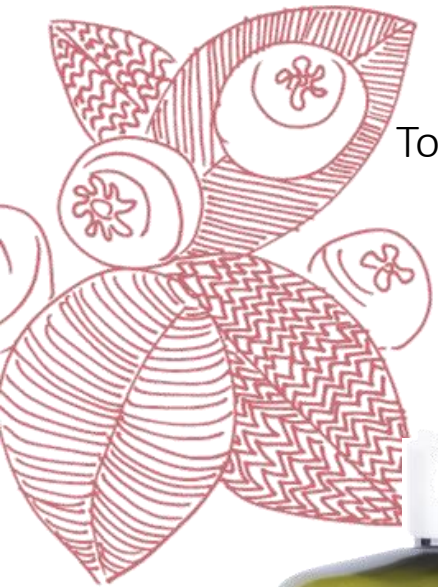
THE *COLOR SAVING* RITUAL

To protect and keep shiny the cosmetic color.
Ideal for colored/bleached hair.



THE *RESTORING* RITUAL

To regenerate the internal structure of the hair.
Ideal for treated hair.





**«REASON WHY» &
GREEN POINTS**



«More than yesterday
less than tomorrow»

«MORE»

innovative and functional formulas than in the past

«LESS»

impacting on the surrounding environment to protect our

«tomorrow».



#1



100% vegan

There are no animal derived ingredients

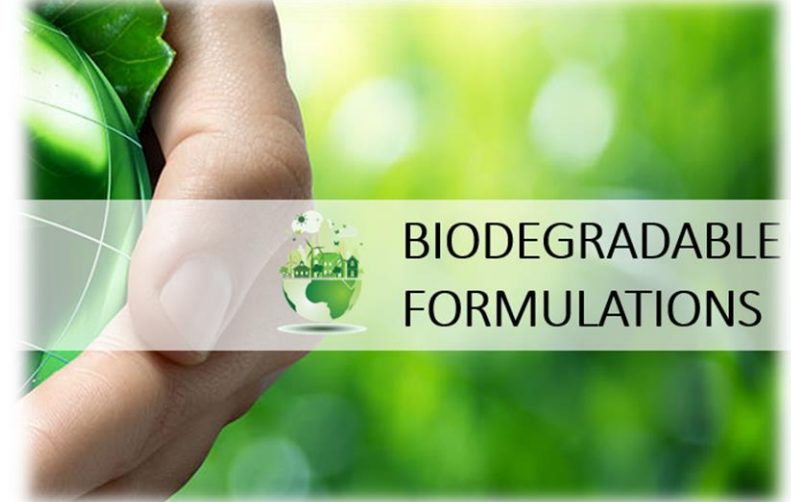
#2



«Free from»

Formulas without silicone, sulfate and parabens

#3



Biodegradability

Formulas with high dispersion % with low impact on the environment

#4



Naturalness

All formulas have high % of natural ingredients

#5



Ecocert

The active ingredients used within the products are certified


#6



Pack riciclato

Use of recycled packaging, it allows to contain more products with less plastic *

* comparing with a classic Echos 350 ML pack format

A pink, crumpled paper object, possibly a small pouch or container, is shown against a wooden background. The object features a black recycling symbol (three chasing arrows) and a black leaf pattern. The text "PACKAGING CHOICE" is overlaid in the center.

**PACKAGING
CHOICE**



The innovative packaging design allows to:
reduce the use of plastic and at the same time
increase the quantity of product.





- 19,2%
OF PLASTIC*
to transport 1 liter of shampoo

**In comparison to a standard Echosline bottle*



- 14,6%
OF PAPER*
to transport 1 liter of shampoo.

**In comparison to a standard Echosline bottle*



+ 56,6 LT
OF PRODUCT*

for each pallet transported.

**In comparison to a standard Echosline bottle*



SHAMPOO IN EACH BOTTLE

SHAMPOO IN EACH BOX



PLASTIC USED

PAPER USED

CO₂ EMISSIONS



A top-down view of a thick, circular slice of a light-colored wood log, showing distinct growth rings. The slice is placed on a light beige background. Numerous fresh blueberries are scattered across the surface of the wood slice, with a larger cluster in the center. Some blueberries are also scattered on the background around the edges of the wood slice. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text 'PRODUCT SHEETS' in a bold, black, sans-serif font.

**PRODUCT
SHEETS**



MAQUI
EXTRACT



385 ml_Cod. 1023868

975 ml_Cod. 1023869

ALL-IN SHAMPOO

Delicate Hydrating Vegan Shampoo.
Dry and treated hair.

100%
VEGAN

98% NATURAL
INGREDIENTS

87%
BIODEGRADABLE

NO SULFATE
NO SILICONE
NO PARABEN SLES

- Natural formula with **Maqui Extract**, rich in **antioxidants**
- It delicately cleanses and hydrates the hair, leaving it **light** and **nourished**, without weighing it down and creating static
- Ideal for all types of hair.

Use: apply to wet hair, massage and rinse.



MAQUI
EXTRACT



SHEA
BUTTER



250 ml_Cod. 1023871

1000 ml_Cod. 1023872

HYDRA-BUTTER

Nourishing Buttery Vegan Mask.
Dry hair.

100%
VEGAN

99% NATURAL
INGREDIENTS

96%
BIODEGRADABLE

NO SULFATE
NO SILICONE
NO PARABEN

- Compact, **buttery** formula, enriched with precious **Shea Butter** with soothing properties
- It **conditions** and **nourishes** dry, dehydrated hair in depth, leaving it **glossy** and full of life
- Hair is **hydrated**, **silky** and **easy to comb**.

Use: after shampooing, apply a knob of product to towel-dried hair, spread evenly over the lengths and ends and comb. Leave in for 5 minutes, then rinse.



MAQUI
EXTRACT



SHEA
BUTTER



SODIUM
GLUCONATE



385 ml_Cod. 1023873

1000 ml_Cod. 1023874

COLOR SAVING BALM

Protective Vegan Conditioner.
Colored and bleached hair.

100%
VEGAN

99% NATURAL
INGREDIENTS

97%
BIODEGRADABLE

NO SULFATE
NO SILICONE
NO PARABEN

- The special technology **protects, seals** and **adds shine** to cosmetic color
- Thanks to the synergy with the **Maqui Extract**, rich in antioxidants, and the **Shea Butter** with soothing properties, leaves hair **hydrated, shiny** and **full of life**.

Use: after shampooing, apply to towel-dried hair, comb, leave in for 5 minutes, then rinse.



MAQUI
EXTRACT



CHESTNUT
EXTRACT



250 ml_Cod. 1023870

RESTORING LOTION

RESTRUCTURING VEGAN LOTION.
Damaged and treated hair.

100%
VEGAN

99% NATURAL
INGREDIENTS

NO SULFATE
NO SILICONE
NO PARABEN

- **Non-greasy** formula with **Chestnut Extract**
- **Repairs** and **regenerates** the internal structure of the hair, leaving it extraordinarily **hydrated** and **healthy**.
- Hair appears nourished, shiny and easy to comb. Does **not weight** the hair down.

Use: after shampooing, apply a few drops to towel-dried hair and massage gently. Leave in for 1-2 minutes, then wet the hair with a little warm water and comb. Rinse thoroughly. Shake before use.



MAQUI
EXTRACT



COCONUT
WATER



100 ml_Cod. 1023875

ALL-IN OIL

BRIGHTENING BI-PHASE VEGAN OIL.
Dry and treated hair.

100%
VEGAN

94% NATURAL
INGREDIENTS

NO SULFATE
NO SILICONE
NO PARABEN

- The precious **Coconut Water** gives the formula a particularly hydrating, **brightening** effect.
- **Eliminates frizz**, leaving the lengths and ends silky, without weighing the hair down.
- The perfect finishing touch for bright, **soft to-the-touch** hair.

Use: spray once or twice on towel-dried hair, do not rinse and style hair with the dryer or straightener. Shake before use.

Smart Vegan Box

Special kit designed in three different versions,
according to the second treatment:



The *HYDRA RITUAL*

Containing ALL-IN SHAMPOO,
HYDRA-BUTTER and ALL-IN OIL

Cod. 1023890



The *COLOR SAVING RITUAL*

Containing ALL-IN SHAMPOO, **COLOR
SAVING BALM** and ALL-IN OIL

Cod. 1023889



The *RESTORING RITUAL*

Containing ALL-IN SHAMPOO,
RESTORING LOTION and ALL-IN OIL

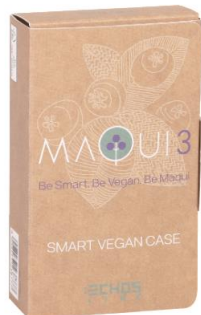
Cod. 1023888

Smart Vegan Case

Special case with sachets inside to have always with you the true essence of Maqui 3.

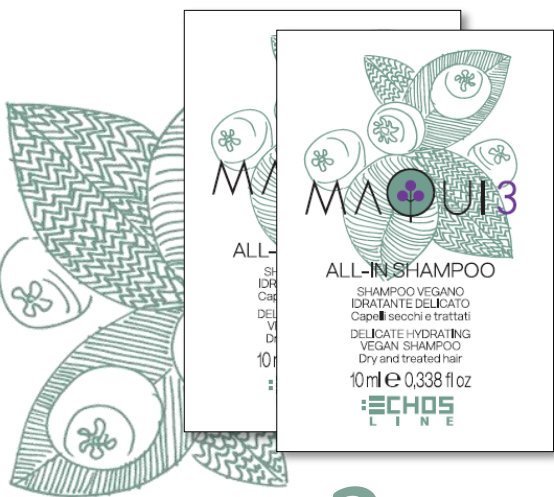


Cod. 1023877



Smart Vegan Case

Inside the case ther're:



2

SACHETS OF

ALL-IN SHAMPOO



1

SACHET OF

COLOR SAVING BALM



1

SACHET OF

HYDRA-BUTTER



4

Mini Cards with product information.

Cod. 1023877



**MERCHANDISING &
COMMUNICATION MATERIALS**



Just because the line was designed to be smart and compact, the communication materials are also in line with the "Less is More" philosophy.

3

Types of communication and POP materials





Smart Vegan Brochure

The brochure is made of:

- 1 FOLDER that contains all materials
- 1 BROCHURE 24 pages
- 1 DESK PANCARD 2-faces

ITA-GB
Cod. 8023887

ESP-POR
Cod. 8023885

FR-D
Cod. 8023886



Double faces Poster

70x100 cm

Cod. 8023891



Cod. 8023884

Wheat Straw Bio Brush

Designed for **easy cleaning** and **drying**, this Bio Brush **minimizes pain** and **protects** against split ends and hair damage.

Made of wheat straw, it **reduces** the **environmental impact**.

DIGITAL
STRATEGY





GOALS

- Product awareness
 - Brand awareness
 - WOM
 - Digital PR
-



1. EDITORIAL PLAN



The editorial plan will have as its main focus the "green" communication aspect of the line: it will focus on the **concept, active principle and products**. A few days before the launch, an *ad hoc* "teasing" activity will be carried out.

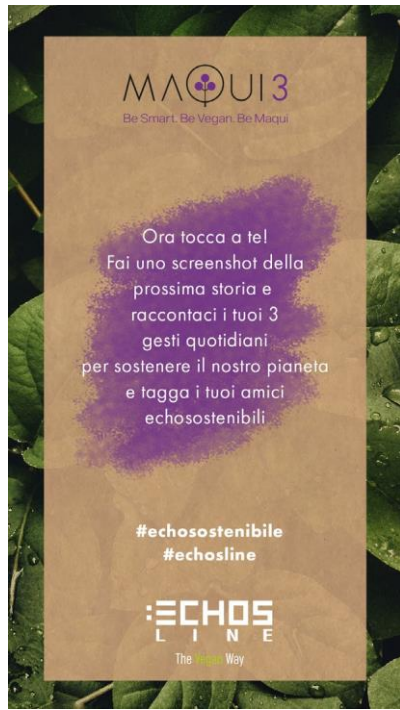


ACTIVITIES

- Professional influencer & consumer recruiting
 - Creating & sending of Kit Maqui3
 - Project communication
 - Contents sharing

GOALS

- Products awareness
- Brand awareness
 - WOM
 - Digital PR



CHALLENGE ADV

- Content creation through ADV
- Launching of the hashtag #Echosostenibile
 - Community involvement

GOALS

- Target involvement
- Brand Awareness
 - Project sharing
- Increase in the fanbase



MAQUI 3

Be Smart. Be Vegan. Be Maqui

The End

ECHOS
LINE

