

The background of the image is a soft, pink-toned composition featuring several swirls of frosting, some in white and some in a light pink hue. Interspersed among the frosting are numerous small, clear, spherical bubbles that catch the light, giving the scene a delicate and airy appearance. The overall lighting is bright and diffused, creating a gentle, pastel aesthetic.

spectra[®]
care

#SoSpectacular

Who is Spectra Care?

Spectra Care is an innovative personal care brand that brings skincare into the shower.

With modern formulations, high-performance ingredients, and an enjoyable product experience, it transforms everyday cleansing into a pleasurable self-care ritual.

Product Portfolio

Inspired by nature. Designed
for a new generation of
personal care.



Collections

Inspired by nature. Designed for a new generation of personal care.



Whipped Shower Foam



Hand & Body Lotion



Sugar Body Scrub



Creamy Shower Gel

Golf Kimya's Manufacturing Expertise & Global Export Vision

Since 2008, Spectra has been powered by Golf Kimya's manufacturing excellence and R&D expertise. Backed by **over 15 years of experience, international quality standards, and a production infrastructure exporting to more than 40 countries**, Spectra is a reliable, innovative personal care brand with strong global growth potential.

Built on this solid foundation, Spectra is well positioned to expand rapidly into new markets, particularly across Europe and the Middle East.



Mission

At Spectra Care, our mission is to redefine personal care by believing that true skin and hair care begins in the shower. Through innovative formulas that combine clean ingredients, high-performance actives such as Squalane and Niacinamide, and a sensorial product experience, we transform everyday showers into elevated self-care rituals.

For a new generation that embraces confidence, individuality, and self-expression, we turn an ordinary shower into an indulgent, empowering, and unforgettable care experience.



Vision

Built on the manufacturing expertise and heritage of a second-generation family business established in 2008, Spectra Care aims to unite this strong legacy with the digital, authentic, and trend-driven lifestyle of Generation Z and Generation Alpha.

Our vision is to become a trusted, innovative, and sustainable next-generation personal care brand that empowers consumers to embrace self-care with confidence—starting in Türkiye and expanding rapidly across international markets.

We aspire not only to create products, but to build a holistic personal care ecosystem that extends from the shower to scalp and body care, helping people feel refreshed, confident, and their very best every day.

Big Idea :
Not a Burst of Flavor. A Burst of Care.
Spectra Care
#SO SPECTACULAR

Brand Belief & Purpose

Spectra Care is more than a personal care brand—it is redefining where self-care begins. We believe that true skin and hair care starts in the shower. That's why we bring high-performance skincare ingredients and the latest beauty innovations into everyday shower rituals, transforming cleansing into the first and most essential step of a complete care routine. Our purpose is to create products that not only cleanse but also prepare, nourish, and elevate the skin and scalp, turning every shower into a sensorial, high-performance self-care experience.

Brand Character: The BRAVE Enchantress (Needscope Main color: Red Secondary Color: Purple)

A brand that draws its strength from emotion and experience. Inviting by nature, it celebrates pleasure, self-indulgence, and a self-first mindset without compromise. Confident, bold, expressive, passionate, and playful, it embraces individuality with a free spirit while remaining focused on delivering an elevated personal care experience.

Product Feature:

A high-performance personal care experience that begins in the shower, combining clean formulas inspired by baby care products—free from SLS, SLES, and parabens—with the intense hydration of Squalane and the skin-balancing benefits of Niacinamide.

Functional Benefit:

.Spectra Care Whipped Shower Foam gently cleanses the skin with a soft, cloud-like texture, leaving it feeling smooth and comforted. Spectra Care Creamy Shower Gel provides intense hydration while cleansing, Spectra Care Sugar Body Scrub gently exfoliates to reveal smoother, healthier-looking skin, and Spectra Care Hand & Body Lotion completes the routine by delivering intensive moisture with its lightweight, fast-absorbing formula. Together, these products transform everyday cleansing into a complete personal care ritual by combining effective performance with a pleasurable sensory experience

Emotional Benefit:

Spectra Care transforms an ordinary shower into a personal care ritual that is entirely your own. By making self-care part of the shower experience, it encourages you to take time for yourself, put yourself first, and enjoy the moment freely. Every shower leaves you feeling refreshed, confident, and empowered. With Spectra Care, you express who you are by saying, "I reject the ordinary. I am confident, and I put myself first." Because every choice is a reflection of who you are and the value you place on yourself.

Target Audience:

Young women aged 15–35, with a core focus on those aged 15–25, as well as men who are passionate about personal care. Primarily targeting Generation Alpha and Generation Z. They are more than content consumers—they are creators. Rather than simply following trends, they shape them. They love expressing themselves, sharing their experiences, and seeing their personal care routines as an extension of their identity.

"I stay on top of the latest beauty trends, always trying the ones that fit my lifestyle—and I love sharing them. I have no patience for anything ordinary. Whether it's content or products, it has to feel different. It has to elevate my beauty ritual."

Spectra Care **Difference**

An innovative personal care ritual brand that combines clean formulations, trending active ingredients, and engaging foam, gel, and scrub experiences to **deliver originality and strong consumer appeal.**



**Clean
Formulation**



**Trending
Active
Ingredients**



**Foam, Gel & Scrub
Experience**



Originality



**Strong
Consumer
Appeal**



Target Audience & Market Positioning

Spectra appeals to a young and dynamic consumer audience with the following characteristics:

- Aged 18–30 and passionate about personal care
- Actively follows the latest trends
- Seeks aesthetically pleasing packaging and premium sensorial experiences
- Ingredient-conscious
- Shops through both modern retail and e-commerce channels

Spectra is positioned within the accessible premium segment, offering an affordable luxury personal care experience.

Product categories such as Whipped Shower Foams, Three-Phase Serums, and Colored Dry Shampoos reinforce Spectra's youthful, innovative, and trend-driven brand image.



Target Audience:

Generation Alpha & Generation Z



Young women aged 15-35, with a primary focus on those aged 15-25, as well as men who are passionate about personal care.

THE GREAT SCREEN AGE GENERATIONS

Visual First → Visually driven and fast in communication.

Digital Native → Grew up in the digital world.

Ingredient Conscious → Researches ingredients and active compounds.

Authenticity Matters → Chooses authentic and transparent brands.

Creator Mindset → Creates content rather than simply consuming it.

Experience Seeker → Values experiences over products.



The Sephora Generation

A generation that practically lives in Sephora, YouTube, and TikTok, shaping trends such as #CleanGirl, #SoftMatte, and #KBeauty.

They embrace brands that speak their language and naturally turn them into part of their lifestyle. Yet, there is still no bath and shower brand that truly communicates with them in the same authentic voice.

Core Benefits of the Existing Portfolio



A high-performance personal care experience that begins in the shower, combining clean, baby-inspired formulas free from SLS, SLES, and parabens with the intense moisturizing power of Squalane and the skin-balancing benefits of Niacinamide.



Spectra Care Whipped Duş Köpüğü

Provides cleansing and care that envelop the skin while helping to moisturize and promote a more even-looking skin tone.



Spectra Care Creamy Shower Gel

Provides intensive hydration and gentle cleansing.



Spectra Care Sugar Body Scrub

Provides exfoliating care for smoother-looking skin.



Spectra Care **Potential**



Owning innovative personal care rituals by bringing advanced care into the shower and extending this care expertise to hair and scalp care.



Innovative
Rituals



Shower
Care



Care
Expertise



Dedicated
to Hair &
Scalp



Spectra Care Shower & Care Collection

Spectra Care Whipped Shower Foam,
Spectra Care Creamy Shower Gel,
Spectra Care Scrub,
Spectra Care Scalp Scrub,
Spectra Care Scalp Care Shampoo

A high-performance care experience with powerful formulas designed for hair and scalp.

Stronger hair with every shower, every day.



Sustainability, Vegan Formulations & Dermatological Testing

All Spectra products are formulated to meet modern ethical and quality standards:

- Vegan formulations
- Not tested on animals
- Dermatologically tested
- Water and Energy efficient manufacturing processes

Sustainability is an integral part of Spectra's brand DNA.



Body Care Products

Innovative & Premium
Packaging Design

Clean and Conscious
Formulations

Trend-Driven with
a Consistent Brand Identity



Every formula we create, inspired by nature, tells a care story that touches your skin.

Whipped Shower Foams

Türkiye's first whipped shower foam. Its ultra-light formula, rich foam, and skin-friendly texture gently cleanse the skin, transforming every shower into an enjoyable self-care ritual. Seasonal and limited-edition collections offer unique experiences throughout the year.



In addition to the core product range, Christmas Collection, Summer Collection, and other Limited Edition Collections are introduced seasonally, offering consumers exclusive experiences inspired by each season.

Active Ingredients

- **Squalane:** Provides intense hydration and helps strengthen the skin barrier.
- **Niacinamide:** Helps promote a more even-looking skin tone.
- **Glycerin:** Locks in moisture and leaves the skin feeling soft.
- **Avocado Oil:** Nourishes and conditions the skin.
- **Aloe Vera:** Hydrates and soothes the skin.
- **Vitamin E:** Provides antioxidant care.

Vegan formula.
Dermatologically tested.





Creamy Shower Gel

A sulfate-free creamy formula for daily use that gently cleanses the skin while providing intense hydration, transforming every shower into a complete care ritual.

Sulfate-Free Creamy Foam: A rich, velvety lather for a luxurious cleansing experience.

Premium Texture: Leaves the skin feeling soft and comfortable without dryness or tightness.

Squalane: Supports the skin's moisture barrier and provides intense hydration.

Niacinamide: Helps even out skin tone and promotes a brighter-looking complexion.

Glycerin: Locks in moisture and leaves the skin feeling soft.

Avocado Extract: Nourishes the skin and supports daily care.



Vegan formula.
Dermatologically tested.

Sugar Body Scrub

Spectra Sugar Body Scrub

Gently exfoliates dead skin cells with natural sugar crystals, leaving the skin smoother, softer, and more radiant.

Key Features:

- **Natural Sugar:** Provides gentle exfoliation.
- **Shea Butter:** Delivers intense hydration and nourishment.
- **Vitamin E:** Provides antioxidant protection.
- **Helps reduce the appearance of ingrown hairs:** Smooths the skin with regular use.
- **Ideal for use before shaving.**
- **Available in three different fragrance options for a sensorial care experience.**



Vegan formula.
Dermatologically tested.



Hand&Body Lotion

Enriched with **Olive-Derived Squalane**, **Grape Seed Oil**, and **Panthenol**, its formula intensely hydrates and nourishes the skin. Its lightweight, fast-absorbing texture leaves the skin feeling soft, smooth, and cared for throughout the day.

Key Ingredients:

- **Squalane:** Provides intense hydration.
- **Grape Seed Oil:** Delivers nourishing antioxidant care.
- **Niacinamide:** Helps promote a more even – looking skin tone.
- **Panthenol:** Hydrates and soothes the skin.
- **Vitamin E:** Provides antioxidant care.



Vegan formula.
Dermatologically tested.

Spectra Men

Spectra Men

Developed for men's daily grooming needs, Spectra Men is a practical, performance-driven personal care range. It delivers effective cleansing and long-lasting freshness while completing the skincare routine in a single step.

- Long - lasting freshness throughout the day
- Gentle cleansing without drying the skin
- Premium masculine fragrance
- Easy - rinse formula
- pH balance for Daily use



Vegan formula.
Dermatologically tested.



Kids Collections

The Kids Whipped Shower Foam collection was developed with a dedicated product concept, naming strategy, and packaging design.

While preserving Spectra's brand identity, a fun, engaging, and reassuring design language was created specifically for children.



Christmas Special Collection

A limited-edition Christmas packaging collection designed exclusively for Spectra Care.

While preserving the brand's playful and premium identity, the collection captures the spirit of the holiday season, enhancing shelf visibility and increasing consumer appeal during the festive gifting period.



Body Mist & Deodorant

Every fragrance is a mood. Every mood is a personality.

The Spectra Hair & Body Perfume Mist & Deodorant Collection defines its fragrances not only by their scent profiles, but also by the emotions they evoke. Each color represents a different mood, encouraging consumers to choose the fragrance that reflects how they want to feel.

Choose your scent. Express your mood.



/ Hair Scalp

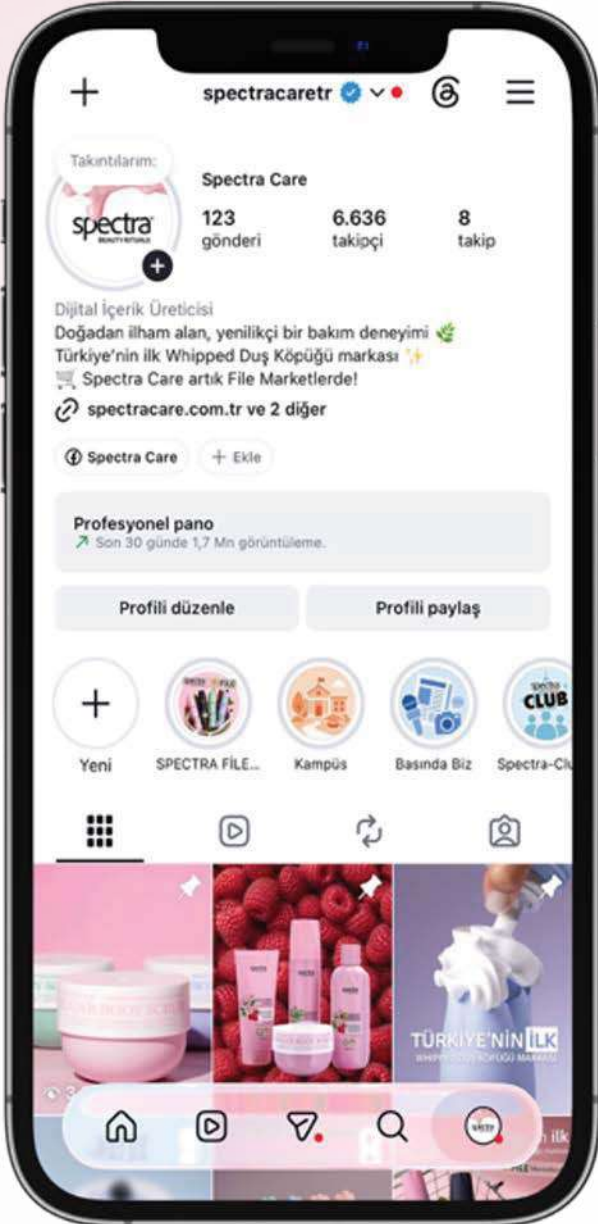
"True hair care begins with the scalp"

Why Spectra Hair?

True care starts with the scalp.
Formulas designed to balance and support
the scalp.
Performance-driven active ingredients.
Stronger, healthier, and more vibrant-
looking hair.
A care routine suitable for everyday use.



Marketing Support



SM



INFLUENCER



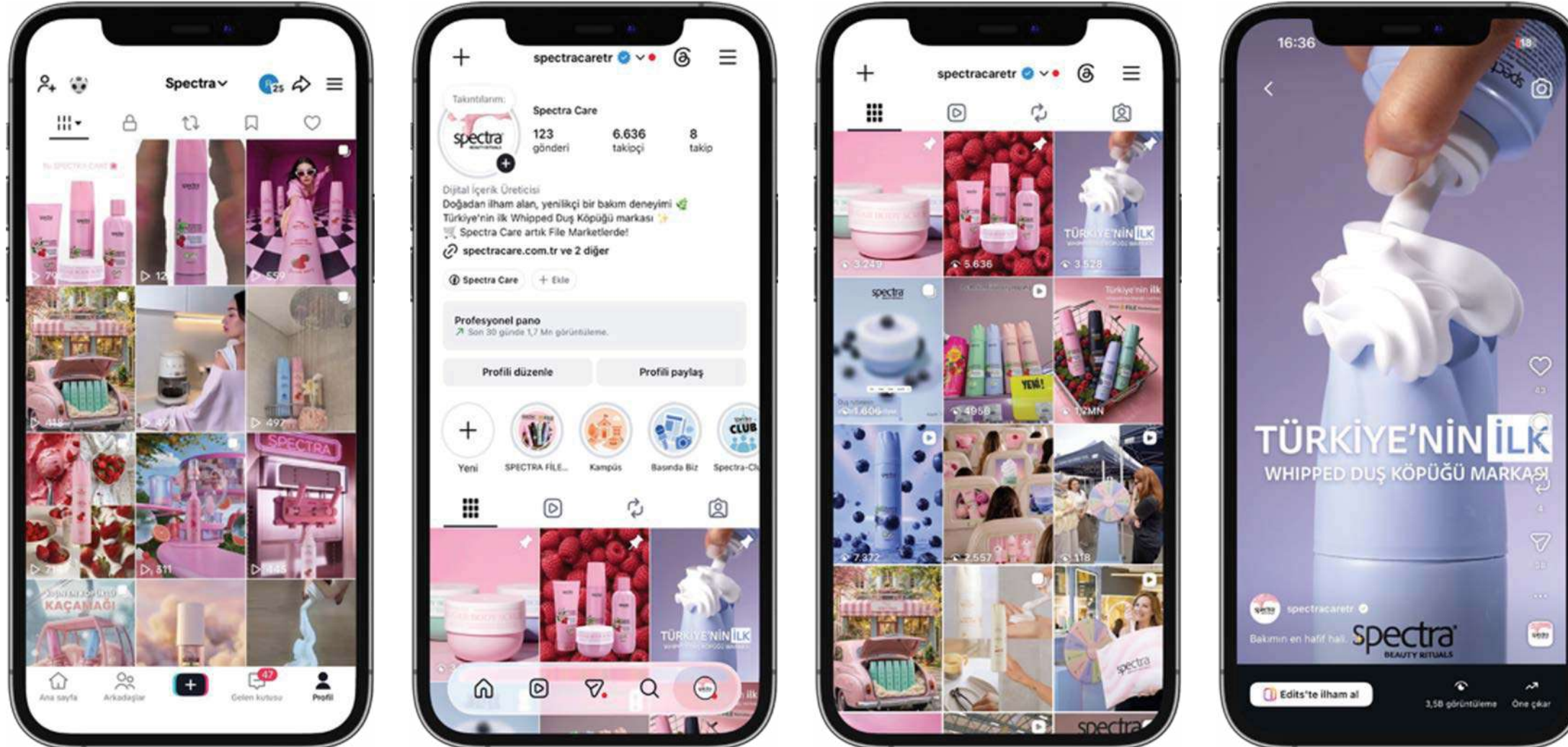
LAUNCH



PR

Social Media Strategy

Spectra's social media strategy follows an integrated approach that quickly embraces emerging trends, maintains a high aesthetic standard, and delivers a consistent brand voice across all platforms.



Spectra Care **SM**



Global Growth & Sales Network

While maintaining its strong sales infrastructure in Türkiye, Spectra adopts an international growth strategy focused on expanding its global presence.

Sales Channels in Türkiye

trendyol^{.com} hepsiburada macro▲center

spectracare.com.tr

MiGROS & mion T-SHOP MINI
Güzellik ve bakım marketi. SOÜ

Exports Markets (Top 5)



The background is a soft, pink-toned image featuring several swirls of white whipped cream and numerous small, clear bubbles, creating a delicate and airy aesthetic.

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Thank You!