

HOW IT ALL BEGAN

IUNIK's philosophy is focused on minimalism that is centered around natural ingredients. Since they focus on minimalism, they try to use only the needed ingredients that really work; therefore, as Joan told us, 'less is best'. The name of the brand is a combination of the following words: Ideal, Unique, Natural, Ingredients, and knowhow.

Something that makes IUNIK stand out is the fact that they highly value the feedback of their customers. Besides academic and scientific research, it's important to know the needs of their clients; *'if we don't do this, we don't know how the consumer thinks,'* according to Joan. Due to being in contact with their customers through email and social media, IUNIK tries to keep in close contact with them and improve their products in order to meet their needs.

Another thing that makes IUNIK stand out is the fact that their products are quite affordable. The CEO wanted to make products that everyone could use; therefore, the prices of IUNIK are affordable. The simplicity, minimalism, and accessibility are things that make this brand more unique.

HOW TO STAY AHEAD OF TRENDS

Since IUNIK values the feedback of their customers, social media is important for the brand to communicate with them. They mainly use TikTok and Instagram, and both social media platforms have different ways of communicating with their customers. TikTok is mainly being used to spread awareness about the brand and show their audience how they work and what kinds of products they offer. Through Instagram, IUNIK tries to focus more on deeper communication with their customers, through comments or private messages. Besides communicating, they also use this platform to educate their audience since Instagram offers the opportunity to use more text with a photo.

One of their best selling products is their Centella Calming Daily sunscreen with SPF 50+ and PA++++. The packaging of this product is simple; therefore, the consumer sees all the information needed. This sunscreen has no white cast, which is, according to users of this product, a benefit. Since this product both nourishes and protects the skin, it is a really popular product among the customers of IUNIK.

TREND (FORECASTS)

According to Joan, centella is an ingredient that has been trending lately in South-Korea. This ingredient is used in many Korean skincare products and is known for its soothing and calming effects. Besides these benefits, centella is also an ingredient that suits sensitive skin. IUNIK has a whole skincare line centered around centella, and because of its benefits, the products within this line are popular among customers. Another ingredient that Joan thinks will become more trendy is PHA, a gentle acid for sensitive skin.

As already mentioned, the Centella line is popular among consumers, and IUNIK just released a new product within this line: Centella calming AC spot cream. This product just launched and can be used for particular parts; therefore, it is an interesting product for people who are dealing with acne or have sensitive skin. This product has a cooling and soothing effect and is very convenient to apply. Before the launch of this product, IUNIK did research in order to see what the needs of their customers were. After doing research, they found out that a convenient product made for specific parts of the face was something they wanted. So therefore, IUNIK created the Centella calming AC spot cream. Even while when this product was still in production, the CEO repeatedly kept saying, *'We must launch this product!'*

