TwEssence™

Expert Care, Bottled To Glow

Brand & Product Overview

Full Portfolio · Ingredient Science · Brand Positioning
Competitive Differentiation · Anti-Counterfeit Architecture

"TwEssence is not a skincare brand that follows trends. It is a brand that follows science — anchored in New Zealand's pristine biodiversity, powered by globally traceable tier-1 actives, and formulated for every skin that deserves intelligent care."

Brand Owner	Tui Enterprise Limited, NZ	**Certifications**	GMP · NZ EPA · AICIS
NZBN	9429051612597	**Formulation**	NZ Cosmetic Scientist
IP Protection	IPONZ, New Zealand	**Markets**	NZ · Bangladesh · India
Website	www.TwEssence.TuiTrends.com	**Year**	2026

The Four Brand Pillars

01 Pristine NZ Provenance

02 Named-Supplier Traceability

03 Trademark-Enforceable IP

04 Clinically Defensible Positioning

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01 Brand Identity

Brand Name	TwEssence™
Owner	Tui Enterprise Limited, New Zealand
Tagline	Expert Care, Bottled To Glow
Website	www.TwEssence.TuiTrends.com
IP Protection	Registered & protected by IPONZ, New Zealand
Formulation Origin	New Zealand — world-renowned cosmetic scientist
Certifications	GMP Certified · NZ EPA Compliant · AICIS Compliant · Halal-Compatible · Vegan-Friendly
Active Markets	New Zealand · Bangladesh · India (Delhi) · South Asia
Target Audience	Women 22–45, skincare-educated, ingredient-literate, Fitzpatrick IV–V skin dominant
Brand Tone	Warm but authoritative · Poetic yet precise · Science with soul

02 The Five-Product Portfolio

Five proprietary formulas. Every one developed with senior-formulator precision, Fitzpatrick IV–V calibrated, halal-compatible, and built on traceable tier-1 global ingredients.

SKU	Product	Target Concern	Texture	Key Positioning
01	AHA BHA Brightening Serum	Hyperpigmentation Pores · Uneven tone	Lightweight aqueous gel	Multi-acid daily clarity with barrier safety
02	Vegan DDS Retinol Night Serum	Fine lines · Ageing Renewal · PIH prevention	Velvety non-tacky serum	Encapsulated retinol for gentle first-time use
03	Vitamin C+E Brightening Serum	Pollution damage Dullness · Photoageing	Satin-finish emulsion	Pinnell photoprotection triad + NZ botanicals
04	Hydrate Light Moisturising Cream	Barrier loss · Dryness Sensitivity	Rich to silky-matte cream	Biomimetic barrier repair with Japanese NMF
05	Vitamin C+ Barrier Support Gel	Humidity stress · Oiliness Pollution defence	Cool non-greasy gel	Antioxidant barrier for South Asian summers

SKU 01 AHA BHA Brightening Serum

Daily multi-acid clarity serum · Hyperpigmentation · Pore refinement · Uneven tone

What It Is

A triple-acid brightening serum architected around an electrolyte-tolerant Sepimax ZEN polymer matrix — a technically demanding system most mass-market formulators avoid. Designed as a daily-use acid serum safe for Fitzpatrick IV–V skin, with multi-pathway melanogenesis suppression.

Ideal For

Oily to combination skin. Urban exposure. Hyperpigmentation, post-acne marks, uneven texture.

Key Ingredients & Science

Ingredient	Supplier / Origin	Key Benefit
Tranexamic Acid (SpecWhite TA)	Spec-Chem, China	Inhibits melanin synthesis via plasmin pathway. Clinically validated in Asian melasma studies.
Alpha-Arbutin (SpecWhite SLA)	Spec-Chem, China	Tyrosinase inhibitor. Brightens existing pigmentation with low irritancy — ideal for South Asian skin.
Mandelic Acid (Spechite DL-MA)	Spec-Chem, China	Large-molecule AHA. Slower penetration = lower irritation than glycolic. PIH-safe exfoliation.
Salicylic Acid (Purac Sanilac)	Corbion-Purac, NL	Oil-soluble BHA. Deep pore exfoliation, sebum control, anti-inflammatory. 0.5% daily-safe dose.
Niacinamide	DSM / Evonik-derived	Barrier reinforcement, sebum regulation, brightening. Synergises with every acid in the formula.
Sepimax ZEN	Seppic, France	Electrolyte-tolerant polymer rheology agent. Enables multi-ionic acid stacks — critical differentiator.

Skin Benefits

- Visibly reduces dark spots, post-acne marks, and hyperpigmentation
- Refines pore appearance and smooths skin texture
- Daily-safe acid dose calibrated for South Asian skin sensitivity
- Barrier-protective — does not compromise stratum corneum integrity

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SKU 02

Vegan DDS Retinol Night Serum

Gentle-entry encapsulated retinoid · Anti-ageing · Peptide · PIH-safe for Fitzpatrick IV–V

What It Is

A phospholipid-encapsulated retinol + Snap-8 peptide night serum built for first-time retinol users and South Asian skin where retinoid sensitivity and PIH risk are elevated. The Vegan DDS delivery system from INdermal (Spain) provides 2–3x better efficacy-per-irritation vs free retinol.

Ideal For

All skin types, especially sensitivity-prone and first-time retinol users. Anti-ageing focus.

Key Ingredients & Science

Ingredient	Supplier / Origin	Key Benefit
Vegan DDS True Retinol	Nanovex/INdermal, Spain	Phospholipid-encapsulated retinol — slow-release, deeper delivery, dramatically reduced irritation.
Snap-8 Peptide (Acetyl Octapeptide-3)	Lipotec/Lubrizol, Spain/USA	SNARE-mimetic peptide. Softens dynamic expression lines. 30% more active than Argireline.
Niacinamide	Barrier-maintenance dose	Counteracts retinol-induced TEWL increase. Accelerates barrier recovery between uses.
Licorice Extract	Anti-inflammatory	Reduces photosensitisation risk associated with retinoid use. Calms post-retinol reactivity.
Bisabolol	German Chamomile-derived	Potent skin-calming agent. Synergises with niacinamide to minimise redness and purging.
Sepimax ZEN	Seppic, France	Enables co-stabilisation of encapsulated retinoid + ionic Snap-8 peptide in one formula.

Skin Benefits

- Gentle retinol entry — virtually no purging, redness, or peeling
- Dual anti-ageing pathway: structural collagen (retinol) + dynamic lines (Snap-8 peptide)
- Visible skin renewal and pore tightening from week 4
- 100% vegan, plant phospholipid delivery — halal-compatible

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SKU 03

Vitamin C+E Brightening Serum

Antioxidant photoprotection · Radiance · Pollution defence · NZ botanical brightening

What It Is

TwEssence's flagship antioxidant serum — the Pinnell photoprotection triad rebuilt for humid tropics. Uses oil-soluble THD Ascorbate (no oxidation, no sting), Ferulic Acid from INdermal, and NZ marine botanical OceanDerMX KanuBright for melanogenesis suppression.

Ideal For

All skin types. Daily morning use. Urban pollution exposure. Dullness, ageing, uneven radiance.

Key Ingredients & Science

Ingredient	Supplier / Origin	Key Benefit
THD Ascorbate (VC-IPVS)	Nikko/Corum, Japan/Taiwan	Oil-soluble Vitamin C. Stable in heat and humidity. No orange oxidation, no sting. Penetrates to dermis.
Ferulic Acid (Vegan DDS Ferulic)	INdermal/Nanovex, Spain	8x photoprotection amplification of Vitamin C+E (Pinnell research). Encapsulated for stability.
Snap-8 Peptide	Lipotec/Lubrizol, Spain/USA	Anti-expression peptide. Adds anti-ageing dimension beyond photoprotection.
OceanDerMX KanuBright™	Organic Bioactives, NZ	NZ marine botanical. Proprietary melanogenesis inhibitor. Trademark-enforceable. NZ provenance.
Pentavitin	DSM-Firmenich, Switzerland	72-hour covalent skin hydration. Binds to keratin proteins for long-lasting moisture retention.
Tocopherol (Toco 70)	Evonik, Germany	Lipid-phase antioxidant chain-breaker. Synergises with Vitamin C in the Pinnell triad.

Skin Benefits

- Visible glow and radiance with consistent daily use
- Antioxidant defence against Dhaka/Delhi PM2.5 pollution load
- Stable Vitamin C that doesn't oxidise yellow or sting sensitive skin
- 72-hour hydration from Pentavitin — no mid-day dryness

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SKU 04 Hydrate Light Moisturising Cream

Barrier biomimetic repair · Long-lasting hydration · Sensitivity · NZ Harakeke botanicals

What It Is

A biomimetic lipid barrier repair cream modelled on the Elias/Feingold physiological lipid ratio. Built around Olivem 1000 liquid crystal emulsifier and Ceramide NP from Evonik, with Ajinomoto Japanese fermentation Sodium PCA and NZ Harakeke extract from Organic Bioactives.

Ideal For

Dry, sensitive, barrier-compromised skin. Post-acid-use recovery. All climates, all skin types.

Key Ingredients & Science

Ingredient	Supplier / Origin	Key Benefit
Ceramide NP	Evonik, Germany	Physiological skin ceramide. Restores stratum corneum lipid lamellae. Core barrier repair ingredient.
Squalane	Plant-derived	Non-comedogenic skin-identical lipid. Deep moisture without occlusion. Mimics sebum composition.
Sodium PCA (Ajidew NL-50)	Ajinomoto, Japan	Japanese fermentation-derived NMF. Superior hygroscopic agent. Pulls moisture from atmosphere.
Olivem 1000	Hallstar, Italy	Biomimetic liquid-crystal emulsifier. Mirrors lamellar skin structure for exceptional skin feel.
ManukaDerMX® Harakeke	Organic Bioactives, NZ	NZ flax seed botanical. Barrier-supportive omega fatty acids. Trademark-enforceable NZ provenance.
Niacinamide	Barrier & brightening	Ceramide synthesis stimulation. Reduces TEWL. Anti-inflammatory. Brightening secondary benefit.

Skin Benefits

- Repairs and restores compromised skin barrier from first application
- Rich-to-silky texture — non-greasy finish suitable for layering
- 72-hour hydration complex — no mid-day dryness or tightness
- Suitable for post-retinol nights and post-acid recovery days

SKU 05 Vitamin C+ Barrier Support Gel

Lightweight antioxidant barrier · Humidity-optimised · Unisex · Pollution defence gel

What It Is

A cool, non-greasy antioxidant gel built for high-humidity and high-pollution urban climates. Uses Lecigel (Lucas Meyer/IFF) phospholipid emulsification, Cetiol CC from BASF for ultralight feel, and ZeaDerMX Green Tea from Organic Bioactives' Waikato estate-grown tea platform.

Ideal For

Oily, combination, and humidity-stressed skin. South Asian summers. Unisex positioning.

Key Ingredients & Science

Ingredient	Supplier / Origin	Key Benefit
THD Ascorbate (VC-IPVS)	Nikko/Corum, Japan/Taiwan	Oil-soluble Vitamin C. Antioxidant protection in a lightweight gel carrier. No sticky residue.
Ceramide NP	Evonik, Germany	Barrier ceramide in gel format — unusual and differentiated at this price point.
Lecigel	Lucas Meyer/IFF, Canada/USA	Phospholipid cold-process emulsifier. Creates a cooling skin-feel at application. Biomimetic.
ZeaDerMX® Green Tea	Organic Bioactives, NZ	Zealong Estate Waikato NZ green tea. EGCG antioxidant. Trademark-enforceable NZ provenance.
Cetiol CC	BASF, Germany	Caprylic/capric triglyceride. Ultralight feel agent. Creates the signature non-greasy finish.
Squalane + Mango Butter	Plant-derived	Non-comedogenic lipid pair. Moisture sealing without heaviness for warm-weather wear.

Skin Benefits

- Cool, immediate skin-calming effect on application
- Antioxidant pollution defence suitable for year-round daily use
- Ultralight non-greasy finish — ideal for oily and combination skin types
- Unisex formulation — potential entry to male grooming segment

03 Global Supplier Atlas

Every active ingredient in TwEssence's five formulas is sourced from a named, internationally recognised tier-1 supplier. This transparency is our most powerful anti-counterfeit asset — and is unique in our markets.

Supplier	Country	Ingredient / Platform	SKU(s)
Seppic	France	Sepimax ZEN — electrolyte-tolerant rheology system	01–05
Evonik	Germany	Dermofeel PA-3 · Tocopherol Toco 70 · Ceramide NP	01–05
Lipotec / Lubrizol	Spain / USA	Snap-8 Peptide (Acetyl Octapeptide-3)	02, 03
dsm-firmenich	Switzerland	Pentavitin — 72-hour covalent hydration	03
Ajinomoto	Japan	Ajidew NL-50 (Sodium PCA) — fermentation NMF	04
Lucas Meyer / IFF	Canada / USA	Lecigel — phospholipid cold-process emulsifier	05
Hallstar	Italy / USA	Olivem 1000 — biomimetic liquid crystal emulsifier	04
BASF	Germany	Cetiol CC — ultralight caprylic/capric triglyceride	05
Thor	UK / Germany	Microcare PEHG — broad-spectrum preservative	01–05
Corbion-Purac	Netherlands	Purac Sanilac — fermentation lactic acid	01
Nikko / Corum	Japan / Taiwan	VC-IPVS (THD Ascorbate) — oil-soluble Vitamin C	03, 05
Nanovex / INdermal	Spain	Vegan DDS True Retinol · Vegan DDS Ferulic Acid	02, 03
Spec-Chem	China	SpecWhite TA (TXA) · SpecWhite SLA (Alpha-Arbutin)	01
Organic Bioactives	New Zealand	OceanDerMX® KanuBright™ · ManukaDerMX® · ZeaDerMX®	01,03,04,05

04 Brand Positioning & Market Differentiation

Competitive Feature Advantage Matrix

Feature / Capability	TwEssence	The Ordinary	COSRX	Minimalist	CeraVe
Multi-pathway brightening (3+ mechanisms)	✓	✗	✗	✗	✗
Encapsulated retinoid delivery (DDS)	✓	✗	✗	✗	✗
Pinnell C+E+Ferulic photoprotection	✓	✗	✗	✗	~
NZ endemic botanical platform (trademark)	✓	✗	✗	✗	✗
Snap-8 / anti-expression peptide	✓	✗	✗	✗	✗
72-hour covalent skin hydration (Pentavitin)	✓	✗	✗	✗	✗
Named tier-1 supplier transparency	✓	~	✗	~	✗
Fitzpatrick IV–V skin calibration	✓	✗	~	~	✗
Halal / vegan-compatible full portfolio	✓	~	~	~	~
Serialised QR authenticity verification	✓	✗	✗	✗	✗

Brand Voice & Communication Principles

Tone	Warm but authoritative. Poetic yet precise. Science with soul.
Audience	Ingredient-literate women 22–45 in NZ and South Asian markets who want transparency and results.
Language	English primary. Bengali and Arabic-ready for South Asian and diaspora audiences.
Claims	Science-backed only. Traceable to named suppliers. Never exaggerated, never vague.
Visual	Clean, premium, light-toned. Cream, sage, and gold palette. No neon, no clutter.
Trust Signal	IPONZ IP protection + GMP certification + tier-1 supplier traceability on every product.

05 Authenticity & Anti-Counterfeit Architecture

In markets where 70–90% of cosmetics are estimated to be counterfeit or substandard, TwEssence's authentication architecture is not optional — it is the primary commercial asset.

Serialised QR Codes

Each unit carries a unique QR code linking to a consumer verification microsite showing batch data, COA excerpt, and Supplier Atlas. Cannot be replicated without access to TwEssence's authentication database.

Matching Batch Codes

Batch codes printed on both bottle and carton. A mismatch is an immediate counterfeit signal — the Deciem/The Ordinary authentication model.

Tamper-Evident Seals

Shrink band and hologram seal on every unit. Hologram tied to authenticated batch.

Authorised-Retail Architecture

Sales restricted to verified authorised distributors only. Active takedown programme on grey-market sellers.

Trademark-Protected Ingredient Names

OceanDerMX®, ManukaDerMX®, ZeaDerMX®, PlantaeDerMX® — registered trademarks. Counterfeit products cannot legally claim these ingredients.

NZ FernMark Symbol

New Zealand Trade and Enterprise government-backed authenticity programme. Internationally recognised 'Made in NZ' credential.

TwEssence™ — Expert Care, Bottled To Glow

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