

# nappa

new


EXPERT LINE FOR  
FOOT CARE  
IN A NEW EDITION






nappa

FEET TRAVEL OVER  
200,000 KM DURING A LIFETIME



Every day, our feet keep us  
on our feet and serve as our  
foundation, allowing us to pursue  
our careers, fulfill our dreams,  
and stand firmly  
on the ground.



Feet do the hard work – we don't  
think about them until they  
remind us with a feeling  
of fatigue and discomfort.

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THEY GROUND US AND  
CONNECT US **WITH NATURE**

We know that the **best things come from the earth** – more than ever, we embrace “grounding,” observe, and borrow processes and active ingredients from nature.



**Nature has a beneficial effect** on our body and mind, and in Japan, “**forest bathing**” (spending time in green spaces) is already prescribed by doctors.

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## CARE FOR HEALTHY FEET WITH NAPPA

- ✓ New and **improved formula** based on active ingredients.
- ✓ **Vegan-friendly, cruelty-free** formulations, **microplastic-free**, and made with **upcycled ingredients**.
- ✓ Products designed to **address foot care concerns**.
- ✓ Formulas tailored to market expectations – **transparent ingredients, more skin-friendly**.



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## EFFECTIVE REGENERATION AND FOOT CARE WITH UREA



### UREA

Naturally present in the skin at about 7%, urea is part of the so-called Natural Moisturizing Factor (NMF). Understanding its properties, we use it as a cosmetic ingredient in significantly higher concentrations, reaching several dozen percent.



SCIENCE  
+ NATURE  
FOR FOOT



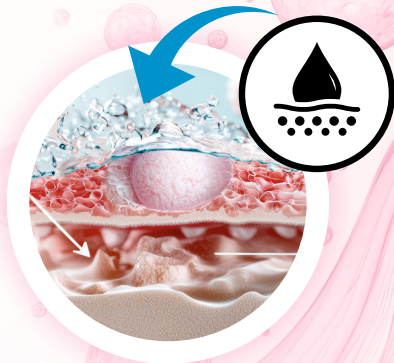
## EFFECTIVE REGENERATION AND FOOT CARE WITH UREA

### What makes urea so effective?

#### UREA

Due to its exceptional effectiveness,  
an **irreplaceable element of advanced skin care.**

- ✓ **Hygroscopic properties** – urea attracts and retains water in the epidermis.
- ✓ **Safe and effective** – as a natural component, it can be used even on sensitive skin.
- ✓ **Natural and biocompatible**
- ✓ **Speeds up healing**
- ✓ **Multifunctional action** – at low concentrations (5%) it hydrates, while at higher concentrations (above 10%) it exfoliates and regenerates.



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LONG-LASTING PROTECTION  
THANKS TO **POSTBIOTICS**



## POSTBIOTICS

Bioactive substances produced by probiotic bacteria, formed as a result of fermentation processes.

postbiotic  
**GIN TONIQ®**

postbiotic  
**bioferment  
centella**

## INNOVATION! Postbiotics

- ✓ Support the balance of the skin microbiome and maintain proper pH
- ✓ Enhance and prolong the effectiveness of active ingredients
- ✓ Sourced through upcycling, giving raw materials a second life



## HOW TO CHOOSE THE RIGHT UREA CONCENTRATION

The Nappa line offers a unique foot care approach, allowing you to consciously select the **appropriate urea concentration**.



**ACTION:** Hydration  
and skin smoothing



**ACTION:** Exfoliation  
and protection against keratinization



**ACTION:** Regeneration  
and repair of cracked heels





## LONG-LASTING PROTECTION THANKS TO **PROBIOTICS**

**Postbiotics** are bioactive substances produced through the fermentation of probiotics.

One of the postbiotics used in **Nappa** is **Gin TONIQ™** – a byproduct of gin production.

After distillation, we repurpose the remaining fermented grains, which are **rich in valuable nutrients**.

### WHY **POSTBIOTICS**?

- ✓ support the **skin microbiome**
- ✓ **intensely hydrate and regenerate**
- ✓ **protect against external factors**
- ✓ **reduce irritation** and aid in the **regeneration** of sensitive skin
- ✓ **improve the absorption of other active ingredients**



**POSTBIOTICS** ARE AN **INNOVATION**  
THAT **CARES FOR YOUR SKIN**  
& **THE PLANET!**



**SCIENCE**

**NATURE**



**PROFESSIONAL FOOT CARE LINE COMBINES TWO APPROACHES.**

From **NATURE**, it draws the best, using plant extracts and regenerative processes occurring in the environment. Meanwhile, thanks to **SCIENCE** – it concentrates the obtained active ingredients in cosmetics.

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WE DRAW FROM NATURE,  
WE DO NO HARM



The **Nappa** line consists of **vegan** cosmetics because they contain no animal-derived ingredients. We understand that natural plant-based ingredients are healthy and skin-friendly. Choose eco-conscious skincare.



**Conscious skincare** is important to us, which is why we create our products with animal welfare in mind. If possible, choose cruelty-free cosmetics and contribute to positive change.



Upcycling in cosmetics means repurposing raw materials from the food industry. We align with the philosophy of sustainable development – responsibly sourcing ingredients from **natural components** or byproducts. All this is done with care for the environment.



**Nappa cosmetics contain no microplastics.** Environmental pollution caused by microplastic particles is a major issue in today's world. By choosing our products, you can help reduce plastic consumption. Caring for yourself also means caring for the planet.



## INGREDIENTS AS TECHNOLOGICAL INNOVATIONS



**Bisabolol** – moisturizes, smooths, regenerates, soothes irritations, and accelerates wound healing. Protects against excessive water loss from the epidermis.



**Bioferment centella** – a postbiotic with strong anti-inflammatory properties. Moisturizes and soothes skin irritations.



**Urea** – moisturizes, smooths, exfoliates dead skin cells, rebuilds, and strengthens the skin's protective barrier. Helpful in the care of dry, sensitive, atopic, and flaky skin.



**GIN TONIQ®** – a postbiotic and powerful antioxidant. Provides soothing and intense hydration.



**Salicylic acid** – softens calluses, has exfoliating, anti-inflammatory, and antibacterial effects.



## PLANT COMPLEX – INGREDIENTS AS THE WEALTH OF NATURE



**Plantain** – nourishes, hydrates, improves elasticity, softens, firms, soothes inflammation, and reduces swelling. Provides comprehensive epidermis regeneration support.



**Sandalwood** – has a toning, astringent, and refreshing effect, soothes irritations, and accelerates wound healing. Exhibits strong anti-inflammatory, antiseptic, and antifungal properties.



**Comfrey** – soothes irritations and inflammation, supports wound healing and skin regeneration. Has astringent and anti-swelling effects.



**Glacier water** – hydrates and enhances skin elasticity, softens, and regenerates. A hypoallergenic raw material rich in minerals, ideal for sensitive and allergy-prone skin care.



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## WHAT DOES THIS MEAN IN PRACTICE?

Before developing new formulas, we carefully  
identified the most common foot ailments:



DRYNESS  
OF FOOT SKIN



SKIN AND NAIL  
DISEASES



ROUGHNESS  
OF FOOT SKIN



UNPLEASANT  
ODOR



MODIFICATION  
OF NAIL STRUCTURE



SWEATING



DRYNESS  
OF THE PERIUNGUAL  
FOLDS



CRACKED  
HEELS



LOCALIZED  
KERATINIZATION  
OF THE SKIN

Visible  
effects

before after



While in the case of skin  
and nail diseases it is best  
to consult a doctor,  
in most cases, a properly  
selected **CARE TREATMENT**  
is enough.

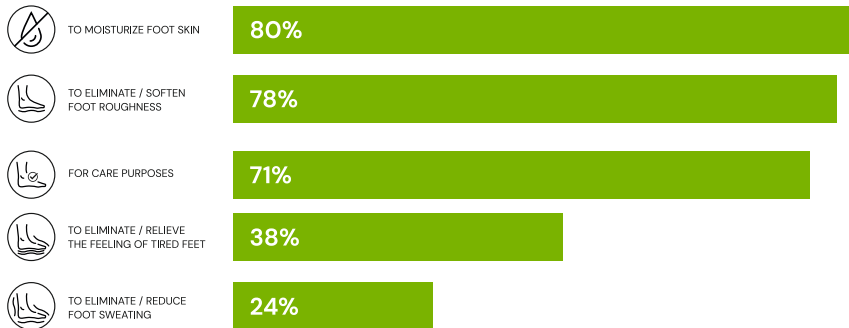


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## MAIN REASONS FOR USING FOOT CREAMS AND PREPARATIONS



Source: Quantitative study conducted on a sample of 261 women aged 25–55, 12.2024

	CREAM Moisturization	CREAM Softening	CREAM Treatment	GEL Relaxation	MASK Exfoliation	SPRAY Relaxation	SPRAY Protection	SALT Relaxation	PEELING Exfoliation	PEELING Exfoliation
CRACKED HEELS	● daily		● overnight for 7 days		● twice a week	● from the 7th day of treatment	● from the 7th day of treatment			
LOCALIZED KERATINIZATION OF THE SKIN			● daily on calloused areas		● twice a week			● once a week		● three times a week
LOCALIZED KERATINIZATION OF THE SKIN		● daily for 14 days	● three times a week	● twice a week	● twice a week			● at least twice a week	● at least twice a week	● three times a week
DRYNESS OF THE ENTIRE FOOT SKIN	● daily	● daily for 14 days	● two times a week	● twice a week	● twice a week			● at least twice a week	● twice a week	● two times a week
UNPLEASANT ODOR						● daily	● daily		● at least twice a week	
BASIC CARE	● daily		● one time a week	● daily in the evening	● one time a week	● daily in the evening	● daily in the evening	● at least once a week	● once a week	● two times a week
TIRED FEET				● daily in the evening		● daily in the evening		● at least once a week		



NAME	CREAM MOISTURIZATION	CREAM SOFTENING	CREAM TREATMENT	MASK EXFOLIATION	GEL RELAXATION
PROBLEM	For dry feet	For rough foot skin	For cracked heels and calluses	For calloused feet	For tired legs
ACTIVE INGREDIENTS	UREA 5% Postbiotics	Urea 15% Postbiotics	Urea 30% Postbiotics	PHA Acids Postbiotics	Legactiv Complex Postbiotics
EFFECT	Intensely nourishes and softens the skin	Intensely moisturizes, exfoliates, and protects	Exfoliates, intensely moisturizes, and regenerates	Removes dead skin and regenerates	Relaxes tired, swollen legs

150 ml | 250 ml

150 ml | 250 ml

150 ml | 250 ml

150 ml

150 ml



NAME	PEELING EXFOLIATION	SÓL ODPREŻENIE	SALT NOURISHMENT	SPRAY PROTECTION	SPRAY RELAXATION
PROBLEM	For cracked heels and calluses	Na zrogowaciały naskórek stóp	For tired and aching feet	For foot infections	For tired feet
ACTIVE INGREDIENTS	Sugar and coconut shells Postbiotics	Sól Lawendowa Kolagen	Epsom Salt Magnesium	NEEM Oil Postbiotics	Legactiv Complex Menthol
EFFECT	Moisturizes, regenerates, softens, and soothes	Zmiękcza i poprawia elastyczność	Intensely nourishes and softens	Protects the microbiome	Lightness and swelling reduction
	350 ml	400 g   1250 g	1000 g	55 ml	55 ml

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## TWO PACKAGING SIZES



### Creams in 150 ml tubes

Perfect for starters, budget-friendly packaging



### Creams with a 250 ml pump

Convenient for frequent use, cost-effective per ml

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## THE MOST PREFERRED PACKAGING AMONG POPULAR **FOOT CARE** PRODUCTS

Clear and transparent communication of benefits on the packaging makes Nappa packaging one of the top preferred in the category.



Ranking of Nappa variant attractiveness compared to competitors – Top 15, quantitative study conducted on a sample of 261 women aged 25–55, 12.2024

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# CONSUMERS LOVED THE PRODUCTS **nappa**

”

I've tried many  
foot creams, and  
this one absolutely  
wins!

”

IT REALLY  
smooths  
the skin  
of the feet.



”

My feet are picky,  
and this is the  
only one that  
saves them.

”

This cream is like  
a bandage  
that heals  
everything!

Source: Wiza.pl is the largest opinion-forming catalog of cosmetic products in Europe. To date, over 100,000 reviewers have rated tens of thousands of cosmetic products, creating a database of over a million in-depth consumer reviews.



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## NAPPA LINE – A MUST-HAVE IN YOUR OFFER!

- ✓ A complementary portfolio addressing the **most important foot concerns**
- ✓ Proven effectiveness thanks to the high concentration of **Urea and Postbiotics**
- ✓ Unisex concept – suitable **for both women and men**
- ✓ **Attractive unit price** compared to top players in the category

- ✓ **Larger packaging** than competitors (150 ml vs. 75-100 ml) – lower price per ml
- ✓ Available in a 250 ml version with a **convenient pump**
- ✓ **Skin and eco friendly** – suitable for vegans, microplastic-free, made from upcycled ingredients





## CHOOSE **COMPREHENSIVE** CARE

- STEP 1 FOOT SOAKING SALT – **softens the skin and prepares it for further treatments.**
- STEP 2 PEELING – **exfoliates dead skin cells**, revealing smooth and healthy skin.
- STEP 3 CREAM or MASK – **provides regeneration and intense hydration**, preventing dryness and skin cracking.
- STEP 4 SPRAY – **creates a protective barrier** against external factors and bacteria.

To enhance the  
**INTENSITY OF ABSORPTION**  
of active ingredients deep  
into the skin, choose the  
treatment that suits you best.



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**PROBLEM:** Cracked heels, calloused feet

**SOLUTION:** Intensive exfoliation, softening of corns and calluses, refreshing, and nourishing the feet

**Lavender Salt + Foot Mask + Cream with 30% Urea**

It will hydrate your skin and stimulate circulation while effectively softening and regenerating the epidermis. With this treatment, you will not only cleanse and refresh your feet but also eliminate cracked heels and calloused skin in problem areas.

- STEP 1 Dissolve two to four tablespoons of **Lavender Salt** in four liters of water. Soak your feet for about 15 minutes.
- STEP 2 Apply **Exfoliating Mask** to clean, dry feet and leave it on for at least 15 minutes to absorb.
- STEP 3 Finally, apply Treatment Cream – **30% Urea** to problem areas.



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**PROBLEM:** Dry feet

**SOLUTION:** Intensive hydration, nourishment, and regeneration

**Epsom Salt + Peeling + Cream with 5% Urea + Relaxation Spray**

A complementary care treatment that allows your feet's skin to experience relaxing relief. Deep cleansing restores a healthy appearance, improves firmness, and smooths the skin.

- STEP 1** Dissolve two to four tablespoons of **Epsom Salt** in four liters of water. Soak your feet for about 15 minutes.
- STEP 2** Apply **Sugar Peeling** to damp skin, massage in circular motions for a moment, then rinse off.
- STEP 3** Apply Cream with 5% Urea to clean, dry feet and massage until absorbed.
- STEP 4** Finally, spray **Relaxation Spray** on your feet and calves, then gently massage in.



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**PROBLEM:** Swollen feet

**SOLUTION:** Reduction of swelling, a feeling of lightness, and relief for aching feet

**Epsom Salt + Relaxation Gel + Relaxation Spray**

The treatment effectively reduces swelling, bringing relief to tired and puffy feet. The salt has anti-inflammatory and detoxifying properties, helping to remove excess fluids, while the cooling gel soothes pain and muscle tension. The spray enhances the cooling and refreshing effect, leaving your feet relaxed and revitalized.

- STEP 1 Dissolve two to four tablespoons of **Epsom Salt** in four liters of water. Soak your feet for about 15 minutes.
- STEP 2 Apply **Relaxation Gel** to your feet and calves and let it absorb.
- STEP 3 Finally, use **Relaxation Spray** on your calves and feet, then gently massage in.





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**PROBLEM:** Rough feet

**SOLUTION:** Intensive cleansing,  
deep regeneration, and nourishment

**Lavender Salt + Peeling + Cream with 15% Urea + Protection Spray**

Give your foot skin the intense smoothing, protection, and renewal it has long deserved. Finish the treatment with a protective spray that provides refreshment, cooling, and reduces sweating. This ritual is perfect, especially for dry skin that requires deep regeneration.

- STEP 1 Dissolve two to four tablespoons of **Lavender Salt** in four liters of water. Soak your feet for about 15 minutes.
- STEP 2 Apply **Sugar Peeling** to damp skin, massage in circular motions for a moment, then rinse off.
- STEP 3 Apply Cream with **15% Urea** to clean, dry feet and massage until absorbed.
- STEP 4 Finally, spray **Protection Spray** on your feet and calves, then gently massage in.



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## DIMENSIONS AND LOGISTICAL DATA



150 ml  
80 mm  
140 mm

### LOGISTICAL DATA

CARTON 26x18x16

25 pcs

PALLET (12 cartons  
per layer)

3300 pcs  
(11 layers)



1000 g  
103 mm  
143 mm

### LOGISTICAL DATA

CARTON 30x30x21,5

8 pcs

PALLET (8 cartons  
per layer)

512 pcs  
(8 layers)



55 ml  
35 mm  
86 mm

### LOGISTICAL DATA

CARTON 18,5x18,5x16

25 pcs

PALLET (24 cartons  
per layer)

6600 pcs  
(11 layers)



300 g  
90 mm  
85 mm

### LOGISTICAL DATA

CARTON 30x30x21,5

25 pcs

PALLET (8 cartons  
per layer)

1600 pcs  
(8 layers)



The calculations are for a Euro pallet (120x80 cm). Pallet height up to 200 cm.

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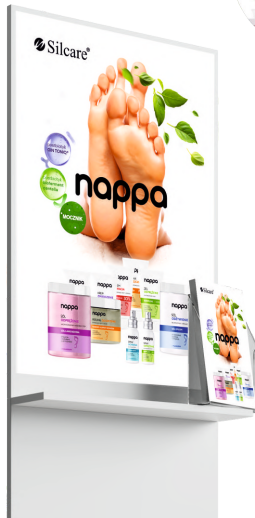
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## PRODUCT PROMOTION SUPPORT

animations



tutorials



wobblers



samples +  
mini sizes

posters, leaflets

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## EXPERT LINE FOR FOOT CARE IN A NEW EDITION



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