

Q. & A. About Selvera Lotions, Creams, and Lip Tints

1. Brand Story

- Name: Selvera
- Founded: 2024
- Founder: Pornchita Wongkhasum (beauty entrepreneur with clinic + skincare industry background)
- Headquarters: Bangkok, Thailand
- Global Office: Asia Sales Pte. Ltd. – Singapore
- Vision: To bring affordable luxury skincare that merges Asian botanicals with European biotech actives, creating products that deliver visible results without compromising on safety or quality.
- Tagline: "Science meets Nature, for Every Skin."

2. Market Positioning

- Category: Premium Affordable Skincare
- Target: Women 18–40, urban professionals, beauty-conscious consumers who want results + aesthetics at an accessible price point.
- Competitors: Laneige, Glow Recipe, Olay, The Ordinary.
- Key Differentiator: Fusion of Thai natural botanicals + European biotech actives (Matrixyl, Delentigo, Nano White, Actosome Whitenol, etc.).

3. Our Products For Export

Selvera Aqua Radiance Body Lotion

- Description: Lightweight, non-greasy lotion designed for deep hydration and soothing sensitive skin.
- Star Ingredients:
- Matrixyl 3000 – anti-aging peptide complex
- Bioflavonoids – antioxidants
- Vitamin A & Zinc – skin health
- Hoya flower extract – soothing & anti-inflammatory
- Ecobiotys – supports skin microbiota balance
- Free from: Alcohol, parabens, sulfates, petrolatum, gluten.
- Fragrance: Paris Hilton W P32 inspired, fresh + elegant.
- Positioning: Premium daily body lotion for hydration + skin repair.

Selvera Bright Boost Moisturizer Cream

- Description: Fast-absorbing brightening moisturizer for even tone & hydration.
- Star Ingredients:
- Vitamin B3 (Niacinamide) + Alpha Arbutin – brightening
- Delentigo & Nano White – reduce pigmentation
- Actosome Whitenol – skin tone correction
- Sodium Hyaluronate + Fucogel – hydration & elasticity
- Reishi Mushroom extract – anti-aging & cell renewal
- Free from: Alcohol, parabens, sulfates, mineral oil.

Selvera Juicy Kiss Lip Tints

- Description: A glossy lip tint that delivers vibrant color + nourishing hydration. Designed to be fun, youthful, and long-lasting — perfect for Gen Z and young Millennials.
- Texture: Lightweight gel-like formula, glossy finish, non-sticky.
- Shades: Multiple playful shades inspired by fruits and candies (e.g., - Berry Bash, Mallow Pop, Cupcake Crush, and Caramel Kisses.)
- Key Benefits:
 - Dual function: color + lip care
 - Glossy shine with tint that lasts
 - Infused with hydrating oils & natural extracts
- Star Ingredients:
 - Natural fruit water extracts (hydration)
 - Vitamin E (antioxidant & nourishment)
 - Sodium Hyaluronate (hydration & plumping effect)
- Free from: Parabens, mineral oil, petrolatum.
- Price Positioning: Entry-level — affordable beauty product to attract new customers into the Selvera brand.
- Retail Appeal: Fun candy-inspired packaging, designed to stand out on social media & retail shelves.
- Target Market: Teenagers, students, and young women who want trendy, budget-friendly makeup with skincare benefits.

Product Credentials

- Manufactured in Thailand in GMP-certified facilities.
- Dermatologically tested – safe for sensitive skin.
- Cruelty-free – not tested on animals.
- Shelf life: 36 months unopened / 12 months after opening.

Why Selvera?

- ✓ Unique Differentiation – Not just another Asian skincare brand. Selvera fuses Thai botanicals with European biotech actives.
- ✓ Scalable Production – Manufacturing ready to scale for large-volume orders.
- ✓ Affordable Luxury – Premium aesthetics & performance, but mass-market pricing.
- ✓ Marketing Support – Social content, influencer collaborators, PR kits provided.
- ✓ Strong Trend Alignment – “Clean beauty,” “sensitive-skin safe,” “Asian botanicals,” and “affordable luxury” are fast-growing trends in the U.S. market.
- ✓ Brand Story – Founded by a beauty entrepreneur with clinic experience, giving strong credibility in skincare science.
- ✓ Website: <https://www.silverabeauty.com/>