



Grape and Glow

India's FIRST Biotech Skincare from Upcycled Grapes

The grape antioxidant resveratrol for skin disorders: Promise, prospects, and challenges
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ABSTRACT
Resveratrol, a phytoalexin antioxidant found in red grapes, has been shown to have both chemopreventive and therapeutic effects against many diseases and disorders, including those of the skin. Studies have shown protective effects of resveratrol against ultraviolet radiation-mediated oxidative stress and cutaneous carcinogenesis. Resveratrol has been shown to have protective effects against ultraviolet radiation-induced oxidative stress; this antioxidant appears to have promise and prospects against a wide range of cutaneous disorders including skin aging and skin cancers. However, there are a few roadblocks in the way of this promising agent regarding its translation from the vine to the clinic. This article discusses the promise and prospects of resveratrol in the management of skin disorders and the associated challenges.

Grapes are a powerhouse for tropical skin which rich in antioxidants like resveratrol, proanthocyanidins, and vitamins C & E that target common issues in hot, humid, and sun-exposed climates.

antioxidants
MDPI

Review
Human Skin Lightening Efficacy of Resveratrol and Its Analogs: From in Vitro Studies to Cosmetic Applications
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The Philosophy Behind Caudalie: Beauty from the Vine

At the core of Caudalie's philosophy is the concept of "Beauty from the Vine." The brand's mission is to create high-performance skincare that is not only effective but also respectful of both nature and the skin. This philosophy is rooted in the belief that natural ingredients can deliver exceptional results without compromising on luxury or efficacy.

The Power of Vinotherapy: Merging Skincare with Wine Science

Caudalie is known for pioneering the concept of Vinotherapy, which merges the science of skincare with the benefits of wine. Vinotherapy treatments utilize grape extracts and vine-derived ingredients to detoxify, tone, and rejuvenate the skin. This unique approach to skincare is inspired by the ancient rituals of winemakers who have long known about the healing properties of grape by-products.

Natural Ingredients, Proven Results: Commitment to Clean Beauty

From its inception, Caudalie has remained committed to using natural, environmentally friendly ingredients. The brand's "Cosm-ethics" charter outlines its promise to exclude harmful ingredients like parabens, phenoxyethanol, phthalates, and mineral oils from its formulations. Instead, Caudalie focuses on sourcing high-quality, naturally-derived ingredients that are proven to deliver results.

The Concept of "Cosm-ethics": Sustainable Luxury at Its Core

The term "Cosm-ethics" is central to Caudalie's identity. It reflects the brand's dedication to creating sustainable luxury products that respect both nature and consumers. This commitment to packaging and corporate social

Sustainable Luxury Skincare from Austria's Vineyards

Vinoble Cosmetics began with Luise Köfer, a founder who saw beauty not as an industry but as an intersection of nature, science and responsibility. With a background steeped in sustainable practices and an eye for the future, she set out to create a skincare brand that was as ethical as it was effective.

Before launching Vinoble in 2003, Luise spent years in the beauty world, witnessing a shift. People wanted more than just high-quality skincare – they wanted purity, sustainability and integrity. She saw an opportunity to craft luxurious formulations without compromise. The answer? The vineyards of Austria.

Western Brands Dominate the Narrative

SEAIR EXIM SOLUTIONS
INFORMATION FOR BUSINESS
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Mobile : +91-9990020716 Direct : +91-11-41325516
Email ID : info@seair.co.in, Web www.seair.co.in

| # | Date | Indian Port | CTH | Description | Quantity | UQC | Unit USD | Total Value USD | Origin Port |
|----|-------------|------------------|----------|---|----------|-----|----------|-----------------|---------------|
| 1 | 10-Nov-2016 | delhi air cargo | 13021919 | grape skin extract (raw material captive use) | 50 | KGS | 85.79 | | |
| 2 | 25-Oct-2016 | delhi air cargo | 13021919 | grape skin extract (raw material captive use) | 50 | KGS | 103.91 | | china |
| 3 | 23-Oct-2016 | bombay air cargo | 13021990 | grape skin pe 20% total polyphenols(extract) (cosmetic raw r | 175 | KGS | 48.48 | | france |
| 4 | 09-Oct-2016 | bombay air cargo | 32030010 | powder grape skin extract (9 as colour) | 200.5 | KGS | 27.06 | | italy |
| 5 | 04-Oct-2016 | bombay air cargo | 13023900 | grape skin extract (for formulation of tablets) | 25 | KGS | 74.13 | | china |
| 6 | 17-Aug-2016 | dadri-acpl cfs | 13021990 | grape seed extract (40% dev, (r6113g), raw material for hair, sl40 | 140 | KGS | 181.58 | | united states |
| 7 | 03-Aug-2016 | delhi air cargo | 13021919 | grape skin extract (raw material captive use) | 25 | | | | |
| 8 | 23-Jun-2016 | bombay air cargo | 13021919 | grape skin extract | 200 | | | | |
| 9 | 18-Jun-2016 | dadri-acpl cfs | 13021990 | grape seed extract 40% dev, (r6113g), (raw material for hair, sl180 | 180 | | | | |
| 10 | 06-Jun-2016 | delhi air cargo | 13021919 | grape skin extract(captive use) | 100 | | | | |
| 11 | 30-May-2016 | | | | | | | | |
| 12 | 22-May-2016 | | | | | | | | |
| 13 | 10-May-2016 | | | | | | | | |

Table 1. Area, production and productivity of grapes (NHB database)

| Year | Area (000 ha) | Production (000 MT) | Productivity (MT/ha) |
|----------|---------------|---------------------|----------------------|
| 2011-12 | 111.0 | 1235.0 | 11.1 |
| 2012-13 | 116.0 | 2220.9 | 19.1 |
| 2013-14 | 117.6 | 2438.1 | 21.1 |
| 2014-15 | 118.7 | 2585.3 | 21.8 |
| 2014-15 | 122.0 | 2822.8 | 23.1 |
| 2015-16 | 122.0 | 2587.0 | 21.2 |
| 2016-17 | 137.0 | 2922.0 | |
| 2017-18* | 138.0 | 2980.0 | |

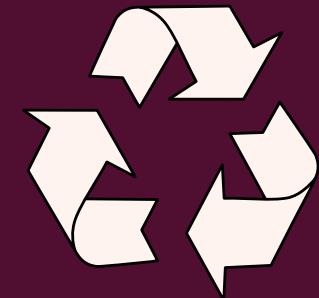
*Second advance estimate by NHB

About 95 per cent of total grape production is

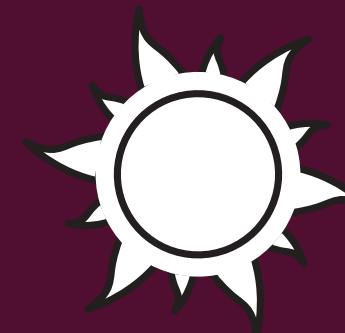
India exports potent grape antioxidants like resveratrol to global luxury brands, while local grape farmers face surplus and waste.

Things that took US out by surprise
GRAPE EDITION

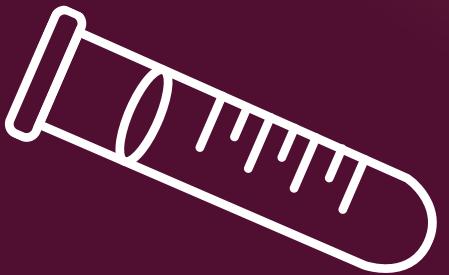
Skincare Reinvented: Grape-Powered. Impact-Driven



Circular Value



Tropical Skin Focus



Bioscience

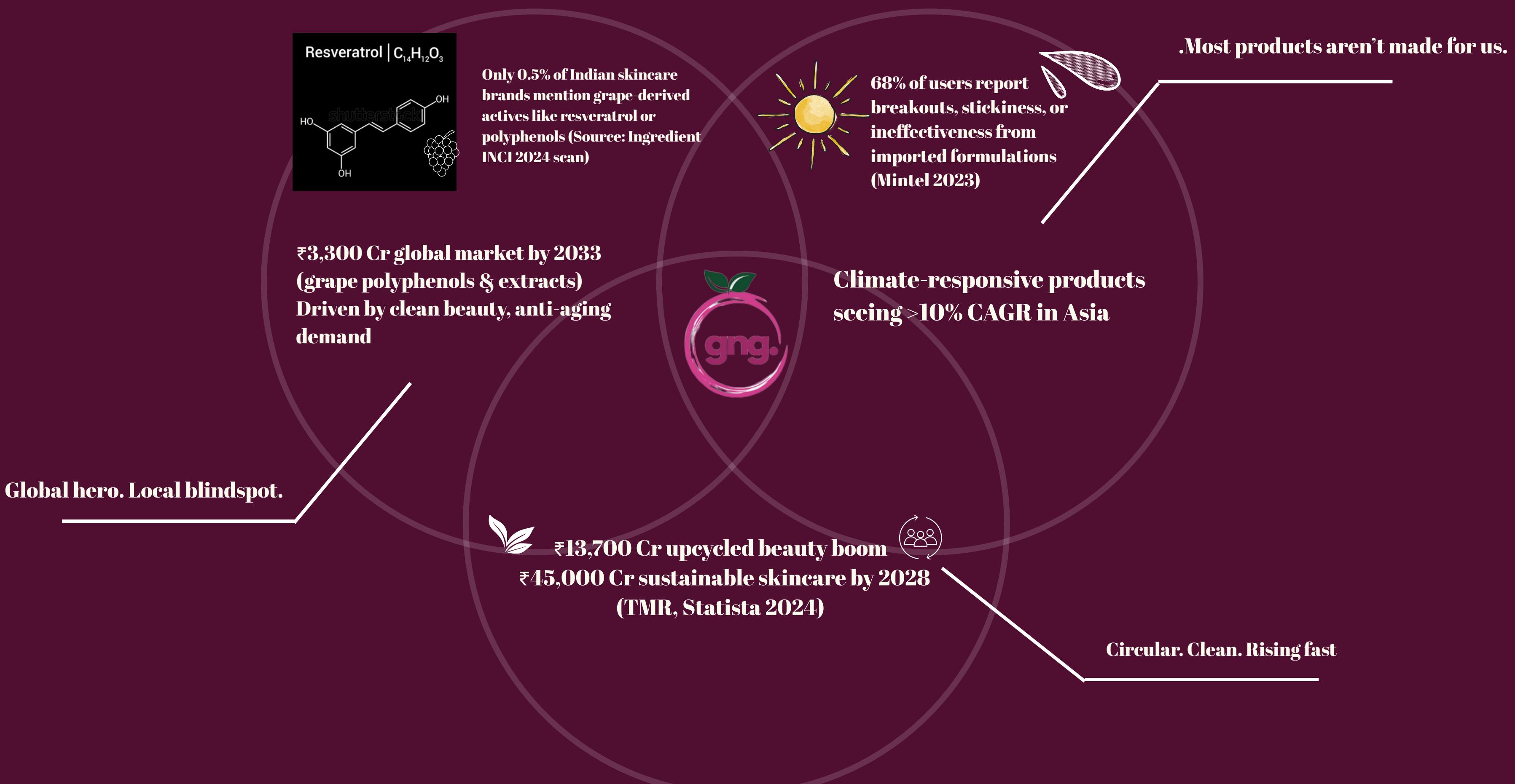


Skincare Simplified kits



Farmer Impact

Market Opportunity

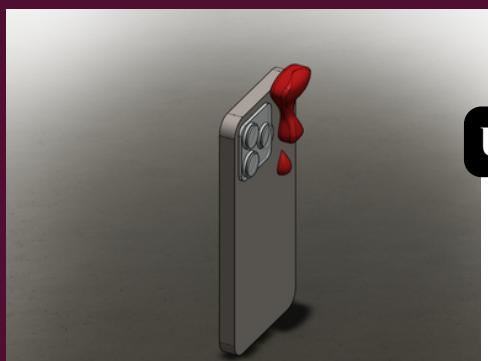


Product Deep Dive

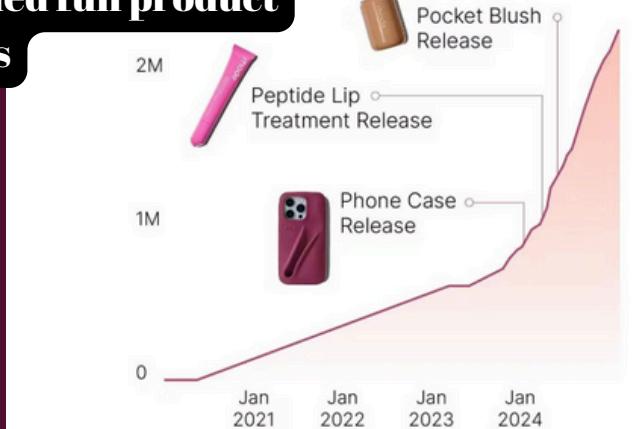
Starting off with, Grape antioxidant infused LIPBALMS

Pre-Launch Education

Launch with mini-comic strips or short how-to videos
e.g. Why resveratrol for tropical skin? How to apply push-button balm hygienically.



User experience included fun product launches



phone-style beauty gadget.

functional and fashionable, doubling as a statement piece.

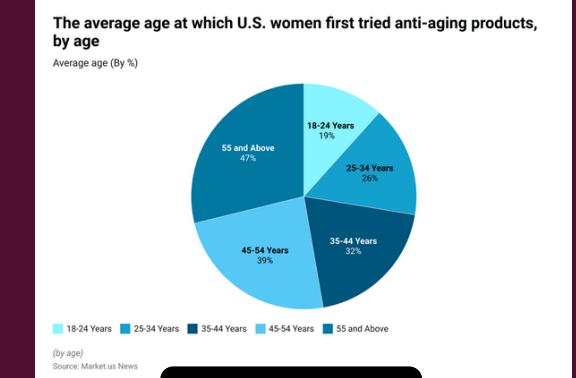
Resveratrol: Lip brightening
Grape Seed Extract: Fades spots
Grape Seed Oil: Lightweight hydration
Vitamin E: Barrier repair

Grape antioxidants that makes it best for lip care

Next in line, Grape antioxidant infused sunscreen



A hybrid sunscreen infused with Resveratrol, Grape Seed Extract, and Polyphenols crafted for melanin-rich, sweat-prone tropical skin.



Global Anti-Aging Skincare Market
Projected to reach ₹10 lakh crore by 2030
Asia-Pacific = Fastest growing region

Plastic Surgery 2024 statista, India spends Rs 1.28 lakh crore on beauty clinics and beauty centers are now opening even in small towns. The demand for products and procedures in India's anti-aging market is skyrocketing. The anti-aging market in India is growing rapidly due to the increasing aging population, increasing disposables and growing awareness about anti-aging products and services. People in India are adopting a more western lifestyle and are becoming more conscious about their appearance as a result of increasing urbanization. The advancement of new technology and products has made anti-aging treatments more accessible and affordable which is driving the market expansion. The economy of anti-aging treatments in India is growing rapidly, with a projected compound annual growth rate (CAGR) of 9% from 2025 to 2028. This growth is primarily due to the rising demand for cosmetic and aesthetic procedures, particularly through medical tourism, and the increasing availability of products and services through e-commerce and social media. According to data from Market Research Future (MRFR), the market for anti-aging services in India is growing rapidly. Its size was \$543.6 million (about Rs 28 billion) in 2023, which increased to \$400 million (about Rs 35 billion) in 2024.

Consumer Trend
"Anti-aging starts at 20" → Surge in preventive skincare demand

Product Preference
Rising demand for hybrid formats:
Skin care × Sun care × Antioxidants

As the sun care category evolves, formulation formats are getting smarter, sleeker, and more specialised.

The shift toward sustainability and daily SPF use is not only changing what's inside the bottle, but what the bottle even looks like.

Following on from the demand for reef-safe and eco-conscious sunscreens, brands are rethinking how sun protection is delivered. SPF is moving into unexpected categories such as hair sunscreens, SPF lip oils, scalp mists, and SPF powders, driven by both consumer convenience and the growing 'skinnification' of hair and beauty categories. But what's driving this shift and how are natural ingredients keeping these next-gen formats effective, stable, and sensorially satisfying?

Grape antioxidant infused cleansers

Fermented Grape Extract for deeper glow and skin reset.



Beauty launches are using gels and jelly textures to add an element of playfulness and sensory satisfaction to products, providing a more enjoyable and exciting experience for users. Besides the fun element, product texture can also boost the benefits of the formula: gel textures, for example, can enhance cooling and hydrating claims for multiple categories.

Brands have ample opportunities for innovation using gel, jelly, slime or mochi textures to add lightness, bounciness and slip to product formulas, as well as reinventing product application.

We use a gel-to-jelly cleanser base: light, cooling, and visibly hydrating designed specifically for Indian summers.



We're not just playing in the skincare space
we're building a category-defining brand at the intersection of science, sustainability, and story.

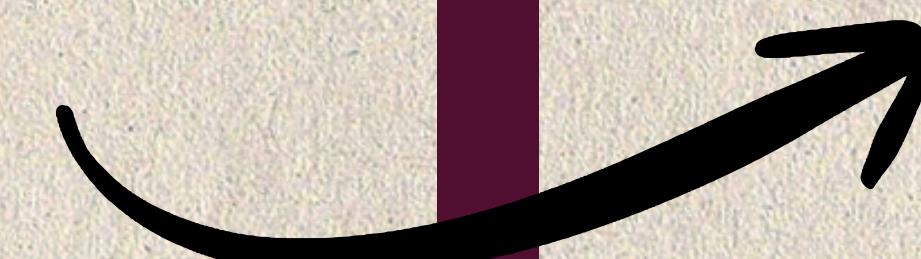
GTM Strategy

PITCH DECK PRESENTATION

**D2C Website First
Launch**



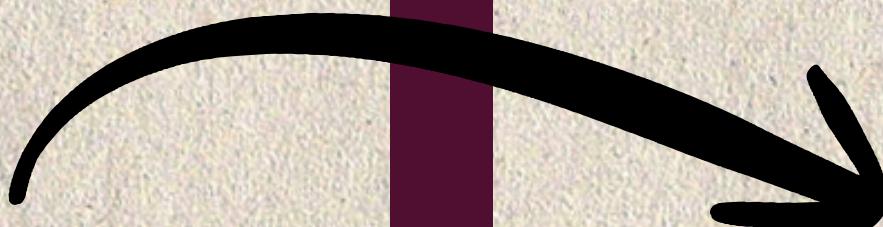
**Creator-Led Sampling
Campaign**



**College + Cafe Pop-
Ups (Tier 1 & 2 Cities)**



**Strategic Nykaa
Launch (Tiered SKUs)**



**GlowSquad Loyalty +
Referral Club**



Skintelligence

Milestones

Clarity on formulation
technique and clear
marketing niche found
13th MARCH, 2024.

Explored labs and
various networking
opportunities in chennai
JUNE & JULY 2024

Logo and prototype
trails made and
confirmed
AUGUST 2024

Major changes in
incorporation
techniques and
breakthrough through
R&D
DECEMBER 2024

Understood grants and
funds procedure and
applied and understood
portfolio matching
JUNE-SEPTEMBER 2024

4 Lakh grant secured
under NIDHI PRAYAS-
CIIC
5th MARCH 2025

Incorporated company
officially on 1st July 2025

Next in line...

Creating a social media
and building brand
presence

Launch of our first ever
product

Expansion of team

Team



SWETHAA R
Btech Biotechnology
BS Abdur Rahman Crescent Institute of Science and
Technology
Final Year Student
Role in Startup: Founder and Product Development Scientist

PAVITHRA D
BE Electronics and Communication Engineering
SRM Valliammai Engineering College
Final Year Student
Role in Startup: Co Founder and Startup Strategist



Thank you for
your time.

