



Grape and Glow

India's FIRST Biotech Skincare from Upcycled Grapes

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.

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 damages including skin cancer. Because many of the skin conditions stem from ultraviolet radiation and 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 bench to the bedside. This review discusses the promise and prospects of resveratrol in the management of skin disorders and the associated challenges.

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antioxidants

MDPI

Review

Human Skin Lightening Efficacy of Resveratrol and Its Analogs: From in Vitro Studies to Cosmetic Applications

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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

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, Caudali  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 core formulation to packaging and corporate social responsibility is woven into every aspect of the brand's operations.

Things that took US out by suprise

GRAPE EDITION

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

SEAIR EXIM SOLUTIONS

INFORMATION FOR BUSINESS

Sear Air Exim Solution

B-1/E-3, 2nd Floor, Mohan Cooperative State, Mathura Road, New Delhi- 44

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Email ID : info@sair.co.in, Web www.sair.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		china
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	175	KGS	48.48		france
4	09-Oct-2016	bombay air cargo	12030010	powder grape skin extract (9 as colour)	200.5	KGS	27.06		italy
5	04-Oct-2016	bombay air cargo	13021900	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. (r6113q), (raw material for hair, s	440	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	07-Jun-2016	dadri-acpl cfs	13021990	grape seed extract 40% dev. (r6113q), (raw material for hair, s	180				
10	06-Jun-2016	delhi air cargo	13021919	grape skin extract(captive use)	100				
11	30-May-2016	bombay air cargo	13021919	grape skin extract(captive use)	100				
12	22-May-2016	bombay air cargo	13021919	grape skin extract(captive use)	100				
13	10-May-2016	bombay air cargo	13021919	grape skin extract(captive use)	100				

Postharvest losses in grapes: Present Indian Status

Ajay Kumar Sharma, S. D. Sawant, R. G. Somkuwar and Sharmistha Naik

ICAR-National Research Centre for Grapes,

Pune (India)

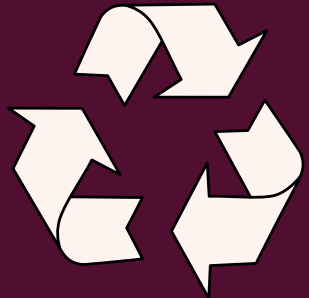
Table 1. Area, production and productivity of grapes (NHB database)

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	

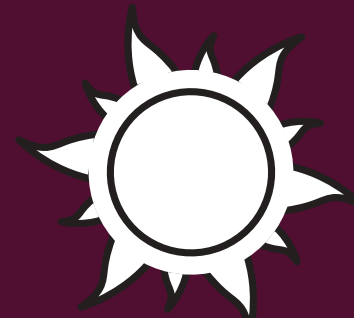
*Second advance estimate by NHB

About 95 per cent of total grapes production is

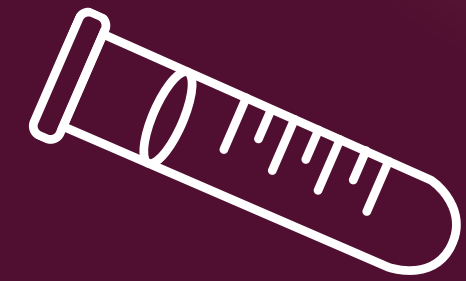
Skincare Reinvented: Grape-Powered. Impact-Driven



Circular Value



Tropical Skin Focus



Bioscience

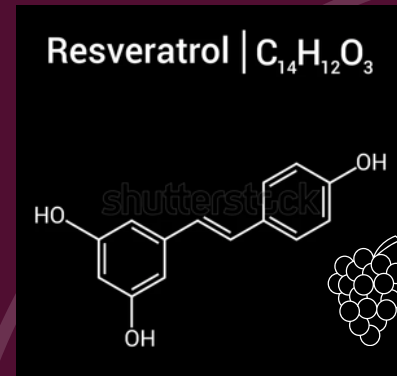


Skincare Simplified kits

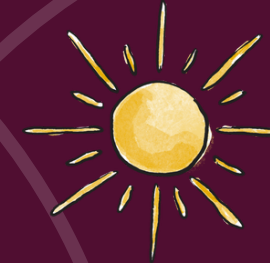


Farmer Impact

Market Opportunity



Only 0.5% of Indian skincare brands mention grape-derived actives like resveratrol or polyphenols (Source: Ingredient INCI 2024 scan)



68% of users report breakouts, stickiness, or ineffectiveness from imported formulations (Mintel 2023)



.Most products aren't made for us.

₹3,300 Cr global market by 2033
(grape polyphenols & extracts)
Driven by clean beauty, anti-aging demand



Climate-responsive products seeing >10% CAGR in Asia

Global hero. Local blindspot.



₹13,700 Cr upcycled beauty boom
₹45,000 Cr sustainable skincare by 2028
(TMR, Statista 2024)



Circular. Clean. Rising fast

Product Deep Dive

Starting off with, Grape antioxidant infused LIPBALMS

Pre-Launch Education

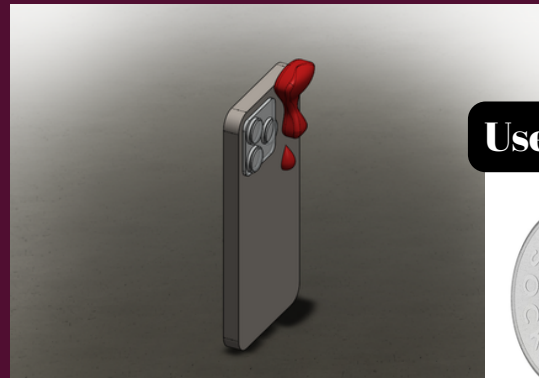
Launch with mini-comic strips or short how-to videos
e.g. Why resveratrol for tropical skin? How to apply push-button balm hygienically.

Valuable Content: Address specific skin concerns with guides or blogs. *Example:* Neutrogena's "How to Fade Dark Spots" blog recommends their Rapid Tone Repair Serum, driving 20% of their organic traffic, per Google Analytics data.

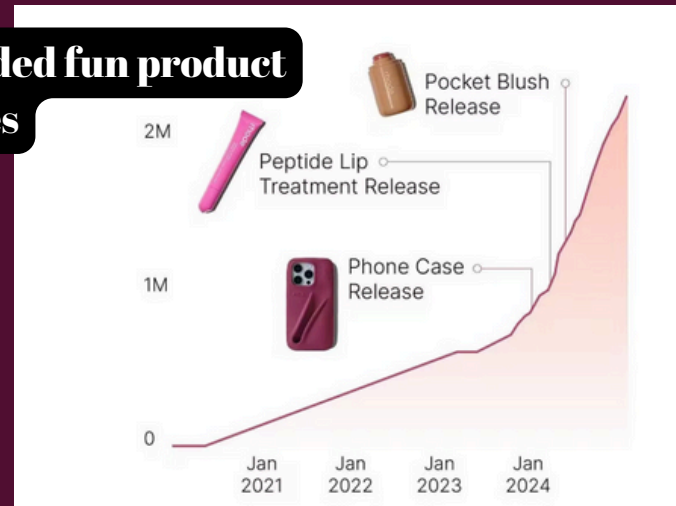
- **Diversify Content Formats:** Use blogs, videos, or infographics to reach varied audiences. *Example:* Herbivore's Pinterest infographic on "Bakuchiol vs. Retinol" went viral, attracting 50,000 repins and boosting their Lapis Oil sales by 12%. To enhance your skincare marketing with professional visuals like Herbivore's viral infographic, explore [Innovature Studio's video editing and post-production services](#) to create captivating content that boosts engagement and sales.

**Educated consumers = loyal customers
(Cera Ve, Paula's Choice)**

**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**

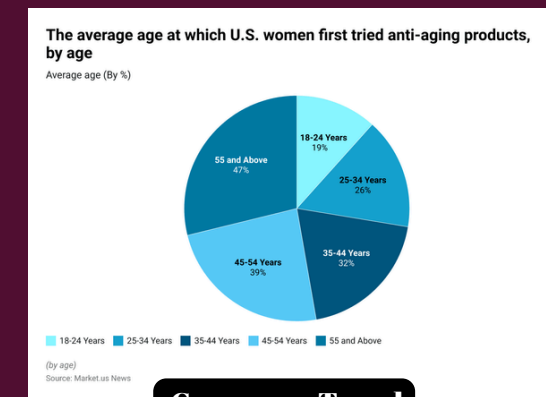
Next in line, Grape antioxidant infused sunscreen



**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. Skin clinics and beauty centers are now opening even in small towns. The demand for products and procedures in India's anti-ageing market is skyrocketing. The anti-ageing market in India is growing rapidly due to the increasing ageing population, increasing disposables and growing awareness about anti-ageing 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-ageing treatments more accessible and affordable which is driving the market expansion. The economy of anti-ageing treatments in India is growing rapidly, with a projected compound annual growth rate (CAGR) of 9% from 2023 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-ageing services in India is growing rapidly. Its size was \$345.6 million (about Rs 28 billion) in 2023, which increased to \$400 million (about Rs 33



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 'skinification' 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**



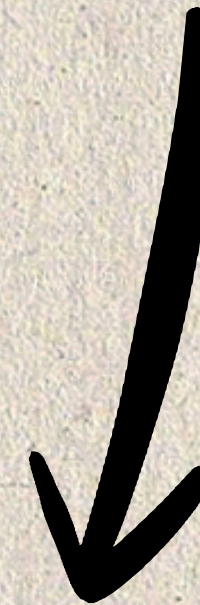
**College + Cafe Pop-
Ups (Tier 1 & 2 Cities)**



**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



SWETHA 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.**

