

Foretty

Discover Our New Liquid Soap: Clean & Sustainable





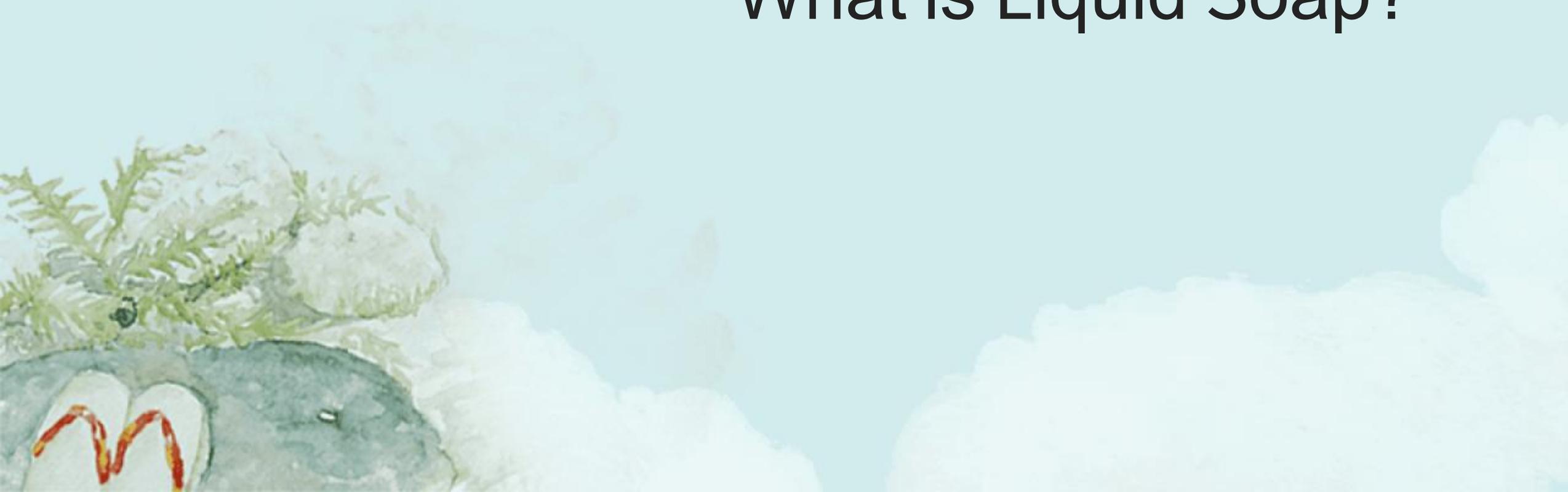
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PART 01

What is Liquid Soap?



Definition of Liquid Soap

Liquid soap is a skin cleanser formulated with saponified fatty acid salts derived from natural oils and alkali through saponification. It retains the core characteristics of traditional solid soap—easy rinsing, health-conscious benefits, and eco-friendly properties—while offering enhanced milder texture and superior moisturization compared to solid counterparts.

The First & Sole True Liquid Soap



Innovativeness

Foretty pioneered the category with the first liquid soap in 2018

Uniqueness

Foretty remains the sole brand to deliver authentic liquid soap that maintains the integrity of natural ingredients and traditional saponification processes

Product Upgrade

Foretty achieved a product upgrade in 2025, integrating patented emulsification technology to enhance foam stability and skin compatibility while retaining market leadership

PART 02

Target Customers for Liquid Soap



Target Users

01

Adult males who
prefer a feeling of
freshness

02

Mature females
accustomed to using
soap bars

03

Health-conscious,
intellectually-minded
individuals



PART 03

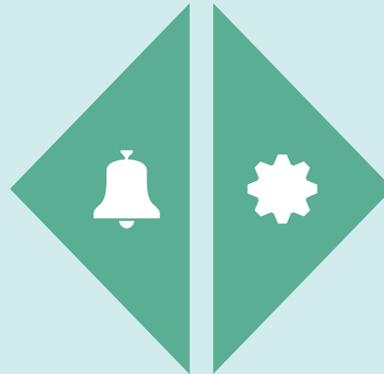
Reasons to Choose Foretty Liquid Soap



4 Major Reasons to Buy

Easy Rinse, No Slippery Residue

Possesses the natural qualities of soap, making rinsing effortless and leaving no fake slippery film

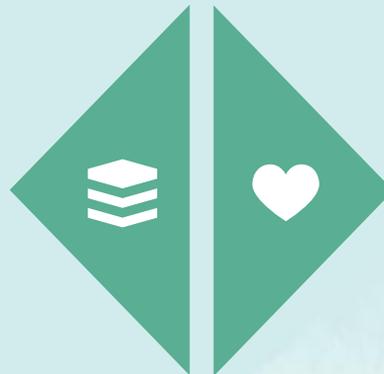


Healthier Choice

Made from natural plant oils through saponification, aligning with the body's natural metabolites for enhanced health benefits

Highly Concentrated, Better Value

Contains approximately 35% active ingredients, equivalent to 3 times that of ordinary shower gel, offering superior performance and longer-lasting use



Gentler Formula

Carefully selected plant-based ingredients, free from preservatives, making it truly one-of-a-kind on the market

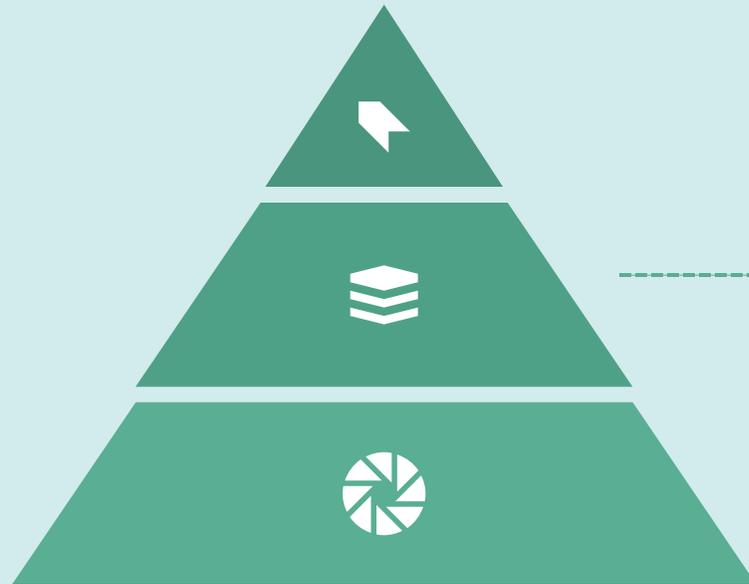
PART 04

Market Prospects for Liquid Soap



According to the survey results targeting three major consumer groups, the liquid soap market demonstrates significant potential

We conducted 900 questionnaires targeting three categories of consumer groups. The results are as follows:



Adult males (480 respondents total)

- A. Prefer refreshing shower products (402 respondents, 84%)
- B. Indifferent (78 respondents, 16%)

Mature Females (300 respondents total)

- A. Prefer soap-based bathing products (108 respondents, 36%)
- B. Indifferent (192 respondents, 64%)

Intellectually-minded individuals (120 respondents total)

- When presented with the ingredients of Foretty Liquid Soap and shower gel:
- A. Chose RedBeti Liquid Soap (113 respondents, 94%)
 - B. Indifferent (7 respondents, 6%)

PART 05

Product Design for Different User Groups



Goat Milk Moisturizing Series

Size

600g

Features

Infused with goat milk

Benefits

Deeply moisturizing

Fragrance

Bird of Paradise / Violet



Barcode 6951000316261



Barcode 6951000316230

Fruit Essence Skin Beauty Series

Size

600g

Features

Added fresh fruit essence

Benefits

Replenish vitaminss, antioxidant

Fragrance

passion fruit/cherry



Barcode 6951000316285



Barcode 6951000316247

Herbal Refreshing Skin Series

Size

600g

Features

Add natural herbal extracts

Benefits

Antibacterial, anti-mite, skin conditioning

Fragrance

verbena/camellia



Barcode 6951000316278



Barcode 6951000316216

Rose Essential Oil Castile Liquid Soap

Size

600g

Barcode

6951000316209

Features

enriched with rose oil
and niacinamide

Benefits

anti-wrinkle and skin-
nourishing



Sulfur Castile Liquid Soap (natural fresh scent)

Size

600g

Barcode

6951000316254

Features

infused with colloidal sulfur

Benefits

antibacterial and acne-fighting



Comparison of Foretty castile liquid soap with other liquid soaps or shower gels



Other liquid soaps or shower gels

Using shower gel (such as SLS/SLES) cleaning systems causes strong irritation

Multiple and complex ingredients, prone to residue

Contains preservatives

Low total active ingredient content, requires multiple pumps for effective skin cleansing

Hard to rinse off, leaves a slippery residue. Skin feels drier with washing

Insufficient cleansing power, skin becomes oily again shortly after washing

Foretty castile liquid soap

Utilizes a soap-based cleansing system, removes free alkali, gentle and non-irritating

Streamlined and effective ingredients, no residue concerns

Free of preservatives

High total active ingredient content, one pump is sufficient, one bottle equals three

Easy to rinse off, no slippery residue, skin feels healthy and refreshed

Cleansing power is just right, skin stays refreshed for a long time

THANKS

感谢观看