

Kawakawa Salve

Multi-Balm — Tin 30 g

*A water-free botanical salve built on one leaf:
kawakawa, infused into olive oil and set with beeswax.*



Matte black aluminium screw tin, 30 g. Balm is naturally golden — the colour of raw beeswax, no colourant added.

AT A GLANCE

Product	Kawakawa Salve Multi-Balm (Tin)
SKU	SW-SLV-02
Category	Multi-purpose balm / botanical salve — leave-on skincare
Net weight	30 g
Container	Matte black aluminium screw-lid tin, screen-printed lid
Format	Solid anhydrous balm — no water, no preservative system
Ingredient count	7 (plant oils, beeswax, botanical wax, essential oil, vitamin E)
Scent	Lavender essential oil only — no synthetic fragrance. <i>Not fragrance-free.</i>
Vegan	No — contains beeswax. Stated openly, never omitted.
Origin	Made in Korea — own factory, Yeoncheon, Gyeonggi Province
Kawakawa sourcing	New Zealand, direct relationship maintained for eight years

Why this SKU, in one paragraph

Every hero botanical in the multi-purpose balm category already belongs to someone — papaya to Dr.PAWPAW, lanolin to Lanolips, calendula to Weleda. Kawakawa belongs to no one. Our audit of European retail found no brand leading with kawakawa on shelf anywhere in Europe, while manuka honey has already established New Zealand as a credible origin story and centella has proved that an unfamiliar Asian botanical can go mainstream through K-beauty. This is the same structure — one ingredient, one benefit, one clear audience — with the ingredient still unclaimed.

Sources for the market statements on this sheet: internal European market audit, July 2026 (Euromonitor, GM Insights, retailer price checks at Boots, dm, Sephora UK, Cult Beauty; stockist audit of Aotea Health and Frankie Apothecary). Full report available on request.

SELLING POINTS

The leaf is the base, not a footnote

Kawakawa leaves are infused into olive oil over several weeks, and that infused oil is the single largest component of the balm. This is not an extract dosed at a fraction of a percent — the carrier itself is kawakawa.

Seven ingredients, readable in ten seconds

The full INCI list fits in seven lines. In a category where competitors run twenty to forty ingredients, the label itself is the argument. This lands squarely in the "skinimalism" and short-ingredient-list demand that now drives sensitive-skin purchasing.

Absorbs, then leaves a thin layer

The balm melts at body temperature and sinks in — and after it has, a thin film of beeswax remains on the surface. That film slows water loss from the skin and shields it from outside irritants, without tack. This three-part mechanism is the product's core claim and it is cosmetically compliant in the EU and UK as written.

No water, therefore no preservative

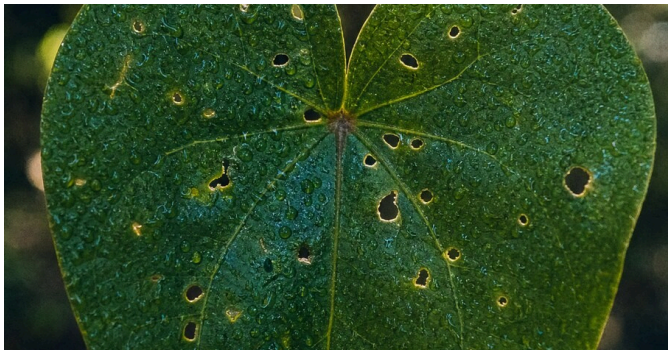
An anhydrous formula has nothing for microbes to grow in, so it needs no preservative system — a clean-label position that is structural rather than marketed.

Founder legitimacy that cannot be copied

Our founding family lived in New Zealand for thirty-five years. Kawakawa is a taonga plant of rongoā Māori, and we treat it as one: we credit its Māori origin, disclose our New Zealand sourcing, and never mystify it. No other K-beauty brand entering this space can make that claim honestly, and it is the single best protection against cultural-appropriation criticism.

Made in our own factory, in small batches

Not outsourced. One batch is five kilograms, poured warm and left overnight to set before the tins are closed the next morning.



Holed leaves are the prized ones. In New Zealand the leaf the insects chose first is considered the most potent — a piece of local knowledge, not a claim.



Solid at room temperature, melts on contact with skin. Golden colour comes from the beeswax; it varies slightly batch to batch.

POSITION AND PRICE BAND

European multi-purpose balms cluster at two poles: mass (€6–11, Weleda Skin Food, Dr.PAWPAW) and premium (£23–31, Egyptian Magic, Elizabeth Arden). The middle is thin. Our research places the entry band for a 15–30 g botanical balm at **€14–18 retail**, between Lanolips and the Korean anti-ageing balm sticks, which also matches the €12–25 range where European K-beauty consumers actually buy.

Wholesale should be planned against keystone retail margin (landed cost roughly half of shelf price). Korean domestic RRP is not a useful reference for European shelf pricing — import, RP and distribution costs typically put European retail at 2.5–4× the Korean consumer price.

Recommended market sequence

PRIORITY	MARKET	RATIONALE
1	United Kingdom	Fastest route in. TikTok Shop is now a top-tier beauty retailer there and K-beauty search demand is climbing steeply; the sensitive-skin community is organised and reachable.
2	Germany	dm and Rossmann infrastructure, and a consumer preference for gentle naturals backed by evidence — the closest fit to a calming, short-list balm.
3	Poland	Steepest growth in Korean cosmetic imports and the practical logistics gateway to Central and Eastern Europe.

For a first placement we recommend a single-SKU pilot with creator seeding rather than paid media. Comparable Korean brands built their UK volume through affiliate creators first and moved to shelf only after review depth existed.

COMPOSITION

Listed in descending order of content. Exact percentages are available under NDA.

1 Olea Europaea (Olive) Fruit Oil

infused with Piper excelsum (kawakawa) leaf — the signature base

2 Cera Alba (Beeswax)

structure and the semi-occlusive surface film

3 Borago Officinalis (Borage) Seed Oil

high in gamma-linolenic acid

4 Helianthus Annuus (Sunflower) Seed Oil

carrier; linoleic-acid rich

5 Calendula Officinalis Flower Extract

supplied in wax form — thickening and soothing

6 Lavandula Angustifolia (Lavender) Oil

scent; the only fragrance material in the formula

7 Tocopherol

antioxidant, protects the oils



The four botanicals that define the formula, above the open tin.



30 g tin, sized to sit in one hand.

Declarable fragrance allergens. Lavender oil naturally contains linalool, limonene and geraniol. These must appear on the EU/UK ingredient declaration above 0.001% in a leave-on product. Exact figures come from the supplier's certificate of analysis and will be issued with the technical pack.

INCI wording to be finalised. **TO CONFIRM** The registered INCI form of the kawakawa infusion (*Piper Excelsum* vs. the older *Macropiper Excelsum* nomenclature) and of the calendula wax must be confirmed against supplier specifications before label artwork and CPNP/SCPN notification. We will not print an INCI we have not verified.

CLAIMS GUIDANCE FOR RETAIL PARTNERS

Our own claim policy is deliberately narrower than what some competitors publish, and it already matches EU Regulation 1223/2009 and the common criteria for cosmetic claims. We ask partners to stay inside it. Copy that crosses into medicinal territory puts the retailer's listing at risk, not only ours.

USE FREELY	NEVER USE
✓ Soothes and comforts dry, rough, stressed skin	✗ Heals, repairs, regenerates, cures
✓ Absorbs, then leaves a thin protective layer — without tack	✗ Anti-inflammatory, reduces inflammation
✓ Helps limit moisture loss from the skin surface	✗ Eczema, psoriasis, dermatitis, or any named condition
✓ Shields skin from external irritants	✗ Treats insect bites; stops or relieves itching
✓ For the spots you keep going back to — lips, cuticles, elbows, after shaving	✗ Antiseptic, antibacterial, disinfects
✓ Water-free, preservative-free, seven ingredients	✗ Medicinal or therapeutic framing of Māori tradition
✓ A leaf New Zealanders have reached for over generations	✗ "Secret" or "ancient magic" mystification of kawakawa

On bites and itching specifically. This is where the product sells, and it is also where the legal line sits. We frame it as behaviour, never as effect: *"instead of scratching, lay a thin layer over the spot."* We say plainly that a cosmetic does not replace a medicine. Several competitors in this category publish condition-name claims that would not survive scrutiny in the EU or UK — please do not mirror their wording.

Directions we supply with the product. Take a small amount on a fingertip — a grain of rice is enough. Warm it between the fingers for three to five seconds, then spread it thinly over the area. Applying more does not help; a thin, even film is the point. Not for use on weeping, infected or deep wounds. Keep out of direct sunlight; do not scoop with wet fingers.

TRADE TERMS

Fields marked **TO CONFIRM** are not yet fixed. We would rather send this sheet with honest gaps than with numbers we cannot hold to. All of them can be confirmed within one week of a serious enquiry.

Wholesale price	TO CONFIRM — quoted per market and volume, EXW or FOB Incheon
Minimum order quantity	TO CONFIRM
Lead time	TO CONFIRM — production is small-batch; one batch sets overnight
Carton specification	TO CONFIRM — units per carton, carton dimensions and gross weight
HS code	TO CONFIRM — expected under heading 3304 (beauty/skin-care preparations)
Shelf life / PAO	TO CONFIRM — stability data pending; PAO to be set conservatively given the lavender oil content
Batch size	5 kg per batch (own factory, Yeoncheon)
Private label / OEM	Available — we run our own facility and formulate in house
Artwork localisation	Available — lid print and outer labelling can be adapted per market

DOCUMENTS AND REGULATORY STATUS

Available now

Full INCI declaration

Descending order, as on this sheet; percentages under NDA.

Korean responsible-distributor registration

Held. Product is legally marketed in Korea.

MSDS / Certificate of Analysis

Issued per batch on request.

European market audit

Competitor map, price checks, channel routes — July 2026.

Brand and founder background

English brand introduction and ingredient story catalogue.

Required before EU / UK sale NOT YET IN PLACE

EU Responsible Person

An entity established in the EU must be appointed. This is normally the importer or a service provider.

CPSR and CPNP notification

A cosmetic product safety report and portal notification are required before first sale in the EU.

UK RP and SCPN

Great Britain requires a separate UK Responsible Person and its own notification.

Verified INCI and allergen figures

Needed for compliant label artwork — see page 3.

We are open to the importer acting as Responsible Person, or to appointing a service provider ourselves. Please tell us which you prefer — it changes the timeline more than anything else on this page.

THE COMPANY

Smallwings Cosmetics is a green-bio skincare brand with its own factory in Yeoncheon, Gyeonggi Province, Korea. The brand runs on one idea — *care that lives inside the bottle, not on it*. We spend less on packaging and advertising and put it back into the formula: where the industry typically puts fifteen to twenty-five percent of a formula into active ingredients, we build ours past half. Two ingredients anchor the range — coix from Yeoncheon, which replaces purified water in many of our products, and kawakawa from New Zealand.

Our founder and formulation director, Jung-Eun Kim, selects every raw material and writes every formula herself. The kawakawa salve is where the company began: eight years ago, in a small tin that fitted in one hand. Eight years of word of mouth and a crowdfunding round that closed at 1,300 % of target grew out of it. We still make it the same way.

What we are asking for

A single-SKU pilot in one market, on terms that let both sides learn quickly. We are a small manufacturer with our own factory, so we can move on formula, fill size and artwork faster than a contract-manufactured brand can. What we need from a partner is the market — shelf or platform, and the Responsible Person route.

SMALLWINGS COSMETICS · YEONCHEON, GYEONGGI PROVINCE, REPUBLIC OF KOREA

Export enquiries: CONTACT DETAILS TO INSERT · Company registration and factory address to be inserted before sending · This sheet is for trade use and is not consumer advertising. Prepared July 2026.