

# BYU

BRIGHAM YOUNG  
UNIVERSITY




## SPINOFF REPORT




The logo for Brigham Young University, featuring the letters 'BYU' in a large, white, serif font on a dark blue background.

# BYU

BRIGHAM YOUNG  
UNIVERSITY

A large, stylized opening quotation mark on the left side of the quote.

Our students are the leaders and problem solvers of the next generation. I hope we inspire our students to learn, and I hope that learning leads to inspiration.

A large, stylized closing quotation mark on the right side of the quote.

—Kevin J Worthen, President of Brigham Young University

## Facts and Figures

### International Reach

- 1,537: number of international students
- 105: countries represented
- Nearly 50% of all students have lived outside the United States
- 65% of students speak a second language
- 126 languages are spoken on campus
- 62 languages are taught regularly
- 14 language certifications are offered
- 206 study abroad programs are available in 56 countries
- 1,872 students studied abroad during the 2015-2016 academic year
- 17% of students study abroad while at BYU
- Approximately 258 ambassadors to the United States from 104 countries have spoken on campus since 1996

### Rankings

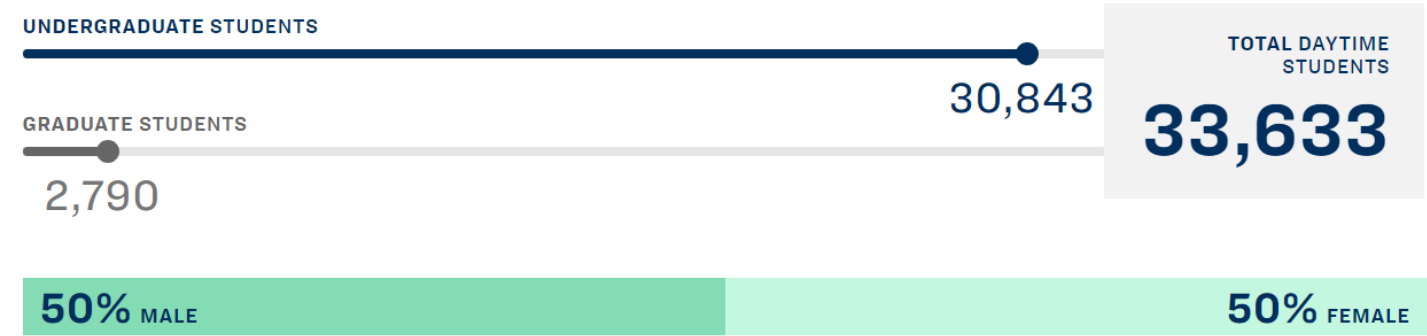
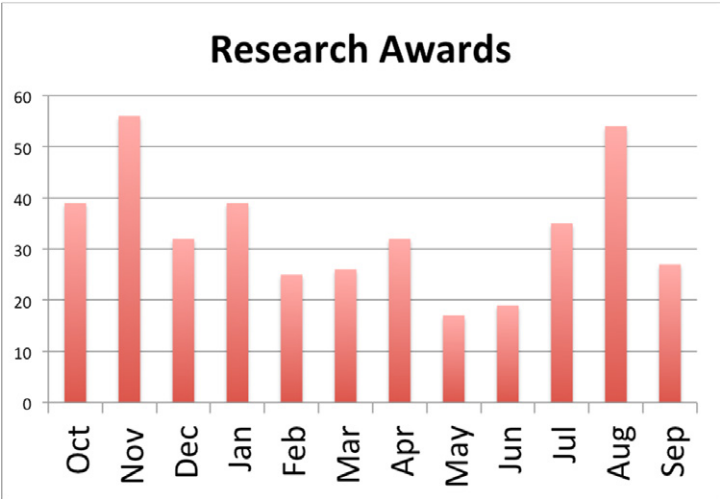
- #1 Top colleges in the West for student engagement (Wall Street Journal)
- #2 MBA value for money (Financial Times)
- #2 Graduate accounting program (TaxTalent)
- #3 Graduates with the least debt (U.S. News & World Report)
- #3 Undergraduate accounting program (U.S. News & World Report)
- #4 Best universities for technology transfer (Milken Institute)
- #5 Best colleges for education majors (Niche)
- #5 Graduates who go on to earn doctorates (National Opinion Research Center)
- #5 Graduate entrepreneurship program (Entrepreneur)
- #11 Best value school (U.S. News & World Report)
- #13 U.S. employability (Times Higher Education)
- #18 Undergrad business school programs (Bloomberg BusinessWeek)
- #19 MBA program (Forbes)
- #19 Best colleges for nursing (Niche)
- #20 Best law school (Alabama Law Review)

# Intellect

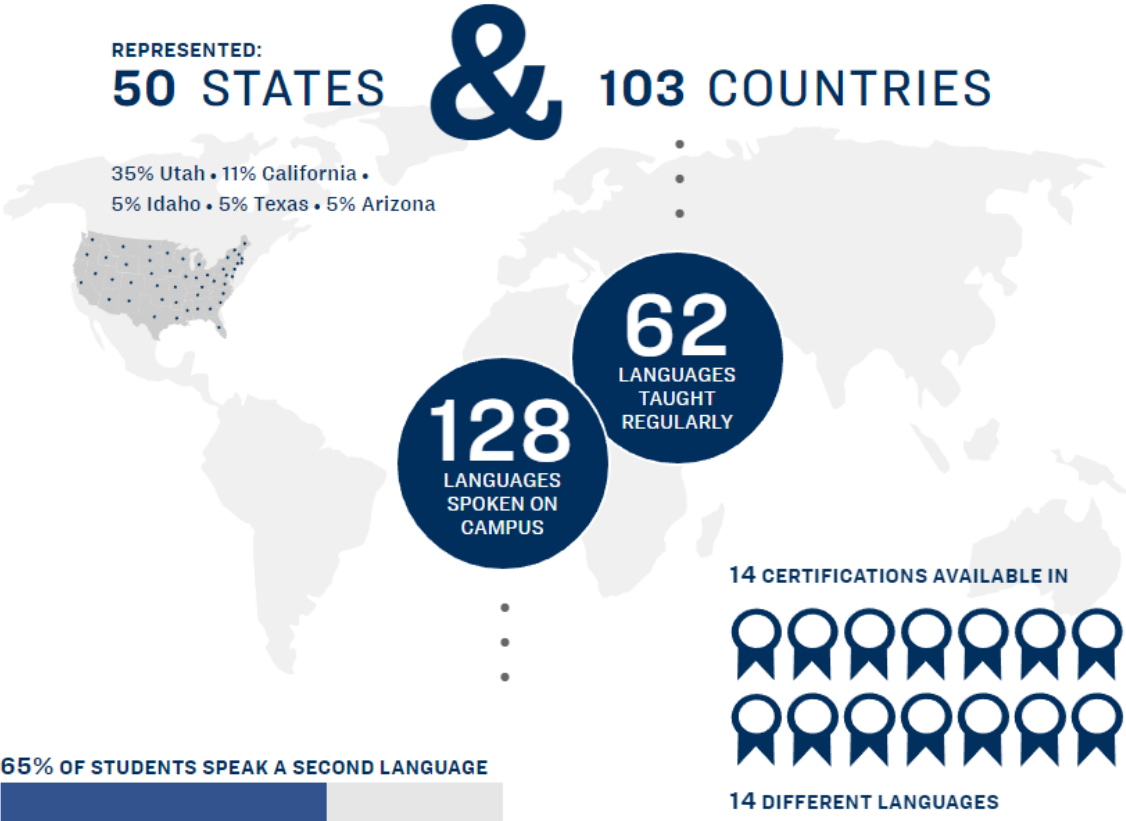
BYU seeks to develop students of faith, intellect, and character. In addition to teaching classes, most BYU professors also conduct research in their academic field. Students – even at the undergraduate level – participate in research and publish their work alongside a faculty mentor.

## Year-to-Date Totals:

Awards: 243  
Funding: \$25,457,003



# Student Demographics







## **1 – Skincare**

8      Koshi Cosmetics innovative Swiss skincare based on Japanese Matcha

25     Secret Dossier on Koshi Cosmetics innovative Swiss skincare based on Japanese Matcha





**SKINCARE**



## KOSHO COSMETICS INNOVATIVE SWISS SKINCARE BASED ON JAPANESE MATCHA

In 2013, Holger Hampel founded Koshi Cosmetics and started developing the first exclusive range of products – Koshi Matcha Effective which he led to a successful market entry in 2015. Koshi Matcha Effective is an innovative Swiss skincare line for healthy and rejuvenated skin of all age groups and skin types. It translates the natural and traditional effectiveness of organic Japanese matcha green tea. Naturalness, tradition and the latest Swiss skin research and biotechnology. These are the factors that makeup Koshi's facial care line. The brand is a pioneer in skin care with matcha extract. The active substances of matcha tea have an invigorating as well as soothing effect. Organic matcha extract has the same effect on the skin, stimulating yet relaxing, creating a harmonious balance. Organic matcha extract is characterized by its high content of epigallocatechin gallate (EGCG) and is considered an antioxidant 100 times more potent than vitamin C. Due to further catechins and tea flavonoids in exclusive



organic matcha extract, Kosho Matcha Effective provides natural protection against cell transformation caused by free radicals, against UV radiation and other harmful environmental influences.

## THE FOUNDER

Kosho Cosmetics was founded in 2013 by Holger Hampel and Roman von Arx. Both partners have a long field experience with natural skincare. As a founder, Holger Hampel always had a passion for natural and sustainable products. The founder of Kosho pursued this passion during many years of research in the food industry. He wanted to use his knowledge of natural raw materials for other purposes. That's why he began developing natural cosmetic care products and researching new active ingredients. One day, practically by chance, he discovered matcha green tea. It quickly became clear to Holger that this unique natural product has enormous potential! Not only as food but also for the health and protection of the skin. Enthusiastic about matcha, Holger Hampel explored how it could be used for external applications and undertook further training to deepen his knowledge of cosmetics.



Holger Hampel the Founder Kosho Cosmetics  
Photo Credit by KOSHO

## THE BRAND



The promise of Kosho:

- facial care line of the highest natural quality;
- exciting and honest brand story;
- performs with the highest requirements of contemporary customers;
- the first global skincare brand with matcha green tea as an active agent;
- exclusive organic matcha extract.



The first global skincare brand with matcha green tea as an active agent

Photo Credit by KOSHO

## USP

Kosho's uniqueness Kosho Matcha Effective translates the natural and traditional effectiveness of organic Japanese matcha green tea into an innovative Swiss skincare line for healthy and rejuvenated skin of all age groups and skin types.

## MATCHA IS A GREEN GOLD DUST FROM JAPAN

The production of matcha is by far the most elaborate in the world of tea: only around 300

tea farmers in Japan master the cultivation. And only about 20 percent of their harvest is exported, making matcha a rarity. Four weeks before the fine youngest leaves are harvested by hand in May, the tea plantations are covered with opaque nets. This slows down the ripening time of the tea, which contributes to the special quality of matcha: With only ten percent of the actual sunlight available to the tea plants, a particularly high amount of chlorophyll is formed in order to carry out the vital photosynthesis even with little solar energy. The result is a bright green leaf that contains in addition to chlorophyll many valuable amino acids.

## THE EXCLUSIVE TOP OF THE CROP

Matcha consists of only the fine tissue of the best leaves. Stems and veins are carefully removed. After selecting, steaming and drying, only the best material reaches the mills made of granite and the leaf tissue is gently ground to the finest powder – in an ancient process yielding only 30 to 40 grams per hour. This premium product is called matcha (“ground tea”). As organic matcha extract, it is the precious, exclusive essence of the innovative Swiss cosmetics line Kosho Matcha Effective.



Matcha is green-gold dust from Japan with anti-aging properties  
Photo Credit by KOSHO

## MATCHA EFFECTIVENESS



Kosho Matcha Effective was developed for a healthy firmer face skin with a radiant and even complexion. Its properties:

- intensive protection of the skin cells by organic matcha extract against light-induced skin ageing and harmful environmental influences;
- rebuilding of the natural barrier function of the skin against transepidermal water loss;
- crocus extract stimulates the skin-cells in the dermis to rebuild collagen;
- and elastin for a firmer and fuller skin structure;
- intensive and long-lasting moisturizing for healthy and hydrated skin with a bright and even skin appearance.

## A TIMELESS RITUAL

Since the twelfth century matcha belonged as much to the tradition of the samurai as their legendary swords and was at the center of their tea ceremony. This ceremony follows to this day the timeless principles of the way of tea. It leads from harmony, respect and purity to tranquillity. These principles prescribe the procedure and rhythm of the ritual. And they inspire the Kosho Matcha Effective cosmetics line with its specific values. Kosho follows the Japanese way of tea ceremony and incorporates this timeless ritual.

- noticeable and lasting harmony one can feel;
- developed and produced with deep respect for people and nature;
- the feeling of purify before the actual care is beginning;
- pause in wonderful tranquillity for a unique lasting experience for all senses.

## KOSHO ADOPTS THE RITUAL OF THE WAY OF TEA

All ingredients of Kosho Matcha Effective care products are precisely matched and carefully aligned. They are gentle and at the same time highly effective. Applied onto the skin, Kosho Matcha Effective creates a special, noticeable and lasting harmony you can feel. All Kosho Matcha Effective products are developed and produced with deep respect for people and nature. The careful selection of the purest raw materials ensures the quality. And the gentle, environmentally friendly production process meets highest demands of sustainability. The mild cleansing before the actual care gives you a feeling of purity. Kosho Matcha Effective helps you find a deep sense of well-being

allowing you to relax and forget about everyday life – like a ritual. It is a ritual that makes us pause in wonderful tranquility. Together with harmony, respect and purity, this tranquility allows Kosho Matcha Effective to provide a unique, lasting experience for the senses. Every time you touch your skin. And in your thoughts for a long time thereafter.

The philosophy of Kosho sustainability:

- Since Kosho's early days "sustainability" has been of great importance, with Kosho's "effective eco initiative";
- Using raw-materials from fair trade sources;
- Recyclable packaging wherever possible & available;
- The principles of Green Chemistry are applied when researching and designing Kosho's formulation / R&D processes and manufacturing;
- Kosho offers fresh and clinically tested cosmetic products that contain only natural ingredients;
- Kosho also enforces a strict policy against animal testing;
- All products are vegan.



Photo Credit by KOSHO

## PRODUCTS & PRICES

All Kosho's products are:

- products of the highest quality “Made in Switzerland”;
- premium natural skin care formulation;
- 100% organic matcha extract as a key ingredient;
- developed inhouse by Kosho Cosmetics;
- careful selection of all raw materials and active ingredients;
- perfectly suitable for all skin types and age groups;
- consistent renunciation of questionable additives (without parabens, PEG, silicones, paraffins, mineral oils);
- 100% vegan;
- 100% natural (certifiable Cosmos /Ecocert);
- 100% developed and manufactured with love and passion in Switzerland.



Multi-Effect Peeling

Photo Credit by KOSHO

All current retail prices are available on the official website of the company at

[kosho.com/en/shop](https://kosho.com/en/shop)

## ASSORTMENT

### KOSHO'S SPECIFIC SELECTED AND ALIGNED PRODUCTS FOR EFFICIENT CARE

#### Face Care

- Creamy Cleansing – gentle creamy cleansing foam
- Multi-Effect Peeling – nurturing peeling gel
- Smart Matcha Face Spray – vitalising and toning face spray
- Full Hydration Serum – intensive moisturizing serum
- Smart Protection Cream – elegant day cream with natural UV protection
- Deep Regeneration Cream – intensive night cream to rebuild the skin
- Eye Lifting Serum – instant lifting effect for a younger appearance

#### Hand Care

- Cell Protect Hand Cream - cell protecting and nourishing hand cream
- Hand Care Sanitizer – antibacterial and nourishing hand hygiene spray



Photo Credit by KOSHO

## HIGHLY EFFECTIVE SWISS SPA TREATMENTS

Except for the retail lineup, there is a Kosho Spa treatment programme that offers clients an incomparable beauty ritual with immediately visible results. The effect of an organic matcha extract:

- contains important and valuable ingredients and trace elements;
- promotes oxygen transport in the cells;
- the highest value of the catechin EGCG (antioxidant);
- intensive cell-protective effect.

## NATURAL AND HIGHLY EFFECTIVE SPA TREATMENTS

Swiss science, Japanese beauty knowledge and the power of nature through the purest and highly efficient active plant ingredients are combined in Kosho Matcha Effective to create a medically effective care series of the premium class. State-of-the-art formulations guarantee the best possible efficiency in effect and performance – for visible and noticeable results. All products are clinically tested.



Photo Credit by KOSHO

## SPA TREATMENT ASSORTMENT

### Face Care

- Creamy Cleansing (gentle creamy cleansing foam)
- Multi-Effect Peeling (nurturing peeling gel)



- Refreshing Tonic (vitalising and refreshing tonic without alcohol)
- Firming Mask (firming and moisturizing face mask)
- Indulging Oil (nourishing facial massage oil)
- Full Hydration Serum (intensive moisturizing serum)
- Smart Protection Cream (day cream with natural UV- and blue-light-protection)
- Deep Regeneration Cream (intensive night cream to rebuild the skin)
- Eye Lifting Serum (instant lifting effect for younger appearance)

## Hand Care

- Hand Care Sanitizer (antibacterial and nourishing hand hygiene spray);
- Creamy Cleansing (gentle creamy cleansing foam);
- Multi-Effect Peeling (nurturing peeling gel);
- Hand Mask (firming and moisturizing hand mask);
- Full Hydration Serum (intensive moisturizing serum);
- Cell Protect Hand Cream (vitalising, renewing and nourishing hand cream).



Photo Credit by KOSHO

## Matcha Tea Spa Ceremony

- Byuti Matcha Green Tea (organic premium matcha green tea);
- Matcha tea bowl (original handmade ceremonial tea bowl);
- Matcha tea whisk (handmade matcha bamboo whisk).

## Body Care

- Shinrin Yoku japanese forest therapy (coming 2022);
- Body wash (Gentle and re-moisturising body cleansing);
- Massage oil (Nourishing and revitalising massage oil for maximum relaxation);
- Bodylotion (Ceramide lotion for firmer and more youthful skin).

## ACCESSORIES

Wash bag (organic cotton wash bag);



Creamy Cleansing

Photo Credit by KOSHO

Necessaire (organic cotton zipper bag).

## BRANDING & DESIGN

### WHAT DOES KOSHO MEAN?

The name Kosho derives from the Japanese and can be translated as a lake, the body of water or also with an old book. These terms symbolize the values that Kosho Cosmetics stands for: Kosho is tranquillity and equilibrium, reflection and balance. Kosho is like a meditation at a quiet lake. And Kosho is also timeless knowledge preserved in old books.

## MARKETING & SALES

### TARGET AUDIENCE

- women & men in the 30–50 age range;
- health-conscious with sustainability orientation (LOHAS);
- distinctive quality & efficiency awareness;
- selective taste for natural skincare;
- with demanding, mature & sensitive skin;
- many with a vegan lifestyle.



Photo Credit by KOSHO

Kosho combines Japanese tradition with the latest Swiss research. It is the premium brand for the selective retail sector. Kosho is a pioneer in matcha green tea cosmetics (the world's first facial skin care line with an active ingredient from matcha green tea). The skin care range is developed for all age groups and skin types.

## COMPETITION

As an exclusive user of matcha green tea as a key ingredient, Kosho doesn't have competitors. However, the brand shares the values of:





Photo Credit by KOSHO

- honest, fresh, modern brand (approx. 5 years /market);
- very good price-performance ratio;
- effective and concise assortment;
- products that appeal to both female and male customers through aesthetics and product content.

## MEDIA

## AWARDS

- Kosho has been awarded the international SPA Diamond Award 2016 for best “Beauty Newcomer“;
- Kosho Matcha Effective was also nominated in the categories “Best Green Anti-Aging”;
- 2017 Kosho Matcha Effective was nominated in the categories “Best Green Innovation”;
- 2019, the Smart Matcha Face Spray was nominated for the “Tina Anti-Aging Beauty Award”.



**Brigitte**

**COSMOPOLITAN**

**E L L E**

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**L'OFFICIEL**

**MADAME**

**marie claire**

**Maxi**

**MYWAY**

**petra**

**Tush**

**VOGUE**

Company name: Kosho Cosmetics AG  
Contact person: Holger Hampel  
E-mail: [holger.hampel@kosho.com](mailto:holger.hampel@kosho.com)  
Website: [kosho.com](https://kosho.com)  
Phone: +41 44 680 33 00  
Patent status: n/a  
On market since: 2013  
Regions: Switzerland  
Industries: Skincare  
Direct link: [click here](#)



## SECRET DOSSIER ON KOSHO COSMETICS INNOVATIVE SWISS SKINCARE BASED ON JAPANESE MATCHA

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Holger Hampel the Founder Kosho Cosmetics  
Photo Credit by KOSHO

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Photo Credit by KOSHO



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Multi-Effect Peeling

Photo Credit by KOSHO

All current retail prices are available on the official website of the company at

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## ASSORTMENT

### KOSHO'S SPECIFIC SELECTED AND ALIGNED PRODUCTS FOR EFFICIENT CARE

#### Face Care

Creamy Cleansing – gentle creamy cleansing foam. RRP - Recommended Retail Price €43,00, EXW - Ex-Works Price €10,75;

Multi-Effect Peeling – nurturing peeling gel. RRP- €52,00, EXW - €12,95;

Smart Matcha Face Spray – vitalising and toning face spray. RRP- €38,00, EXW - €9,50;

Full Hydration Serum – intensive moisturizing serum. RRP- €106, EXW - €26,50;

Smart Protection Cream – elegant day cream with natural UV protection. RRP- €98,00, EXW - €24,50;

Deep Regeneration Cream – intensive night cream to rebuild the skin. RRP- €98,00, EXW - €24,50;

Eye Lifting Serum – instant lifting effect for a younger appearance. RRP- €68,00, EXW - €17;

#### Hand Care

- Cell Protect Hand Cream - cell protecting and nourishing hand cream. RRP- €24,00, EXW - €6,90;
- Hand Care Sanitizer – antibacterial and nourishing hand hygiene spray

### HIGHLY EFFECTIVE SWISS SPA TREATMENTS

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an incomparable beauty ritual with immediately visible results. The effect of an organic matcha extract:

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Photo Credit by KOSHO

Swiss science, Japanese beauty knowledge and the power of nature through the purest and highly efficient active plant ingredients are combined in Kosho Matcha Effective to create a medically effective care series of the premium class. State-of-the-art formulations guarantee the best possible efficiency in effect and performance – for visible and noticeable results. All products are clinically tested.

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Face Care

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Photo Credit by KOSHO

## Hand Care

- Hand Care Sanitizer (antibacterial and nourishing hand hygiene spray);
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Photo Credit by KOSHO

## ACCESSORIES

Wash bag (organic cotton wash bag);

Necessaire (organic cotton zipper bag).

## BRANDING & DESIGN





Creamy Cleansing  
Photo Credit by KOSHO

## WHAT DOES KOSHO MEAN?

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- 2017 Kosho Matcha Effective was nominated in the categories “Best Green Innovation”;
- 2019, the Smart Matcha Face Spray was nominated for the “Tina Anti-Aging Beauty Award”.

## ADDITIONAL MATERIALS

You can download the brand presentation by the [link](#)

**Brigitte**

**COSMOPOLITAN**

**E L L E**

**BUNTE**

**Gala**

**IN**

INSIDE **beauty**

**JOY**

**L'OFFICIEL**

**MADAME**

**marie claire**

**Maxi**

**MYWAY**

**petra**

**Tush**

**VOGUE**

You can download logistics and prices by the [link](#)

Please, remember that at the very bottom of this dossier you will find a large number of files for internal use only.

## QUESTIONS

Since members often have a lot of additional questions to the brand, we found a solution in the form of interactive feedbacks in Google Sheet not to integrate into the text of the dossier. You can find a series of questions/comments from members and brand answers by the link. Maybe among them, you will find the answer to your question. Feel free to leave your comments and ask questions by the link. Please, do not share this file since it is for internal use only.

Company name: Kosho Cosmetics AG

Contact person: Holger Hampel

E-mail: [holger.hampel@kosho.com](mailto:holger.hampel@kosho.com)

Website: [kosho.com](https://kosho.com)

Phone: +41 44 680 33 00

Patent status: n/a

On market since: 2013

Regions: Switzerland

Industries: Skincare

Source links: [Kosho website](#)  
[Kosho Instagram](#)

Files: [Kosho Prices and Logistic information](#)  
[Kosho CPNP](#)  
[Kosho Presentation en.pdf](#)  
[Kosho Spa Presentation en.pdf](#)  
[Kosho Brochure A5 en Web.pdf](#)

Direct link: [click here](#)