

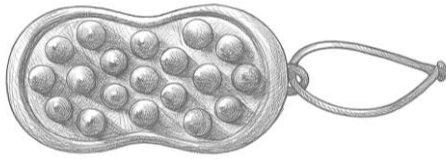
## PFEFE Routine: PFEFE Daily Refresh Personal Ritual Series

### Overview:

PFEFE Daily Refresh Personal Ritual Series is a curated collection of five thoughtfully designed beauty tools that guide users through a complete daily self-care ritual — from scalp cleansing to hair drying and facial revitalization. Including: **Bubble Bean Scalp Brush, Hair Towel Wrap, Mini Hair Brush, Dolphin Face Roller, Whale Face Roller.**) Each product integrates ergonomic innovation, minimalist aesthetics, and a deep understanding of personal wellness needs. The collection reflects PFEFE's belief that even the smallest daily actions can spark joy and transformation when infused with intention and design.



## Bubble Bean Scalp Brush



1.Detailed Draft



2.Detailed Picture



3.Haircare Picture

### Design Concept

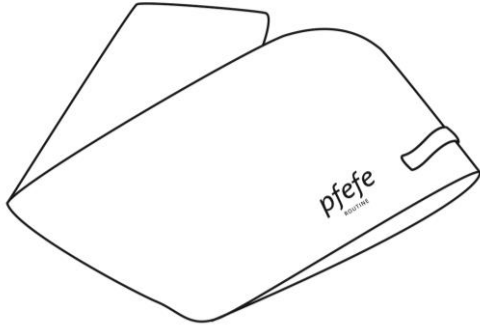
The Bubble Bean Scalp Brush draws its design inspiration from the soft, organic shape of a bean—a natural symbol of comfort, simplicity, and warmth. With its smooth, rounded contours, the brush fits naturally in the palm of the hand, offering an ergonomic and pleasant grip that enhances the user's overall experience.

“Bubble” evokes the airy, foamy sensation of shampooing, representing cleanliness, freshness, and lightness. “Bean” symbolizes the grounding, nurturing qualities of nature—delivering a sense of calm and relaxation.

### Key Features:

- 1.Flexible Silicone Bristles:** Soft, high-elasticity silicone bristles gently massage the scalp, stimulate blood circulation, and help relieve tension and stress.
- 2.Wet & Dry Use:** Ideal for both in-shower cleansing and dry scalp massage, offering versatility for daily self-care.
- 3.Deep Cleansing Action:** The dense bristle pattern effectively lifts away dirt, oil, and dandruff from the scalp, improving overall hair and scalp health.

### Waffle White Hair Towel Wrap



1.Detailed Draft



2.Detailed Picture



3.Haircare Picture

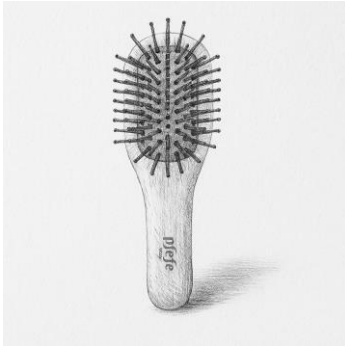
### Design Concept

The Waffle White Hair Towel Wrap reimagines the post-shower ritual with a focus on elegance, efficiency, and elevated self-care. Designed to upgrade the hair drying experience, this towel wrap introduces spa-level luxury into daily routines. The soft, cloud-like waffle texture offers both aesthetic minimalism and superior absorbency, creating a refined balance between form and function. Its pure white tone evokes a sense of purity and calm—turning an everyday task into a moment of indulgence.

### Key Features:

- 1.Waffle-Textured Fabric for Quick Drying:** The waffle weave increases surface area for faster moisture absorption, reducing heat damage by minimizing the need for blow-drying.
- 2.Pre-Tied, Secure Design:** Features a built-in elastic loop and button, allowing users to effortlessly secure the towel in place for hands-free convenience.
- 3.Ultra-Lightweight and Comfortable:** Designed for prolonged wear without strain on the neck, ideal for use during skincare or makeup routines.

## Mini Paddle Hair Brush



1.Detailed Draft



2.Detailed Picture

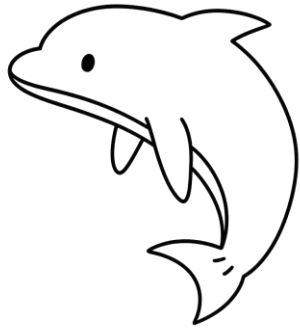
### Design Concept

This Mini Portable Cushion Brush is designed with a minimalist and natural aesthetic, featuring a smooth beechwood handle that brings a sense of calm and wellness. The compact, rounded shape fits comfortably in one hand, making it ideal for quick touch-ups throughout the day—whether at work, while traveling, or post-gym.

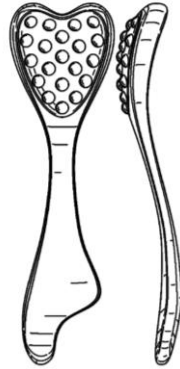
### Key Features:

- 1.Premium Beechwood Handle:** Smooth and ergonomic, offering a comfortable grip with a sustainable and nature-inspired finish.
- 2.Rounded Nylon Bristles:** Soft-tipped bristles glide through hair without snagging, reducing breakage and detangling with ease.
- 3.Travel-Friendly Size:** Lightweight and compact—perfect for handbags, makeup pouches, or carry-ons.

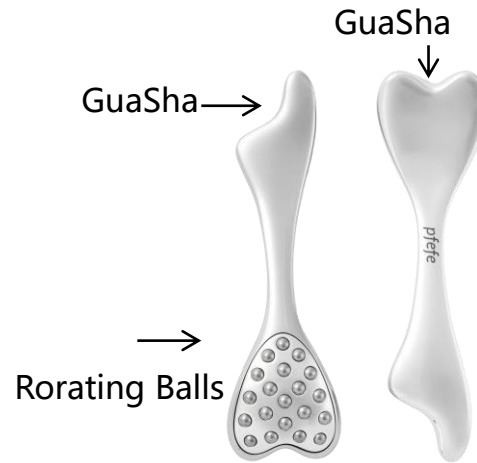
## Dolphin Face Roller



1.Design Inspiration



2.Detailed Draft



3.Detailed Picture



4.Skincare Picture

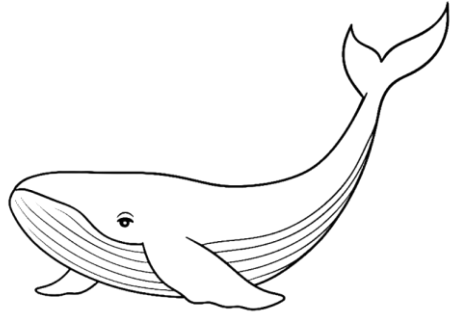
### Design Concept

**Inspired by the contours of marine life- Dolphin.** The 3-in-1 Face Roller embodies versatility and innovation in a single tool. Featuring rolling balls for various skincare benefits, it caters to a wide range of needs—from lymphatic drainage to product application and cooling therapy. The ergonomic handle ensures comfort and control, while the polished stainless steel finish adds a touch of sophistication.

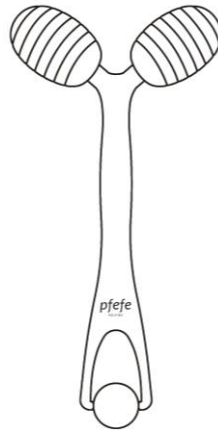
### Key Features:

- 1.Help sculpt and lift face, cheekbones and jawline.
- 2.Tighten, brighten and firm the skin, minimizing enlarged pores.
- 3.Stimulate blood circulation and relax the head and body muscles.
- 4.Aid in oil or serum absorption by the face.

## Whale Face Roller



1.Design Inspiration



2.Design Draft



3.Detailed Picture



4.Skincare Picture

### Design Concept

**Inspired by the graceful form of a whale's tail**, the Whales Face Roller reinterprets this iconic silhouette into a Y-shaped facial massage tool that embodies both elegance and strength. The flowing lines mimic the gentle yet powerful motion of a whale gliding through water, symbolizing natural beauty and fluid movement. Designed for a seamless skincare ritual, it brings together sculptural aesthetics with targeted performance.

### Key Features:

**1.Y-Shaped Contouring Design:** The dual roller arms follow the curves of the face and jawline, delivering a lifting and firming effect through gentle upward strokes.

**2.360° Rotating Textured Rollers:** The micro-ribbed surface enhances circulation and aids in lymphatic drainage, helping reduce puffiness and tension.

**3.Premium Stainless Steel Construction:** Naturally cooling to the touch, the roller provides a refreshing sensation, ideal for calming the skin and enhancing serum absorption.