

VELORA · LAUNCH PLAN 2026

Glow Serum go-to-market

Launch the vitamin C serum across DTC, retail partners and paid social in one coordinated six-week push.

Launch date	Target revenue	Channels
Mar 18	\$1.2M	4



Channel plan



DTC site

Product page, bundles and a 30% launch offer for subscribers.



Retail

48 partner stores with sell sheets and shelf talkers.



Paid social

Story and feed creatives, weekly creative refresh.



Creators

20 skincare creators with seeded kits and codes.

Launch readiness · 62%

