

## ***ABSTRACT***

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Beauty masks at affordable prices with good quality basic ingredients with a peel-off sensation that doesn't hurt when removed are solutions to facial problems that are often faced by almost all people. Especially in this era of a pandemic. Masks and hand sanitizer are 2 mandatory weapons that every individual has. Until they forget to take care of themselves, especially the face area which is always covered by a mask when outside the house. From these opportunities, GET RUMI Indonesia was created. With a price of IDR 39,000 for 3-4 times of use and getting a spatula and mini gift, people can still take care of facial skin covered with masks every day without the need to rub deep pockets. 2 variants of Summer Peach for all skin types and also Blue Ocean for sensitive facial skin. BEP at the beginning of the year in the 8th month and a fairly high ROI at 26% make this business suitable in today's era without the need for direct contact with people.

**Keyword: Peel Off Mask, Beauty Mask, All skin type mask**