

BEAUTY DIGEST

Brand Architects Newsletter



Despite challenging trading conditions, we are making progress on implementing our strategy of exiting underperforming and less profitable brands and focusing on margin accretive brands that engender high levels of consumer loyalty by delivering high-performance, problem-solving solutions.

A few highlights:

- Super Facialist launched 14 SKUs in 581 Holland & Barrett stores. The brand's new Vegan Collagen and Sleepsmart Night Moisturisers ranges have launched and we are implementing a packaging design rejuvenation.
- Skinny Tan's new Body Glow Gradual Tanner has launched in Asda, Superdrug, Tesco and Boots.
- Boots International has launched Skinny Tan as an exclusive in all 144 stores across six Gulf countries.
- Dirty Works has launched in over 500 AS Watson stores in 9 countries.
- The Solution's Bodycare range has launched into Waitrose and The Solution Menopause will launch online by the end of H2, as well as through its own DTC site.

Whilst it is always challenging to implement a new strategic direction for a business, especially given today's wider geopolitical and economic issues, I am very appreciative of the team's hard work in improving key financial metrics, as well as the ongoing support of our customers and consumers. There is a long way to go, but we are making progress, and this is testament to the team's diligence, perseverance and good humour.

By embodying our shared values of collaboration, innovation, agility and passion, I am confident we will be able to achieve our mid-term goals. In the meantime from a personal, but also a professional, perspective I'm looking forward to a hot and dry summer!

Quentin Higham, CEO Brand Architects

TOP NEWS

**BOOTS LAUNCHES
SKINNY TAN IN 6
GULF COUNTRIES**

**HOLLAND & BARRETT
LISTS SUPER FACIALIST**

**SUPER FACIALIST'S NEW
VEGAN COLLAGEN
RANGE IS HERE**

**FIRST CAMPAIGN FOR
MR. EXPERT SOLUTIONS**

**FISH SOHO'S
REJUVENATED
PACKAGING DESIGN
NOW IN STORE**

NEW VEGAN COLLAGEN RANGE

SUPER FACIALIST

The Science Behind

This new range from Super Facialist is harnessing the power of the sea and the vitality of botanical extracts. The collection is formulated with potent marine actives and vegan plant-based collagen sourced from the Acacia Tree.

The range is enriched with our unique blend, which combines a powerful marine derived bio-polymer from sustainably sourced Red Algae Extract, as well as Hyaluronic Acid for immediate and lasting hydration. The products also contain Copper (Elastin-stimulating) and Tetrapeptide (boosts the skin's Collagen synthesis). They have all been dermatologically tested.

Our Resident Skincare Expert, Charlotte Connoley, comments:

"The perfect plant-based alternative to traditional Collagen skincare, with the same transformative skin results. Since I've been using the Vegan Collagen range I've seen an improvement in my skin thanks to the many benefits of this amazing ingredient. The fact it's sustainable and cruelty free is a huge bonus for me too."

The Range

The **Gel Cleanser** removes daily build-up and impurities. Enriched with Hibiscus Extract and a vegan Marine Bio-Complex, it cleanses and refreshes the skin while helping target signs of aging.

The **Vegan Collagen Plumping Serum** is formulated with plant-based Collagen and a Marine Bio-Complex, it provides immediate hydration while promoting skin smoothness and elasticity. Enriched with Hibiscus Extract, it helps boost skin's natural radiance.

The **Vegan Collagen Super Smooth Day Cream** is infused with a Marine Bio-Complex, plant-based Collagen, and a blend of Tetrapeptide, Hibiscus, and Copper to help target and reduce the appearance of fine lines and wrinkles, while aiding skin structure and barrier improvement.

The **Vegan Collagen Overnight Resynch Cream** is formulated with a marine-based biopolymer, Copper, and plant-based Collagen. Enhanced with our 'world first' revolutionary Resync SleepSmart Complex™ technology powered by B-Circardin™, proven to optimise rejuvenation throughout the night when skin is most receptive.

Meet Vegan Collagen

Our **NEW** plant-based collagen range helps to plump, firm and lift your skincare game



Marine Bio-Complex
helps boost hydration

Target fine lines & wrinkles
powered by Peptide technology

Plant-based Collagen
helps promote skin elasticity

Resync SleepSmart Complex™
helps optimise skin rejuvenation overnight

helps to
Firm & Boost Glow



85%

agree skin looks plumper*



*Independent user trial on the Vegan Collagen Overnight Resynch Night Cream with 57 participants over 4 weeks

FIRST EVER MR. AWARENESS CAMPAIGN



The Brand Proposition

MR. offers a range of high-performance products to combat the challenges of thinning hair. Developed with System-PPX™ complex to thicken, disguise and style hair it helps make it stronger, hydrated and more resistant to breakage. All of the products are PETA Cruelty Free and many are also Vegan Friendly.

The Campaign

Many men (and women) are suffering from thinning hair. To make more people aware of the amazing results MR. can deliver, we have embarked on an awareness campaign called *We've Got You Covered* across TikTok, Facebook & Instagram.

The main campaign pillars are:

- Showcasing product efficacy and benefits.
- Educating potential customers on the product application process.
- Highlighting the product's efficacy across diverse hair types and demographics to appeal to a wide audience.

The messaging evolves around solutions to problems:

- Frustrated with thinning edges? We've got you covered!
- Worried about a receding hairline? We've got you covered!

The Products

The MR. range has three parts: Thicken, Disguise & Style.

- Thicken: 2-in-1 Shampoo & Conditioner
- Thicken: 2-in-1 Anti-dandruff Shampoo & Conditioner
- Thicken: Root Boost Treatment
- Disguise: Thickening Disguise Spray
- Disguise: Keratin Hair Fibres
- Style: Paste
- Style: Fibre Hold Fix Spray

SPOTLIGHT ON DORA TEODORO



When did you join BA and what is your role?

I started working for Brand Architekts as part of the merger, but I have worked for InnovaDerma since 2014. I am the admin manager for the group, based in the Philippines, and my role includes responsibility for D2C related customer service/logistics, system integration and system administration.

What did you do before Brand Architekts?

Prior to my current role, I used to work as a Product Trainer. I also did Customer Service training and worked with HR & recruitment.

Tell us about a recent project you are proud of

Coming out of 2023 in one piece. Joke aside, I've always been guided by a mindset that everything is "figureoutable". So, for whatever I am faced with daily, being able to figure it out and finding the best possible solution is I think something to be proud of.

Where did you grow up?

I grew up in a small town in Cainta Rizal east of Manila. I have three siblings: 2 brothers and 1 sister. We were quite a handful; I still don't know how my mum managed it all.

A childhood memory?

My dad passed away when I was 18 so when I think of a good childhood memory, I always think of him. He was a big Beatles fan so on a typical Sunday morning, he would make us breakfast and play his guitar in the background as we ate and with his impeccable John Lennon impression (sometimes even Paul), he would sing the Beatles' songs.

Best book you have ever read?

I am a big JK Rowling fan, so I love all the Harry Potter books and I also enjoy other fantasy series books like Wheel of Time. But if I had to pick one book, I'd choose "All I Really Need To Know I Learned in Kindergarten" by Robert Fulghum. It's something I can go back to at any time in my life and still get some form of enlightenment.

What is your main hobby?

I find watercolour painting quite calming; I particularly like painting clouds, flowers & landscapes. I also write short stories/anecdotes when I have the time and I hope to collate them someday into a little book for my 2 boys to read in the future.

Best TV shows?

I like period pieces like Peaky Blinders which is about a family of gangsters set in Birmingham in the 1920's. Another one is Mad Men which is about ad agencies in the 60's and 70's. I find it interesting when a show transports you back to a different era.

Do you have a favourite quote?

It isn't really a quote, but this phrase has helped me through a lot. "This too shall pass". It's a great reminder that if you are going through something difficult, it is not permanent and eventually it will pass. Same goes when you are experiencing moments of joy, if you remember how fleeting it is, then you would have a deeper appreciation of that moment and be more grateful for it.

If you would like to read the full interview with Dora, you can find it on the Brand Architekts website.

SKINNY TAN IS ON A ROLL



New Omnichannel Campaign

To support the relaunch of our gradual tanning lotion Body Glow, we have kicked off an extensive campaign across Facebook, Instagram, YouTube, TikTok and Google supported by PR, Influencer programmes and in-store activation.

The campaign showcases how easy it is to get a flawless tan across an extensive range of videos and still images. Quotes from the many five-star reviews have also been used across the campaign assets.

True to the brand’s mantra “by women for real women”, the campaign features models and influencers from all walks of life, ethnical backgrounds and with different body shapes.

New Body Glow Look & Distribution

Body Glow is one of the brand’s best sellers and over 2,000 consumers have given it a 5-star rating. To further strengthen the shelf presence, we have given it a packaging design refresh making it more consistent with the rest of the range and it now conveys the skin care credentials better.

Body Glow is now also available in ASDA, Tesco, Superdrug and Boots.



Boots Has Launched Skinny Tan in 6 Gulf Markets

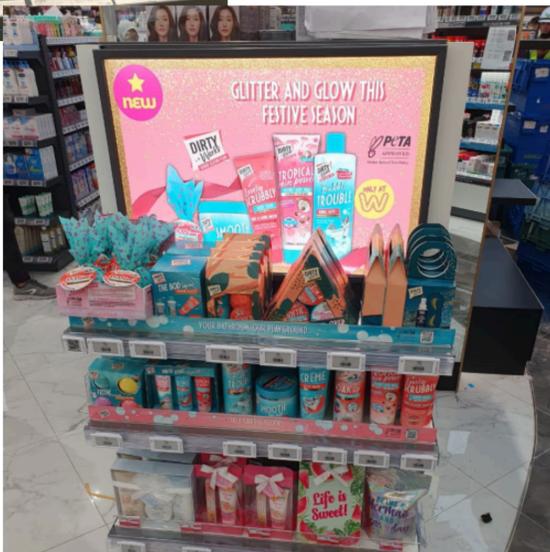
The latest milestone on Skinny Tan’s global distribution journey is Boots International's listing in 6 Gulf countries. It is now available as a Boots exclusive in 144 stores across the six Gulf countries: UAE, Qatar, KSA, Kuwait, Bahrain and Oman. The top 100 stores across the region will have permanent trays and the launch was supported with gondola ends in 50 stores.

A total of 11 products have been listed, including our best-sellers: Notox Face Drops, Notox Face Elixir, Tan & Tone Wonder Serum, Tan & Tone Wonder Serum Express, Self Tanning Mousse, Self Tanning Mousse Express, Coconut Water Bronzing Face Mist, Self Tanning Whip, 1 Day Tanner, Miracle Tan Eraser and the Double Tanning Mitt.



9 AS WATSON MARKETS LAUNCHED

DIRTY
★ ★ Works



AS Watson

Dirty Works is on a roll and continues to extend its global footprint. This time, the brand has launched in 9 AS Watson markets: Thailand, Vietnam, Philippines, Malaysia, Singapore, Turkey, UAE, Qatar and KSA.

In addition to a large number of fun and fragrance led core range products, many markets also carry some skincare lines and Christmas gifts.

The AS Watson Group is the world's largest international health and beauty retailer, with over 16,100 stores in 28 markets, primarily in Asia and Europe.

The Listed Core Products

The line up varies by country, among them these best-sellers:

The **Smooth On Up Buttery Salt Scrub**, a natural dead sea salt exfoliant, helps buff away dead skin cells and dry skin. In addition to sea salt it contains Vitamin E, Pumice, Peach seed powder and deeply nourishing Shea butter.

The **Creme De la Creme Body Wash** has been carefully formulated for a gentle cleanse. It contains Macadamia oil, Argan oil and Aloe leaf extract.

The **Bubble Trouble Bubble Bath** is the perfect combination of hydration and bubbles. It has been formulated with Lavender extract, Chamomile Extract and Shea Butter.

The **Big Softie Body Butter** is Ideal for tackling dry, flaky skin with moisturising Shea and Cocoa Butters combined with Sweet Almond and Macadamia Oils that will leave skin feeling buttery soft.

The **Lovely Scrubbly Body Scrub** uses natural exfoliants Pumice and Peach Seed Powder gently scrub the skin while Shea Butter, Vitamin E and Sweet Almond Oil make the skin smooth.

The **And On That Bombshell Bath Bomb Trio** is infused with our Signature Scent, a fruity, fresh and fabulous blend of Cassis, Bergamot and Sandalwood, the Bath Bombs leave a divine smell.

NEW LISTING IN HOLLAND & BARRETT

SUPER FACIALIST

Super Facialist in 581 Stores

Holland & Barrett is a household name in the UK with over 700 centrally located stores. They are also present in some international markets.

Over the last couple of years they have invested in adding beauty products to their assortment and, with their highly trained store employees, they are able to assist the shoppers with great quality advice.

Super Facialist is available in 581 Holland & Barrett stores.



The Range

Holland & Barrett has listed 14 Super Facialist products in total from The Vitamin C Range, the Rosehip Range and the Salicylic Acid Range. The strongest performers so far are:

The **Vitamin C+ Cleansing Oil** infuses Vitamin C with a nourishing combination of oils, including Olive Oil, to dissolve make up and daily impurities with ease.

The **Vitamin C+ Micro Polish Wash** gently cleanses & exfoliates the skin to reveal a brighter complexion. It has been formulated with Vitamin C, Vitamin E and biodegradable microbeads.

The **Vitamin C+ Daily Moisturiser** combines a next generation Vitamin C with Ferulic Acid to help bring radiance and moisturising benefits to the skin. To keep the skin hydrated it also includes Hyaluronic Acid.

The **Vitamin C+ Eye Creme** includes light diffusers to instantly brighten the under eyes, whilst the active ingredients work hard over time to help fight dark circles and leave the skin firmer, smoother and more radiant. Contains Vitamin C, Caffeine and Haloxyl.

The **Salicylic Acid Anti Blemish Cleansing Wash** has been formulated with 0.2% Salicylic Acid, to help clear the skin and reduce blemishes, and 1% Niacinamide (Vitamin B3) to help improve the skin tone and the appearance of spots and blemishes.

REJUVENATED PACKAGING DESIGN

FishTM
SOHO LONDON



Modernised Look & Feel

Born in 1987, Fish Soho is a professional-grade, high-performance hair care and styling range straight out of Soho, London. The look and feel of the brand has been modernised but still carries the important cues from the original design.

The Fish Soho Range

The **Original Shape Texturising Cream** offers a innovative gel-wax fusion. Combining the best features of both gels and waxes, the cream provides the ultimate balance between control and versatility.

The **Original Sculpting Clay** provides a reliable hold that keeps the hairstyle in place throughout the day. It allows creating sleek, polished, textured and tousled hair styles.

The **Original Pliable Hair Fibre** provides unmatched control and flexibility, allowing to shape and mold the hair effortlessly.

The **Original Easy Wash Out Wax** provides a reliable hold that keeps the hairstyle in place throughout the day, allowing experimentation with different hairstyles.

The **Original Defining Wax** provides a reliable hold that keeps the hairstyle in place throughout the day. It allows creating a variety of looks, from sleek and polished styles to textured and tousled appearances.

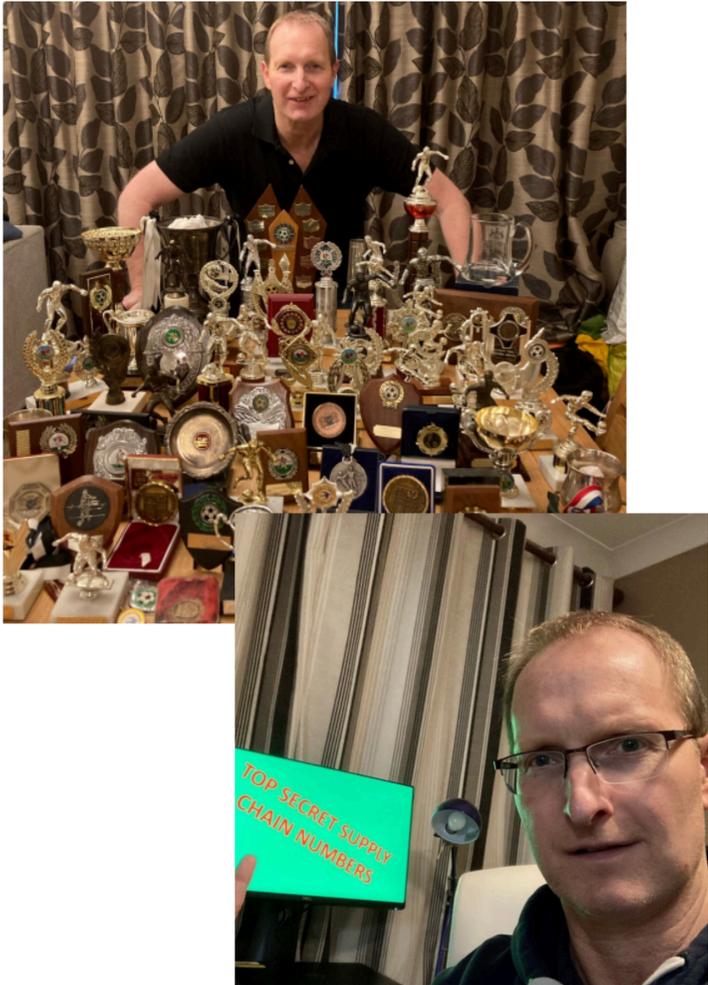
The **Original Sea Salt Spray** is perfect for messy surf styles. It gradually layers up to achieve the desired style, from subtle definition to full on matt surf texture.

The **Volume Styling Gel** offers a flexible hold allowing a wide range of hairstyles. From tousled and textured to slick and polished, the Flexible Gel adapts to the desired look.

The **Superhold Controlling Wax** keeps the hair controlled and defined and delivers a neat and superior finish.

The Fish Soho range also includes a Volume Texturising Cream and a Volume Root Boost Powder.

SPOTLIGHT ON KIERAN JONES



When did you join BA and what is your role?

I started at Brand Architekts three years ago. I am the Supply Chain Manager so covering everything within supply planning, the forecast process, sales order cycle and 3rd party logistics partnering (warehousing/distribution).

What did you do before Brand Architekts?

Prior to Brand Architekts, I spent 22 years working for a large FMCG business. Most of that time was running planning teams within food categories before switching to personal care.

What is your biggest accomplishment?

Making any 9am meeting... I am not a morning person! Apart from that, I have a degree in Mathematics which is normally enough to kill any conversation. I'm also fully certified by the supply chain gods at APICS in production and inventory management (CPIM).

Where did you grow up?

I grew up in a small village just north of Downham Market in West Norfolk with my parents and two brothers. We were instilled with a strong work ethic from a very young age - when I was 6, my parents bought the village shop so I feel like I have been working non-stop since then although I did appoint myself as the unofficial sweet taster along with our two Labradors!

Tell us about your football legacy

Not a huge amount to tell although a brief potted history would start with school and county football as a child before ending up playing at Dulwich Hamlet and Croydon as an adult. I am a fully qualified referee so nowadays I officiate girls and women's football in my village where we have about 10 teams.

We understand that you are a keen DIY man?

Yes, I try my hand at everything providing it doesn't involve plumbing or electricity (and especially not the two together!!). I have worked my way around the house and currently turning the former kitchen into a utility room since having the garage converted into the new kitchen.

An item you would never part with?

Rather randomly... it has to be contact lenses. I say "randomly" because, since my late 20s, it was part of my weekday routine when leaving the house. In the current climate where we adopt more agile/remote working then I wear them less... it just makes going into the office all that more special!

Do you have a favourite quote?

There is a Mark Twain quote that has always resonated with me, i.e. "If you tell the truth, you don't have to remember anything" as it always reminds me that whatever I say is coming from a good place. That said, whenever you hear me say "the devil is in the detail" then it probably means "you are going to get bored if I try to explain this to you!"

If you would like to read the full interview with Kieran, you can find it on the Brand Architekts website.

HOT OFF THE PRESS

CHARLES + LEE
The
solution.



New C+L Serum Launched in Myer

Our no-nonsense male Aussi brand Charles+Lee has just launched its new Anti-aging Serum in Myer. Our distributor team at Agencie+ did a great job with the launch activation really making the brand stand out in store. Charles+Lee is a top-3 male brand in the Australian department stores.

The daily hydrating, lightweight, non-greasy, fast-absorbing Anti-aging Serum helps visibly reduce fine lines & wrinkles, while leaving the skin feeling energized and refreshed.

New Solution Salicylic Acid Body Cleanser

The Solution Salicylic Acid Body Gel is a top choice on Amazon for people with acne prone skin and it has quickly amassed +600 5-star reviews. To complement the Body Gel, we have now launched a Salicylic Acid Body Cleanser.

Formulated for skin prone to blemishes and excess oil, The Solution Body Cleanser uses proven active ingredients at efficacious levels to help promote healthier skin across the whole body. It contains Salicylic Acid, Niacinamide and Tea Tree Oil.



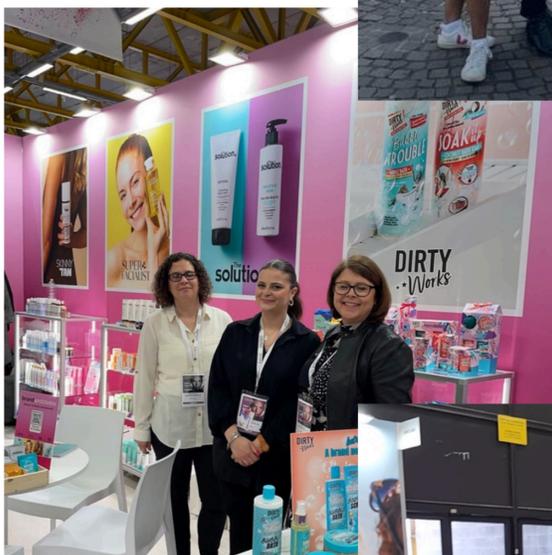
The Team Paints @ The Sea Cadets

Early this year our marketing team headed over to The Sea Cadets in Feltham to help them paint their interior walls. This amazing organisation, entirely run by volunteers, had their roof cave in before Christmas and the building was in a very poor state in general. They recently embarked on an extensive renovation and were in desperate need of volunteers to help them get the hut ready so they could welcome all the children and teenagers back.

Even though many of the Brand Architekts team members hadn't painted before, the work went swimmingly except for a phone that decided to take the plunge into a bucket of paint!!

It was a great day spending time together outside of the office and also give back a bit to the community.

COSMOPROF 2024



Busy Days

As always, it was very busy at Cosmoprof. This year the fair had 3,012 exhibitors and 248,500 visitors. The export team were in back to back meetings with many new prospects and existing customers.

The stand, located in the British Pavillion at a strategic corner space, looked gorgeous. Four of our key brands were in focus: Skinny Tan, Super Facialist, The Solution and Dirty Works.

Trends Spotted

Our Heads of NPD and Brands spent ample time at the fair trend spotting. The industry's commitment to innovation and sustainability continued to take center stage, with many cutting edge eco-conscious formulations, packaging and hair tools showcased.

Wellness continues to drive new launches, with clear evidence that emotion, skin and wellbeing (aka Psyched beauty) are becoming more and more intertwined. Examples of this were the trends for beauty supplements to complement skincare regime, or the emergence of neuroscience backed skincare and fragrances.

Packaging innovations highlighted included mono-material droppers to facilitate consumer recycling, ergonomic designs with curved-style, smarter pumps and applicators for more precise application and dosage, and the use of energising, bolder inks combined with sensorial finishes to enhance consumers' experience and deliver a dopamine effect. A movement away from more natural, soft cues.

Scalp Care was also a hot topic with many targeted serum treatments and hair scalp massagers on display.

Elevated, transformative textures delivering instant sensorial or olfactive gratification were also trending—we spotted the interesting concept of shower steamers which are tablets that upon contact with water foams and diffuses a potent aroma emulating a spa experience. Industry favourites Retinol, Collagen, Hyaluronic and Tea Tree Oil were still favoured by many ingredient-centric brands.

MEET THE TEAM

Renata Signore Compliance Officer

Hello! With my experience in product development and regulatory, joining the NPD team felt like a perfect fit. Within a team where diversity of knowledge is not just valued but essential, every day is a fresh challenge, packed with chances to learn and grow. Being surrounded by a fantastic team makes it even more motivating. It's a mix of getting things done and uncovering new insights, reaffirming my love for the industry. Together, we tackle compliance complexities while pushing the boundaries of innovation.



Chloe Larkins Trade Marketing Executive

Hi, my name is Chloe and I joined Brand Architekts nearly 2 years ago now! I am part of the Sales Team and I work across different retail accounts supporting the Account Managers with things like promotions, getting new products into store and online, tracking sales data and lots more. It's great to be able to work across different retailers to see how differently they work, and I also enjoy seeing what's going on with all our different brands.

Lyydia Vaino Performance Marketing & Social Media Manager

Hi, I'm Lyydia. I joined BA in September as the Performance Marketing Manager but quickly expanded my role to Social Media as well. I work across all our brands leading on our paid ads and organic social, working closely with many of our internal teams. It has been exciting to be a part of the digital strategy with a shift in focus to high growth platforms, such as TikTok. I'm excited to see the results of the campaigns that the team is working so hard on!



Suzanne Marion Management Accountant

Hey guys, I'm Suzanne, Zan for short. I started my role as a Management Accountant two years ago. Having worked in the beauty industry and similar FMCG's in the past, like LVMH, I wanted to stay within this sector. My role is to analyse financial information to conduct key financial data and reports, which aid senior management to make informed business decisions. What I enjoy most with Brand Architekts is to work alongside such a talented and supportive team in an environment encouraging everyone to accomplish the very best they are capable of which has helped me learn so much.

A look into the coming months...

The Brand Architekts team is working on many exciting projects. Super Facialist is launching amazing night creams using our proprietary Resync SleepSmart Complex™ and is rejuvenating the packaging. The Solution will get its own D2C site and is launching a powerful range of Menopause products. Dirty Works is getting a fresh new packaging design and is launching new washing & bathing products plus an extensive range of Christmas gifts. Skinny Tan is busy preparing for an exciting brand rejuvenation later in the year and supporting international distribution gains.