

# BEAUTY DIGEST

Brand Architekts Newsletter



Despite challenging trading conditions in the UK caused by the cost-of-living crisis and an unseasonably wet spring and early summer, which adversely affected the premium self-tan category, the Group continues to successfully deliver its portfolio rationalisation program and exit underperforming & unprofitable brands.

Whilst this has led to a 15% decline in net sales (£17.0m v FY23 £20.1m), this process is in line with our strategy to focus on fewer, bigger, solution-led margin accretive brands. The number of live skus across the Group portfolio reduced by 19% to 248, whilst net inventory reduced by £1.4m. The release of working capital will allow us to target future investment into our Invest brands.

#### Business highlights:

- Super Facialist grew by 17%, fuelled by distribution gains, notably in Holland & Barrett.
- Skinny Tan's new Body Glow launched into Boots, Superdrug, Asda and Tesco. Body Glow is in the top-3 fastest growing value sku in the UK tanning category. Skinny Tan has recently launched into Morrisons.
- Dirty Works launched in 750 Watsons stores in 9 countries, with encouraging sell out results.
- The Solution's net sales were up 43%. The new Solution Menopause range launched on its own website in June 2024 and rolled out to Amazon in July.
- Net sales of Root Perfect grew +14%, driven by strong UK demand for affordable hair colourants and a pan European distribution expansion.

Focussing on margin accretive brands led to our gross profit margins increasing by 1.5% to 41.2% (2023: 39.7%), whilst we significantly reduced our underlying operating losses by £0.8m to £0.4m, because of better targeted advertising & promotions, and the benefit of a full year of operational synergies.

The team's embodiment of collaboration; agility; passion & innovation makes us confident that the foundations we are building will enable us to return to profitability and achieve our medium and long-term goals.

**Quentin Higham, CEO Brand Architekts**

## TOP NEWS

**THE SOLUTION  
LAUNCHES A  
MENOPAUSE RANGE**

**FOUR NEW  
NIGHT CREAMS FROM  
SUPER FACIALIST**

**MORRISONS  
LAUNCHES  
SKINNY TAN**

**NEW DIRTY WORKS  
DESIGN & PRODUCTS**

**SUPER FACIALIST &  
FISH SOHO LAUNCHES  
IN SPINNEYS**



# CROSS-CATEGORY MENOPAUSE RANGE FROM THE SOLUTION

The  
**solution.**

The new range has 6 products: Hydrating Cooling Mist, 3-in-1 Boost Serum, Night Recovery Treatment, Cooling Crème-gel Body Moisturiser, Hair Thickening Scalp Serum and Balancing Intimate Wash. They have been formulated with our unique M:pause Skin Complex, M:pause Hair Complex and M:pause Intimate Complex.

All products, except the intimate wash, have been infused with a grounding, yet mood-boosting fragrance to invigorate the senses. 100% vegan-friendly and dermatologically tested, our products are made with recyclable packaging and the cartons are made from FSC certified carton (Forest Stewardship Council).

## Strong User Trial Results

We conducted an independent user trial with 56 menopausal women over 4 weeks across all products and they were all very well received. Some highlights:

- 94% agreed that the skin felt deeply nourished using the Cooling Crème-gel Body Moisturiser.
- 92% agreed that the Cooling Mist instantly cooled the hot flushed skin.
- 87% of women who tried the Night Recovery Treatment would recommend it to other menopausal women.

## Powerful Technology

### M:pause Skin Complex

- Collagen: Helps protect the skin's firmness and elasticity.
- Ceramides: Helps prevent essential moisture loss.
- Clover: Helps to support peri and menopausal skin.

### M:pause Hair Complex

- 3% Procapil: Patented active that targets the main cause of alopecia to help prevent hair loss.
- Squalane: Helps hydrate the scalp and prevents hair breakage.
- Seaweed Complex: Helps promote hair growth and strength.

### M:pause Intimate Complex

- Aloe Vera: Known to help soothe and hydrate skin.
- Organic Oatmilk: Helps to alleviate discomfort and dryness.
- Prebiulin: Helps balance the natural microbiome.



\*Independent user trial with 53 menopausal women over 2 weeks





# SPOTLIGHT ON PIERRE MALHERBE FMCG 1



Brand Architekts works with many distributors around the globe, they are an instrumental part of our success. Pierre from FMCG1 in South Africa has kindly accepted to be the first distributor to feature in a Spotlight on interview.

## When did you start working with Brand Architekts?

It started mid 2022 when Brand Architekts merged with InnovaDerma. We were very pleased to learn about the merger and took it as a compliment that we were retained as a distributor and were trusted with more brands. Before that, we had worked with Skinny Tan for over 10 years. We were one of the first markets working with the brand.

## Please tell us about FMCG1

It started in 2000 when I decided I wanted to run my own business. I had a more corporate background (started out by setting up the South African market for Energizer batteries) but I was always a very entrepreneurial part of the multi-national business. FMCG1 was started from scratch primarily helping local brands get established in retail to start with, but I soon moved to focusing on international brands since that allows us to build brands from a more long-term perspective.

## Typical day as a South African distributor?

My day typically starts with servicing all the emails, sales monitoring, and cash flow analysis. The rest of the day is often spent on market/trade insights, marketing strategy and marketing activation. Brand equity building is #1 for us. I realised a long time ago that unless you have a strong brand you will not be successful in retail, you need to build the brand awareness.

## Main differences between the UK & South African beauty markets?

Compared to the UK, South Africa is a very young democracy which brings many opportunities but also many challenges (there are 11 official languages to start with). Catering to the beauty product needs of the many ethnic groups is a great growth avenue.

## Favourite beauty product?

My razor from a personal point of view and from a business perspective I would say products that bring out natural beauty.

## What is your biggest accomplishment?

From a personal angle, keeping my wife for 30 years and raising two great kids despite being a busy entrepreneur is probably the biggest achievement. Professionally, I am very proud of the success with Skinny Tan. People thought I was mad when I wanted to launch a tanning brand at a premium price point in South Africa.

## Favourite dish or cuisine?

My wife's lasagne, she is a brilliant chef! Cuisine wise, our preference is Greek food. We have a great local Greek restaurant we often visit.

## Do you have a favourite quote?

My personal quote is "I don't know what I am doing but I seem to be pretty good at it". It pretty much sums up my drive, attitude and what it means being an entrepreneur.

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



# NEW DESIGN & PRODUCTS FROM DIRTY WORKS

**DIRTY**  
★★ Works



## Our Most Global Brand

Dirty Works, our most globally sold brand, has a new modern packaging design and has just launched two exciting products. Dirty Works has been around since 2010 and prides itself of being fun, fragrant and fabulous! The brand is all about the power of a smile and joy giving self-care.

The formulations are rich in skin-loving ingredients and smell divine. To modernise the brand and to better convey the brand DNA, we have given the packaging a well-deserved new look and feel.

The brand has also launched two indulgent new products: Smooth Talk Body Oil and But First Coffee Body Scrub.

## Smooth Talk Body Oil

This is the ultimate leave-on luxury from our signature fragrance family.

The hydrating blend glides on smoothly and absorbs beautifully, leaving a soft and hydrated skin. Contains Argan Oil, Kukui Oil and Moringa Oil.



## But First Coffee Body Scrub

This gentle yet effective formula transforms dry, rough patches into soft and supple skin, leaving it hydrated and pampered post-scrub. Contains Shea Butter, Coffee, Sweet Almond.

The new design and new products will gradually be available across the 40+ markets throughout 2025.





# FOUR NEW SLEEPSMART NIGHT CREAMS

## SUPER FACIALIST



After 3 years of development, we are very happy to launch 4 new Super Facialist Night Creams using our proprietary Resync SleepSmart Complex™.

The Resync SleepSmart Complex™ has clinically proven actives to optimise skin rejuvenation overnight when skin is most receptive to regeneration and repair.

This unique Complex is available across our best-selling Super Facialist ranges: Vitamin C, Retinol, Vegan Collagen and Rosehip. All Night Creams have been dermatologically tested.

Resident Facialist Charlotte Connoley says:

*"I'm so excited to be working with this new and exciting technology within skincare! A night cream that works alongside your skin's natural circadian rhythm to reset the skin overnight meaning you wake up with refreshed and restored skin - it's a game changer."*

### The Resync SleepSmart Complex™ B-Circardin™ (Skin Refresher)

- Ground-breaking active that helps fight the effects of skin damage caused by daily stressors.
- Proven to help restore skin well-being.
- Helps protect against blue light.
- Works in sync with skin's circadian rhythm.

### Fatigue-Fighting Active (Skin Detoxifier)

- Helps support cell detoxification and aid repair of protein structures damaged by glycation.
- Helps regulate skin's melatonin levels.
- Promotes a more radiant and refreshed complexion.
- Combats skin fatigue.



# SKINNY TAN IS ON A ROLL



## Skinny Tan has launched in Morrisons

Skinny Tan continues to grow its footprint.

This time it is UK's 5th biggest grocer Morrisons that has listed the brand in 325 Morrisons stores.

The chain has opted for a tight range of best-selling SKUs: Body Glow Gradual Tanning Lotion, Notox Face Tanning Drops, Self Tanning Mousse, Self Tanning 1 Hour Express Mousse, 1 Day Instant Tanner and Miracle Tan Eraser.



## Prolong Your Glow Autumn Campaign

We all love the confidence boost that a holiday glow can give us. But as much as we love that bronzed look, it can start to fade all too quickly once we're back to our daily routines.

Skinny Tan's autumn campaign provided tips on how to keep the summer glow longer. The campaign was seen across Facebook, Instagram, TikTok, YouTube and Google via influencer activity and advertising. Body Glow Gradual Tan & the Notox Drops were the heroes.



## Peru: Skinny Tan Now in Aruma

Skinny Tan continues to expand its footprint across the globe. This time the brand has made it to Peru.

Peruvian beauty store chain Tiendas Aruma has 90 stores across Peru and Skinny Tan is listed in 55 of those.

They have listed eight products: Tan & Tone Wonder Serum, Tan & Tone Oil, Tan & Tone Face Tanning Drops, Strawberry Self Tanning Whip, Peach Self Tanning Whip, Miracle Tan Eraser, Dual Tanning Mitt and Dry Mist Finishing Spray.



# SPOTLIGHT ON STEPHANIE SHAW



## When did you join BA and what is your role?

I started at Brand Architekts in May 2019 and I am Head of Export responsible for selling all our brands around the world.

## What did you do before Brand Architekts?

I have been in cosmetics and personal care for over 30 years. I always had a passion for the Cosmetics industry and I have worked for small and large (LVMH, L'Oréal among others) companies.

## Tell us about a recent project you are proud of

I have to pick the AS Watsons project given its complexity. We started the conversations in November 2022 and the pivotal moment was when we were invited to their summit in Thailand March 2023. After that everything went quickly although it involved a lot of work across teams (registrations, marketing material, orders) to get all 9 markets over the line. Really great teamwork.

## What is the most challenging market you have worked with?

Export is full of challenges, but I'll pick South Africa due to its economical climate. What is positioned as a "masstige brand" in the UK becomes premium in South Africa because of the restricting affordable incomes. We have done well in the market and that is to a large extent because of our very good partner Pierre from FMCG1.

## What is your main hobby?

I like gardening and DIY. I am the undisputed queen of flatpack furniture, and believe it or not, it relaxes me to assemble an Ikea cupboard!

## Where did you grow up?

I grew up in South of France in a city called Nîmes where the sun shines 300 days per year (where did I go wrong?! ) and where Denim comes from. I remember how I travelled to school every day on a moped! I left Nîmes when I was 18 to study in Paris. I had early on decided that I wanted to work in Cosmetics so my first job was behind the Lancôme counter at Le Printemps.

## What is your #1 beauty product?

"Touch éclat", an excellent and must-have concealer by Yves Saint Laurent.

## Favourite TV shows?

I watch a lot of series. Some with my kids, some with my husband but there are some nobody wants to watch with me, like Viking. Apparently too violent!

## Favourite Book?

We do have a book club among friends and I do read every book that is recommended. My kids call the club the "Gossip Club" because we don't speak much about the books. Our last selected book is "Demon Copperhead", I am half way through...

## An item you would never part with?

Mon parfum biensûr! Irresistible by Givenchy.

## Do you have a favourite quote?

"Attitude is a little thing that makes a big difference" Winston Churchill.

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



# NEW CLEANSING BLM & PRIMER FROM SUPER FACIALIST

## SUPER FACIALIST



### New Super Facialist Cleansing Balm

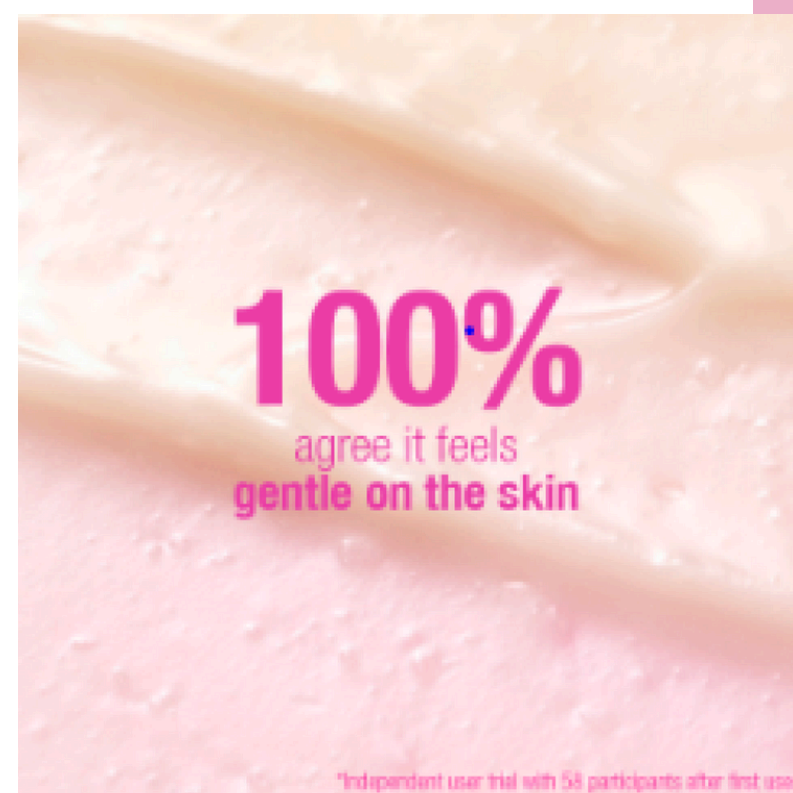
We are pleased to introduce the newest addition to the star-studded Super Facialist cleansing line up; our Rosehip Skin Therapy Meltaway Cleansing Balm. Suitable for even the most sensitive skin, this silky balm-to-oil cleanser delivers a cleansing experience like no other and is the ideal first step of a double cleanse routine.

Blended with 11 skin-loving oils, including Rosehip and Babassu Oil, this luxurious balm effortlessly removes makeup, impurities and daily build-up while delivering a replenishing boost of moisture. Watch the texture transform before your eyes, melting from a solid balm into a silky oil on application to reveal a radiantly clean and renewed complexion.

Boosted with natural antioxidant Squalane and moisture-boosting Hyaluronic Acid to help reveal a softer, smoother complexion, this cleanser is perfect pairing for dry or dehydrated skin types.

The consumer home user trials delivered excellent results:

- 100% agree skin feels moisturised.
- 100% agree it feels gentle on the skin.
- 98% agree skin feels hydrated.
- 94% agree skin feels deeply cleansed without feeling stripped.



### New Skin Perfecting Primer

After the success of our original Super Facialist Fair-Light Skin Perfecting Primer, we have now launched a darker shade suitable for darker skin tones.

The new Medium-Deep Primer instantly primes, colour-corrects, hydrates, and brightens in one easy step. It blends trusted skincare ingredients with colour-correcting pigments to help counteract common skincare concerns and blur imperfections. Hyaluronic Acid helps enhance moisture retention, Niacinamide helps regulate oiliness, and Cica helps to soothe and calm.

Fans use the primer under their foundation or on its own.





# SPOTLIGHT ON SAM SIMISTER, GENM



While the team was developing The Solution Menopause range last year we partnered with the amazing Sam Simister and Heather Jackson from GenM who have been working tirelessly to make it easier for Menopausal women to find products that can help ease their symptoms.

## Can you give us an elevator pitch of GenM?

GenM is a menopause partner for brands, and the home of the MTick, the world's first menopause-friendly symbol for shopping. We exist to ignite retailers and brands, globally, to better understand, support and serve those in menopause, allowing them to search, source and shop menopause-friendly products.

## How did it all start?

When working at Innocent I travelled overseas regularly when one time, I was hit by sudden anxiety along with other symptoms that soon developed that completely knocked me. Woefully unprepared, after some research, I realised that I was perimenopausal and started looking for products that could help me with dry skin, irregular periods, brittle hair however struggled to find products that could support, ease and relieve my symptoms. Frustration built to anger and I felt invisible. Heather and I met in London and I was sad to see that she too was struggling with more challenging symptoms than mine. Knowing one another for many years and as driven and solution focussed women, we decided to do something about it and knowing the importance of insight, started with a thorough piece of research to understand how other British women in midlife were feeling. The result was the Invisibility Report which with compelling data shining such a spotlight on the need for better support, it gave us the confidence to launch GenM with an open letter to brands in the Guardian in October 2021.

## What has surprised you the most learning about Menopause?

The lack of research into women's health to date. The Menopause is a natural transition sometimes lasting for 15 years and affects 1 billion women globally. I see my generation of women as those raising awareness and, in some cases, testing the medical solutions offered to some.

## You are pushing for Menopause Category Directors, why?

If you think about the number of symptoms (48) and the number of potential products to support, ease and relieve these sitting across many categories, you see the issue. Having cross-category menopause Directors accountable for driving awareness, education and visibility through signposting with the MTick will make a significant difference. I compare the vision to the Meal Deal Category. It was only when this category was developed that it became the British success story it is today.

## Other than GenM, what is your "Claim to fame"?

A significant milestone was when I moved to New York with a one way ticket at 28. Working for M&S at the time, this was a formative time both professionally and personally.

## Do you have a favourite quote?

More of a favourite value from Innocent: "Be responsible". It means that you leave things better than when you found them. This is very relevant for what we do at GenM.

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



# BITS & BOBS

CHARLES + LEE



## Spinneys Launches Super Facialist & Fish

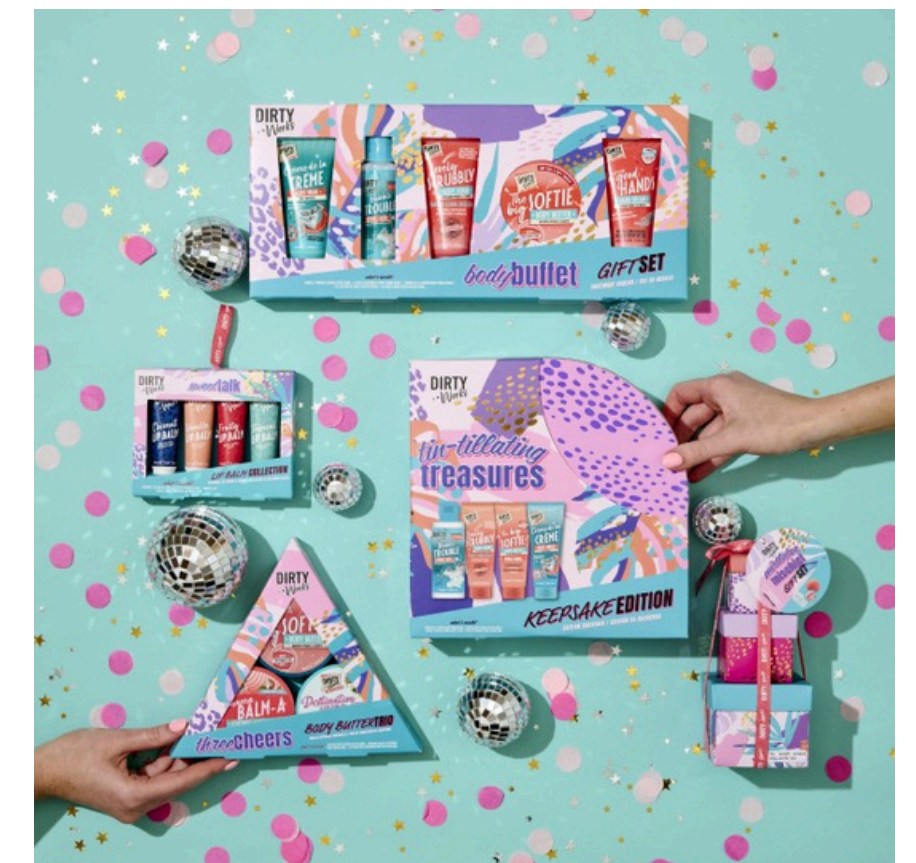
Spinneys is a high end retailer in the Middle East with 74 stores in UAE, Egypt, Oman, Qatar, Lebanon, Pakistan and Afghanistan. They are also the only company to operate Waitrose stores outside of the UK.

Off the back of the great results in Waitrose UK, Spinneys has added 13 skus from Super Facialist and Fish Soho to their assortment in 35 UAE Spinneys and Waitrose stores. Super Facialist is completely new to the region but for Fish Soho it is a very appreciated return.

## Dirty Works Fun & Fragrant Gifts are Here

Keeping with traditions, Dirty Works Christmas Gift offering is rolling out across the globe. The gift sets are overflowing with colour, fragrance and fun - all at an affordable price

This year, 25 countries have launched the Dirty Works gifting portfolio: UK, Taiwan, Thailand, Malaysia, Singapore, Brunei, Myanmar, Turkey, UAE, Qatar, KSA, Nigeria, US, Canada, Australia, NZ, Ecuador, France, Estonia, Czech Republic, Romania, Switzerland, Portugal, Ireland and Iceland. In the UK, Dirty Works Christmas gifts can be found in Sainsburys and on Amazon.



## Charles + Lee New Christmas Gifts

Our no nonsense male Aussi brand Charles+Lee has just launched its Christmas Gift Range on the Charles+Lee Australian website, in Myer, David Jones and on The Iconic.

This year there are 7 sets to choose from, all with a humoristic approach: MR globetrotter, MR irresistible, MR universe, MR maverick, MR smooth, MR mellow and MR daredevil. The retail prices range from \$AU 29-90.

## The Team Helps Habitats & Heritage

Habitats & Heritage is a charity based in Twickenham, London, that takes care of the local landscape, wildlife, ecosystems and heritage. They work with unique green spaces of south and west London, run projects that conserve and enhance habitats, help green-the-grey urban landscape & support community led initiatives.

Despite the very grim weather and the lack of gardening experience for many of the team members, we succeeded to make a huge difference clearing brambles bushes on a local area called Ham Lands. It was a great day spending time together outside of the office and also give back a bit to the community.





# MEET THE TEAM

## Amanda Szallasi Senior Brand Manager

Hello, I'm Amanda. I joined Brand Architekts a little over a year ago as the Senior Brand Manager for both Super Facialist and The Solution. With more than eight years of experience in beauty brand management, Brand Architekts has been the perfect company to further my career and skill development. It's truly inspiring to work on such innovative challenger brands, and I'm thrilled to continue driving their growth alongside my colleagues.



## Aleida Santos International Sales Executive

Hi, I'm Aleida. I joined BA in September as International Sales Executive. My role is pivotal in facilitating international trade and ensuring seamless operations with distributors across Europe, Africa, South America, and Asia. I am responsible for managing the entire export process, which includes preparing and overseeing export documentation to comply with international regulations and standards

## Izzy Price National Account Manager

Hi guys, I'm Izzy. My role as a National Account Manager here at Brand Architekts is to manage commercial relationships & our brands' performance, profitability & presence within 3 key retailer accounts. I have loved working at Brand Architekts in the 6 months since I joined, particularly due to joining a really talented team, working with challenger brands & having visibility of such a variety of functions within the company.



## Amanda Watson Brand Manager

Hi, I'm Amanda. I joined Brand Architekts in July as Brand Manager for Skinny Tan and have thoroughly enjoyed my time here so far. I've worked in the beauty industry for most of my career in various brands including Elemis and Neals Yard Remedies - I absolutely love everything beauty! Its such a great, dynamic team here at Brand Architekts and I really look forward to some exciting times ahead with Skinny Tan!

## A look into the coming months...

We have very exciting times around the corner, Super Facialist will be back on national TV from Boxing Day with a campaign featuring our new amazing Cleansing Balm. Skinny Tan will launch 3 new skin-care centric Face Glow products (incl. SPF) from January and will start the transition to Skin & Tan. Fish will launch a campaign to support the new Curl Cream. Dirty Works continues to roll out its new design and exciting new products. We'll also be attending eCRM in Lisbon February 2-5 and Cosmoprof in Bologna March 20-23.