

# BEAUTY DIGEST

Brand Architects Newsletter



*Despite the challenging global and domestic macro-economic factors, we have made good progress over the last 12 months. We have successfully integrated InnovaDerma and delivered £1.4m of ongoing Opex savings.*

*The immediate business priorities remain driving brand awareness of key invest and nurture brands, delivering revenue synergies through international and domestic expansion, a laser focus on brand contribution and releasing working capital tied up in harvest brands. We remain confident that our brand development and brand reach strategic pillars will enable us to return to profitability and achieve our medium and long term goals.*

#### *Business highlights:*

- Group sales of £20.1m up 41% primarily due to the full year effect of the acquisition of InnovaDerma.
- Underlying gross profit margins increased by 6.2% to 39.7%.
- 49% growth vs the prior year in international channel sales driven by post COVID-19 rebound in volumes from General Merchandise stores across North America and Europe.
- Dirty Works distribution roll out to AS Watson stores in 2023 & 2024 across eight Middle East and Asian countries.
- Super Facialist launches: Clear Skin initially on Amazon, followed by Boots and a new D2C site.

*Over the coming months we'll continue investing in brand awareness and customer acquisition programmes for our Invest brands Skinny Tan and Super Facialist, focusing efforts behind Skinny Tan 's "Glow 365" and Super Facialist' s "Vitamin C+ME" campaigns. I'm excited by the launch of The Solution Menopause range this spring. True to our digital first approach, it will first be available on its own D2C site.*

**Quentin Higham, CEO Brand Architects**

## TOP NEWS

**SKINNY TAN LAUNCHES ON ZALANDO IN 10 EUROPEAN MARKETS**

**SUPER FACIALIST CLEAR SKIN NOW AVAILABLE IN BOOTS UK**

**DIRTY WORKS LAUNCHES IN 10 AS WATSON MARKETS**

**THE SOLUTION IS NOW AVAILABLE IN WAITROSE**

**BOOTS LISTS THE SOLUTION IN UK AND IRELAND**

# CLEAR SKIN NOW IN BOOTS

# SUPER FACIALIST

## Pimple Busting New Range from Super Facialist

Since its launch on Amazon and other digital platforms in autumn 2022, consumers have been raving about the collection of targeted skincare products that tackles blemishes and troublesome spots while still being gentle to the skin.

Due to its online success, Boots has now launched Clear Skin in 277 stores.

## The Science Behind

The Clear Skin range uses a unique combination of ingredients creating a powerful triple complex to fight blemishes, while helping to support the unique skin microbiome.

### Niacinamide (up to 10%)

- Reduces the appearance of acne
- Helps to reduce sebum levels
- Boosts cell energy production and repair
- Strengthens the skin barrier

### Prebiotics

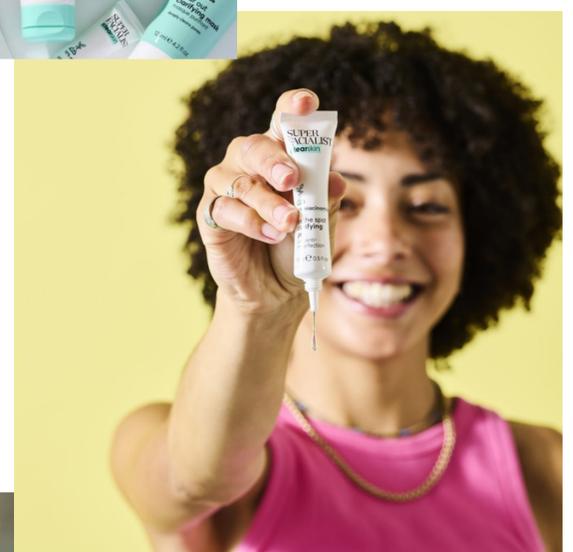
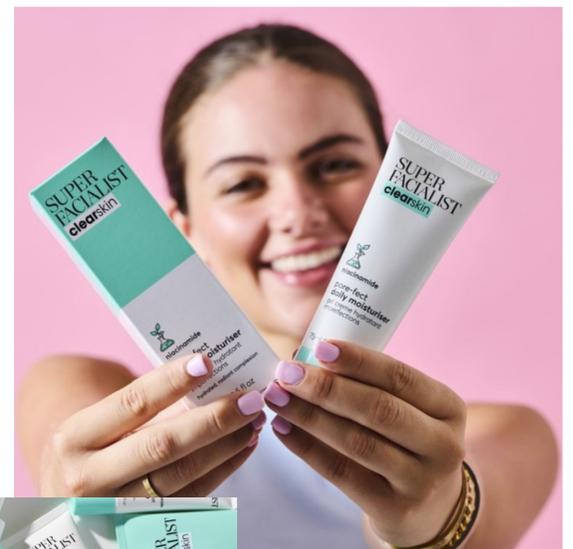
- Extracted from chicory roots
- Preserves and protects the skins natural barrier
- Reduces sensitivity, inflammation and irritation
- Re-balances the human skin microbiome

### Organic Tea Tree

- Soothes and calms
- Helps control skin oiliness
- Prevents skin blemishes and improves appearance
- Provides a subtle uplifting natural scent

## The Clear Skin Range

- Pore Clarity Daily Exfoliator
- Clear Out Clarifying Mask
- Breakout Buster Serum
- Pore-fect Daily Moisturiser
- On The Spot Treatment Gel



# BUSY TIMES FOR SKINNY TAN

# SKINNY TAN



## Cherry Face & Body Tanning Drops

Inspired by the success of our Notox and Wonder Serum Face Drops, Skinny Tan just launched a limited edition Cherry Face & Body Tanning Drops. Enriched with skin-loving ingredients, the face drops gives the skin a natural sun-kissed glow. As with Skinny Tan's other face drops, it is simple to use. Just add the drops into the daily face or body moisturiser for a natural result that develops over 6-8 hours.

The drops contains Natural Cherry Extract, Vitamin E & Aloe Vera for boosted skincare benefit and the fragrance is delicious.

Superdrug has listed the Cherry Face & Body Tanning Drops and it can also be found on Amazon and skinnytan.co.uk.

## Skinny Tan Now in Next's Flagship Store

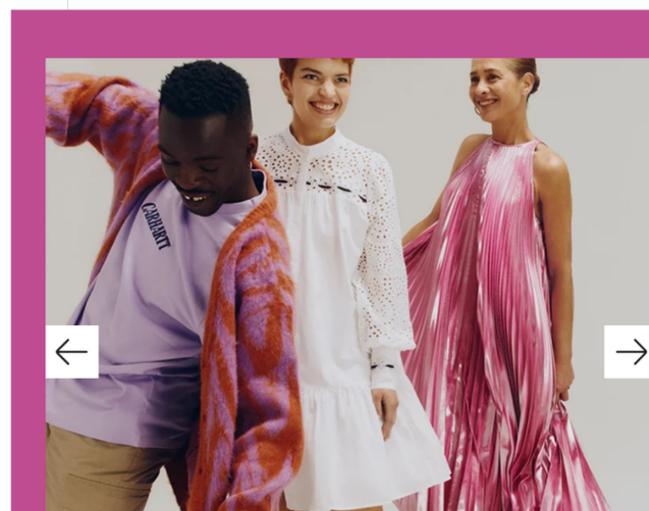
Skinny Tan has been listed in Next's online store since 2020 and is now one of the 100 (of totally 250) brands that have been selected for their brick-and-mortar range.

Skinny Tan is now available in Next's new Beauty Store located in Meadowhall, Sheffield. The store covers 4,430 sq.ft of prime space at the front of the store next to womenswear.



**zalando**  
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## Skinny Tan Has Launched on Zalando in 10 European Markets

The latest milestone on Skinny Tan's global distribution journey is Zalando's pan-European listing. The brand, through our partner Euro Beauty Group (part of PCA), can now be found on Zalando Germany, Austria, France, Italy, Poland, The Netherlands, Belgium, Switzerland, Denmark and Sweden.

A total of 20 products have been listed, including our best-sellers the Notox Face Drops, Notox Face Elixir, Tan & Tone Face Drops, Tan & Tone Wonder Serum, Tan & Tone Oil, Self Tanning Mousse and the Miracle Tanning Brush.

# SPOTLIGHT ON SANDRINE SYLVA



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

I started at Brand Architekts in 2006 and I have done many roles since then. The last couple of years I have been Head of NPD & Insights which entails everything from identifying gaps in the market to project management, product development and commercial negotiations with suppliers

## What did you do before Brand Architekts?

I have always worked in beauty. The first company I worked for was Elemis, back when the brand was born, and stayed there for 10 years. Prior to joining Brand Architekts my employer was Brodie & Stone (behind T-zone).

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

I am proud of many projects but I would have to pick Super Facialist Clear Skin, the new Super Facialist range targeting teens and others with blemish prone skin. It is an exciting project because of the highly efficacious formulations we developed and also because we have stretched the brand to now cater to the needs of the whole family. This is also the first time we took a "digital first" approach launching on Amazon for proof of concept and rolling into retail after. The many amazing reviews are a testament to the quality of the product and I can't wait to see the results.

## Where did you grow up?

I grew up just outside Paris. I came to the UK in 1993 for my studies and I never left!

## What is your main hobby?

Probably gardening and staying fit. I often go running along the river Thames, it is not only great for my body, it allows my brain to switch off from everything else.

## Best book you have every read?

The Alchemist by Paulo Coelho. It is all about achieving your dreams and I have read it many times. He preaches the mantra that you should never stop believing that you can achieve anything you put your mind to, and this is something I live by and try to instil in my children.

## Favourite dish or cuisine?

Yassa, a Senegalese dish made with chicken and lemon. Very simple yet delicious. My favourite cake is a "Fraisier", a French Strawberry cake. I eat it every year for my birthday.

## What is your #1 go to beauty product?

My number one product I swear by is Super Facialist Rosehip Daily Moisturiser SPF15. I could never live without a daily moisturiser.

## An item you would never part with?

Perfume! I don't feel complete without it. Depending on the mood and occasion I switch between Chanel Coco Mademoiselle, Kenzo Flower and Mitzuko from Guerlain.

## Do you have a favourite quote?

Yes, my number one quote is from Michael Jordan, "To succeed you first need to fail".

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

# THE SOLUTION IS ON A ROLL

The **solution.**



## Ecuadorian Consumers Gets The Solution

The Solution, and sister brands Dirty Works and Super Facialist, have just been made available to consumers in Ecuador via beauty retailer DMujeres. It is a chain of stores across Ecuador providing professional and consumer beauty products, as well as hair accessories. All five body lotions and gels are listed in totally 37 stores nationwide.

We are of course very excited and are looking forward to see the response from the Ecuadorian consumers.

## The Solution in Waitrose

Our problem-solving-centric brand The Solution continues its distribution expansion and we are very pleased to announce that three of The Solution's body lotions and gels have just launched in 212 Waitrose stores.

The problem-solving-centric brand has gained distribution in over 20 countries over the last year and next year the brand will extend its portfolio with a Menopause range.

All The Solution formulations are 100% vegan, paraben free, cruelty free and the packaging is made from recyclable materials.

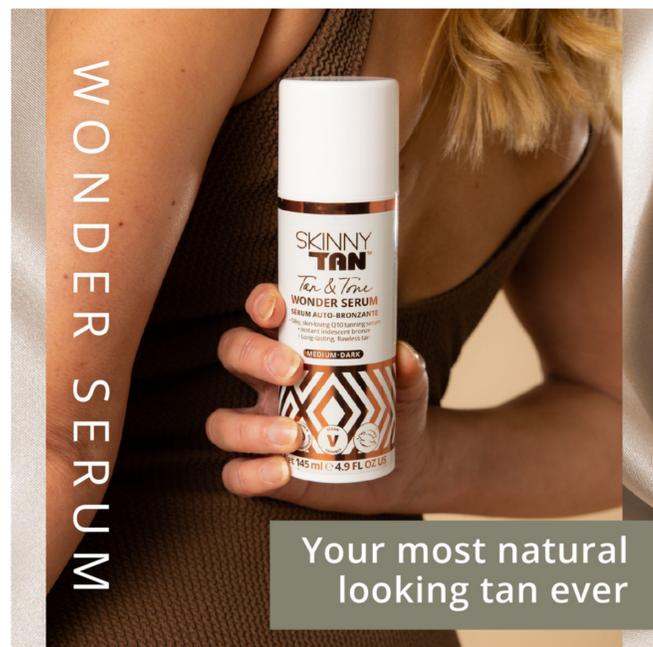


## Boots UK & Ireland Lists The Solution

The Solution continues to expand its global footprint. This time the problem-solving-centric brand has been listed in Boots UK and Ireland.

The range of five efficacious body lotions has just launched online on boots.co.uk, boots.ie and a selection of stores in Ireland.

# SKINNY TAN INITIATIVES



## Wonder Serum Campaign

Since its launch in 2019, Wonder Serum has become one of our most loved products. Its luxurious texture, skin benefits and natural looking results have created a large fanbase in the UK and elsewhere.

This is why it was a natural choice for playing the leading role in this summer's marketing campaign seen across social, press and retail.

The main objectives of the new campaign, in addition to recruiting new customers, was to further strengthen Skinny Tan's premium positioning and convey Skinny Tan's strong skin care credentials.

The campaign reached over 6 Million consumers in July and August.

## This Year's Most Sun-kissed Xmas Gift

Skinny Tan has just launched two new exciting gift sets. Both sets use the same beautiful and practical vegan leather travel bag that went viral on TikTok earlier this year.

The Wonder Collection is exclusive to Boots and contains best sellers like Wonder Serum, Tan & Tone Face Drops, the Wonder Brush and the Dual Tanning Mitt. The Perfect Glow Collection is exclusive to skinnytan.co.uk and contains the 1 Day Instant Tanner, Self Tanning Whip, the Miracle Brush and the Dual Tanning Mitt.



## Glow 365 Campaign

We have embarked on a mission of making fake tanning part of a daily beauty routine.

Face-tanning drops have seen a strong retail growth and our own Notox drops is one of the drivers. We've also seen a couple viral moments across social media and titles like the Daily Express, The Nottingham Post and The Liverpool Echo.

Using glowing reviews like "I've even stopped wearing foundation" and strong user generated before and after images, we've kicked off an extensive brand awareness campaign called Glow 365. The star of the campaign is Notox Face Tanning Drops but our best-seller Body Glow will also feature in the campaign.



# HOT OFF THE PRESS

CHARLES + LEE

*Fish*



## Dirty Works in AS Watson

The Export and Dirty Works teams have been very busy getting everything ready for its launch in no less than 10 AS Watson markets: Thailand, Malaysia, The Philippines, The Gulf, Singapore, Taiwan and Turkey. In addition to a large number of core range products, many markets also carry the Christmas gifts.

We are of course very proud that Dirty Works is sold in by the AS Watson Group, it is the world's largest international health and beauty retailer, with over 16,100 stores in 28 markets, primarily in Asia and Europe.

## Dirty Works Fun & Fragrant Gifts are Here

As every year, the Dirty Works gifts are overflowing with fragrance, colour and fun - all at an affordable price. From fizzy, fun bath bomb sets to bath salts, there is something for everyone.

Dirty Works gifts can be found in Sainsburys, Amazon, and in over 24 countries: UK, US, Canada, Australia, New Zealand, Ireland, Bulgaria, Romania, Greece, Ukraine, Poland, Czech republic, Sweden, Finland, France, Hungary, Thailand, Malaysia, Singapore, Philippines, Turkey, UAE, Croatia and Brunei.



## 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, on The Iconic and in the prestigious Australian department stores David Jones and Myer.

This year there are five sets to chose from, all with its humoristic target male audience: Mr No Worries, Mr Flawless, Mr My Hero, Mr Sharp and Mr Untamed. The retail prices range from \$25-85.

## New! Fish Sea Salt Spray

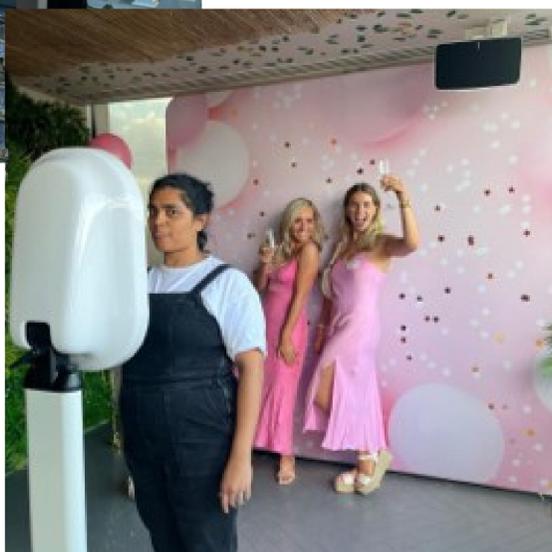
The latest addition to the Fish Soho hair care range is a Sea Salt Texturising Spray. It has just launched in Boots. The sea salt texturising formula helps to add body, definition and hold for a tousled style. It moisturises the hair, leaves no crunch and delivers a frizz free look.

The Salt Spray contains Sea Salt and Magnesium Sulfate (helps adding a flexible texture), Pro vitamin B5 (moisturises the hair and adds shine) and Sea Fennel Extract (rich in peptides, minerals, Vitamins A, C & E). The Sea Salt spray has joined the rest of the range on the new permanent Boots tray.



# 10 YEARS SINCE DRAGONS' DEN

# SKINNY TAN



## Hip Hip Hooray!

To celebrate a pivotal milestone in Skinny Tan's history, the very successful Dragons' Den pitch in 2013, we launched a limited edition Birthday Cupcake Whip and decided to throw a birthday party.

Skinny Tan was invented by Kate and Louise, two British mums who were driven by a passion to combine the best of skincare with an easy-to-apply and very natural looking tan.

After starting out in Australia in 2012, they decided to try their luck in UK's Dragons Den in 2013. The pitch has been hailed as one of the most successful ever on the programme, all 5 Dragons showed interest and they finally partnered with Kelly Hoppen and Piers Linney.

## Limited Edition Birthday Whip

To celebrate this massive milestone, we had to launch a limited edition tanner making our customers smile.

It is based on our successful whip formulation but has a birthday twist to it: the scent of luscious vanilla frosting. The whipped cream texture effortlessly melts into the skin with a cooling effect, developing into a flawless, natural glow in 6-8 hours. It's perfect for even the most nervous of tanners.

The whip has a subtle guide colour and has been formulated with powerful skin-loving ingredients Cocoa Butter and Vitamin E and is free from drying alcohol.

## Celebration in Style

The birthday of course had to be celebrated in style. The event took place at a 10th story rooftop bar in central London with views of key landmarks such as the London Eye and the Shard.

Over 70 guests enjoyed great music, a photobooth, gift bags, an open bar, canapes, birthday cake etc. Guests included press, influencers, customers and suppliers.

# SUPER FACIALIST CAMPAIGN & LISTING



## Vitamin C+Me Campaign

The Vitamin C Cleansing Oil is by far Super Facialist's best selling product and is sold in 20 countries. It has received numerous awards and has accumulated thousands of 5 star reviews over the years.

It was therefore a very natural choice for it to play the leading role in Super Facialist's new marketing campaign "Vitamin C + Me" that can be seen across social media, press and retail.

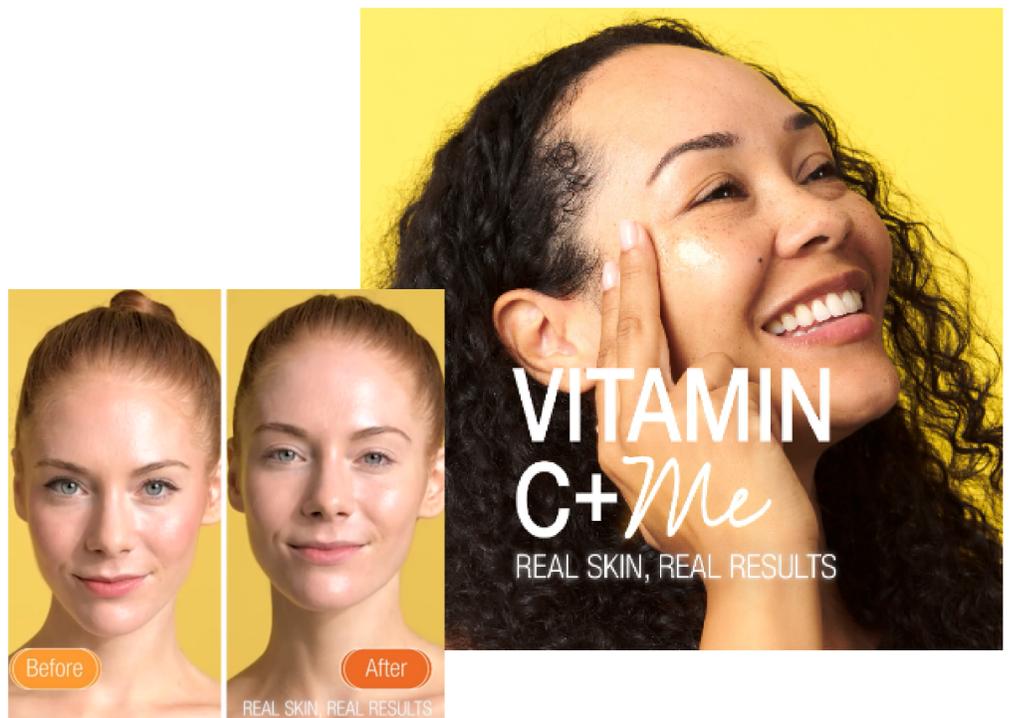
The main campaign pillars are:

- Celebrating real skin, real people & real results
- Empowering people to find confidence and joy in their skin
- Educating how the Cleansing Oil delivers transformative radiance

The skin benefits of the Vitamin C Cleansing Oil are showcased via multiple before and after images and videos, influencer generated content, longer brand videos, and educational blogs.

Our resident skincare expert Charlotte Connolly also shares her top tips throughout the campaign.

The campaign is focused around the Vitamin C Cleansing Oil but also contains other products in the range: Gentle Micro Polish Wash, Skin Defence Daily Moisturiser, Eye Creme and Serum.



## Waitrose Extends the Rosehip Range

Super Facialist is going from strength to strength in Waitrose and two additional lines are now available to the Waitrose shoppers.

Rosehip Miracle Makeover Facial Oil. It is a super nourishing, radiance boosting and skin conditioning oil that contains Avocado, Carrot and Raspberry Oils with soothing Calendula Oil and Brown Algae Extract to moisturise and hydrate dry and lacklustre skin.

Rosehip Hydrate Night Cream. Powered by a well balanced blend of soothing Rosehip, hydrating Cucumber Oil and omega-rich Sacha Inchi Oil that work overnight to help hydrate, smooth, improve the skin's elasticity.

# SPOTLIGHT ON JOANNA MOORE



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

I joined Brand Architekts a year ago when it merged with InnovaDerma but I have worked with Skinny Tan since 2018. In my previous role I took care of a broader set of accounts but today my role, Senior National Account Manager, is more focused managing Boots, Tesco, Morrisons, ASDA and Next.

## What did you do before Brand Architekts?

I was working agency side initially managing in-store activation, experiential and merchandising programmes. Latterly, I was working in POS (Point of Sale) design and production in Health & Beauty retailers like Boots and Superdrug. I've worked with Boots for over 20 years now!

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

We have done a lot of great permanent shelf tray projects lately that, in addition to really elevating the brand experience in store, have seen great sales performance improvements. If I had to pick one project, it would be what we did for Fish. It was a tricky project but we achieved a solution that maximised stock holding for store colleagues and merchandising the products at an angle so you can see the branding and the product name. It was a bit of challenge getting the Boots stakeholders on board with the unconventional design, but we got there in the end.

## Where did you grow up?

I was born in Matlock, Derbyshire. It was mum, dad, me and my little brother. He lives in the US now. I had very supportive parents and I even worked with my dad for a few years. At 18, it was time to leave Matlock for a greater adventure. I only went as far as Derby though, for my Marketing Degree at the University and then onto London.

## What is your main hobby?

I love the great outdoors. I do everything from walking (with my dogs), hiking and horse-riding as often as I can. True crime novels are also a passion of mine and I also follow quite a few true crime podcasts. The gym also gets a fair share of my time.

## Best book you have every read?

Recently, I read War Doctor by David Nott which I found very inspiring. He's a surgeon who works across 3 London hospitals and has volunteered for past 20 years working in conflict zones across the world including Syria, Afghanistan & Yemen. He has saved hundreds of lives risking his own in the process. Most recently, he has set up a charity to fund the training of local doctors so he can impart his knowledge and techniques to save more lives.

## Can you tell us about your dogs?

My dogs are very special to me and are very spoilt. I have two Golden Retrievers. Olly is 13 years and Otto is coming up for 1 year old. They get along really well and Olly is a great role model.

## Do you have a favourite quote?

Yes. One of my favourite celebrities is Dolly Parton. Growing up, my father only had 3 cassettes in the car, one of them was Dolly Parton so I got hooked on country music early on. It wasn't cool to like her back then, so I had to keep it a secret. Dolly said "If you want rainbows you have to put up with the rain".

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

# REJUVENATED MEN'S RANGE

## SUPER FACIALIST

### Super Facialist for Men

The second pillar of the Super Facialist brand family, the men's range, has received an exciting packaging refresh to further enhance the products solution-focused qualities.

Super Facialist for Men was born in 2019 as an addition to the successful Super Facialist for Women portfolio created in 2012. As with the original brand, all the Super Facialist for Men products have been developed to create an ideal skincare regime, without overcomplicating it or breaking the bank.

Using a combination of high performing scientific ingredients, natural extracts, luxurious textures and great aromas, Super Facialist products deliver all the skin needs.

In addition to the new look, we also took the opportunity to improve the sustainability profile. The new packaging is now made with a minimum of 70% PCR plastic and is 100% recyclable.

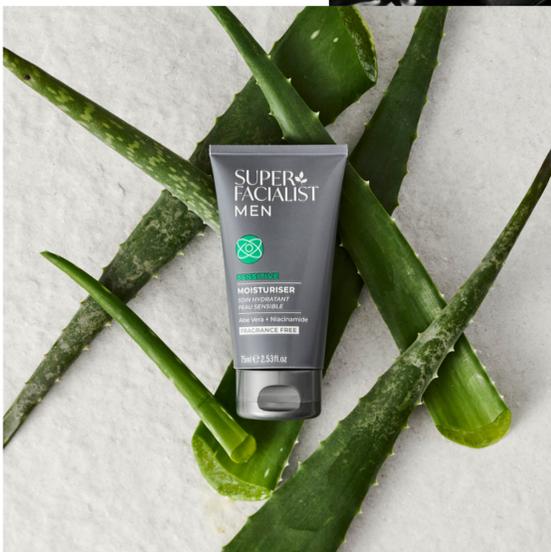
### The Range

- Pore Clarity Daily Exfoliator
- Clear Out Clarifying Mask
- Breakout Buster Serum
- Pore-fect Daily Moisturiser
- On The Spot Treatment Gel

The new packaging is gradually rolling in across channels. The range is currently available in/on Waitrose, Amazon and [www.superfacialist.co.uk](http://www.superfacialist.co.uk).

### Resident Skin Expert Charlotte:

*"Keeping the skin hydrated will help boost collagen, reduce redness and inflammation, as well as target fine lines. Keeping the skin moisturised as a whole is really beneficial, so it's something that should be done daily by everyone - regardless of gender."*



# MEET THE TEAM

## Toni Paine Head of Brands

Hi, I'm Toni. I joined the business back in July and have loved every day since. With 20 years marketing and product experience in beauty and personal care, Brand Achitekts felt the perfect fit. It's an amazing team to be part of and I'm really excited to see what we can achieve together. Our digital first strategy and laser focused plans are key to our continued success and I look forward to sharing the fruits of our labour in the very near future.

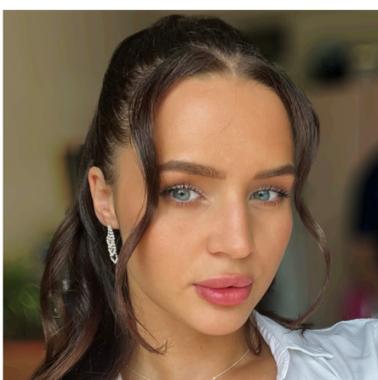


## Nicole Parris Commercial Assistant

Hi everyone, I'm Nicole, and I became a part of Brand Architekts back in March, taking on the role of National Account Executive in the sales team. In my role I work with Amazon and various online retailers. I've had a fantastic start in my position, and I'm excited to further my growth and learning opportunities within my role and Brand Architekts.

## Diyora Kamolova Junior Brand Manager

Hello, I'm Diyora and I joined Brand Architekts in August 2023. With experience from Nestle and Henkel in FMCG and beauty care, I now lead MR Expert Solutions and assist with Dirty Works projects as a Junior Brand Manager. It's exciting to get involved with two brands that have very diverse audiences. Working in an experienced and supportive international team is a true pleasure for me!



## Linda Lasmane Junior Brand Manager

Hello, I'm Linda and I've been a Junior Brand Manager for Super Facialist since October 2022. My role is to support the brand with all things marketing, product, and everything in between. It's been a steep learning curve, but I wouldn't change it for anything. Everyday brings a new adventure and as the brand voyages into new horizons, I look forward to being aboard the ship of possibilities!

## A look into the coming months...

Despite a challenging trade situation, the Brand Architekts team is getting distribution traction and is working on many exciting projects. Skinny Tan is soon extending its distribution and there are amazing product news around the corner. Super Facialist is also extending the distribution and is amplifying the Vitamin C+Me campaign this spring. The Solution is launching a D2C site and a Menopause range this spring. We'll also be attending Cosmoprof in Bologna March 21-24 and we hope to see as many customers, prospects and suppliers as possible.