

# BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



Welcome to the fourth edition of Beauty Digest. This quarter has flown by, and yet another busy one for Brand Architekts.

Most of our re-brands and launches are now live and the overall results are incredible as you will see in the next few pages. We also have the exciting news that our first-ever marketplace, The Unexpected Store, is now LIVE!

Along with all of this excitement, we have also welcomed many new faces to the Brand Architekts team! Please read on to meet these new employees and to see sneak peaks of the site, with even a Q&A from the Head of Digital, Saif Pathan.

*Ellice McGonnell*

"Wow - a big thank you to the team and all our external partners (suppliers and customers alike) for implementing a number of key transformational tenets. In the last quarter we relaunched five brands, as well as launch our own DTC marketplace - the unexpected store. Everyone has worked tirelessly and I am very proud of the team's fantastic achievement.

The brand relaunches and the launch of the unexpected are two drivers within our Brand Development and Brand Reach strategic pillars. The real test is now to successfully roll out these brands to a wider distribution base and effectively build and trade our online community.

Although it feels a little early, I hope everyone has a fun filled and joyous festive quarter. "

**Quentin Higham, CEO Brand Architekts.**

## TOP NEWS

### THE UNEXPECTED STORE LAUNCH

### DR SALTS RE-LAUNCH

### KIND NATURED LAUNCHED IN SWITZERLAND

### DIRTY WORKS DESTINATION: HAWAII LAUNCH

# QUARTERLY REFLECTION

## Jo Hutton - Commercial Director

*"To echo Q, it has been a brilliant year for transformation and change. I'm so proud of what we have achieved in this incredibly short amount of time. Now we have everything in place & we are working more collaborative together I'm excited to land some of our key distribution wins. The next 3 months are critical to landing these plans & all of us across the commercial function will be working as one to make this happen."*

## Charlotte Lee - Financial Controller

*"After being out of the business for nine months I'm amazed by how much change the team have had to navigate while delivering their day jobs, and they're still smiling!  
It shows what a fabulous team we have and I'm proud to be a part of the exciting future we have together."*

# TOP NEWS

## Dr Salts Re-Launch

It's here! Our brand new Dr Salts+ range and it's even better for the planet than before.

Our New Product Development team have been busy creating more sustainable packaging and formulations for Dr Salts+. All of our salts will now be Epsom due to sustainability issues in sourcing other salt types. You will also see the salts in a cardboard ridged tube rather than the old plastic pouch in order to reduce plastic waste AND all packaging is 100% recyclable. Never know how much salts to use? Don't worry, we have got this covered...just use the lid to measure out the correct salts for the perfect salt bath.

We have focused on using premium essential oil blends that are 100% natural. The range will see some old favourites like Muscle Therapy, Calming Therapy and Post-Workout Therapy as well as a brand new Recharge Therapy which focuses on promoting a positive mind and mood.

On top of this, we still have our shower gels in the same 4 therapies, all in a newly updated and more sustainable tube.



Recharge Therapy Salts showing lid to measure



All Dr Salts+ shower gels

# TOP NEWS

## The Skin Perfecting Primer Launch!

In the last edition, you may remember a lot of exciting pre-launch announcements, one being the Super Facialist Skin Perfecting Primer. Well, it's now launched!

This hybrid product expertly blends trusted skincare ingredients with colour correcting pigments to blur imperfections and counteract redness, sallowness and dullness. It's also supercharged with Hyaluronic Acid, Niacinamide and Cica to hydrate, control oil, improve skin texture and comfort your complexion.

The launch teaser posts included lots of interactive assets and graphics which shows how beneficial this primer can be.



*Skin Perfecting Primer graphics*



## Dirty Works Destination: Hawaii range

Dirty Works are whisking you away to the tropics from the comfort of your own home with their brand new Destination: Hawaii range!

This range includes Moisture Miracle Body wash with Pineapple Extract, Macadamia Oil and Hibiscus Flower. There's also Destination Hydration Hand and Body Lotion, Clean Team Hand Wash with Exotic Papaya and Aloe Vera Extract, and finally the Pineapple Fizz Bath Bomb, with a scent that's 'good-enough-to-eat'!

This launched in early September and I'm sure you can agree the packaging will definitely stand out on shelves and look even better in your bathroom.



*Brand new Dirty Works Destination: Hawaii range*

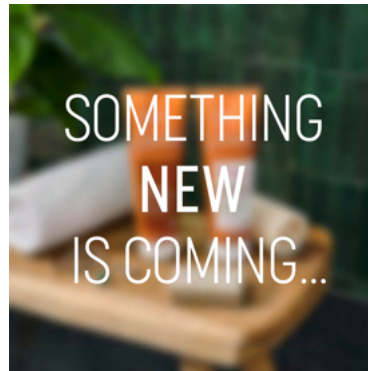


# TOP NEWS

## Kind Natures Re-Launch

We announced Kind Natures's re-launch in the last volume, with re-designed and eco-friendly packaging and a range of Haircare, Footcare and Washing & Bathing lines.

Since our new marketplace website was in the midst of preparing for launch, Kind Natures only launched in Boots and Amazon. An Instagram teaser campaign sparked excitement for customers and we were very excited to show off our new products that are 100% recyclable, 97% natural, Vegan-Friendly and with lead sustainable ingredients. Plus a percentage of sales goes to our partner, the Be Kind Movement.



Teaser posts on the socials



Full Kind Natures Range



Kind Natures Body in Superdrug



Argan+ Moroccan Argan Oil B&B range

## SenSpa Re-launch

The BA team have partnered up with the experts at SenSpa to develop a line of luxurious products, from natural bath and body to hair care products that deliver the ultimate at-home spa experience.

The range consists of 5 regimes including Nourishing and Reiving, all including a handpicked selection of botanical and herbal ingredients alongside cutting-edge actives for a range of products that work for everyone.

Every product is also 100% recyclable, tubes are made from a minimum of 30% recycled plastic and all cartons are FSC approved. The brand also continues to be 97% natural, vegan friendly and leads with sustainable ingredients.

## Meet the new Argan+

Our ingredient-led brand known for high-quality formulations that deliver excellent results is here...with new and improved packaging and formulations.

With multiple regimes across bath, body, hair and skin, each product contains our unique 5-Oil Blend, a 100% natural combination of precious Moroccan Argan Oil with 4 other nutrient rich oils, Baobab, Kukui, Moringa and Sacha Inchi, all selected for their nourishing and restorative properties.

Every product is 100% recyclable, with each made from a minimum of 30% recycled plastic. All cartons are FSC approved.



SenSpa Nourishing range

# TOP NEWS

## THE UNEXPECTED STORE LAUNCH



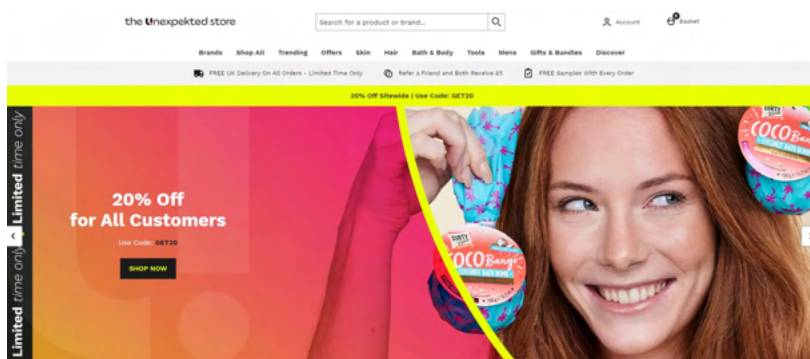
We bring you the newest beauty retailer on the block!

Our new marketplace has officially launched! With the help and partnership of THG Ingenuity who have previously created world-leading e-commerce platforms, the Brand Architects team has worked on an impressive time frame to create The Unexpected Store. This showcases all of our products in one place, from 14 of our own brands all created and developed by our in-house team of beauty experts.

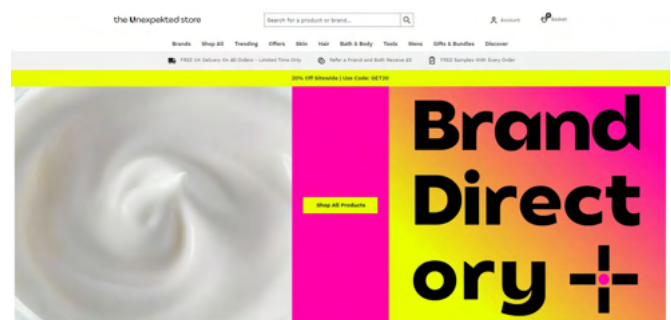
The digital team continues to work extremely hard behind the scenes, in order to deliver an all-round valuable experience, going beyond the expectations of what everyday beauty looks and feels like. Many more features will be added in due course like blog content, how-to videos, AND unexpected moments. Our aim is to create a destination for a community of like-minded beauty lovers that we can learn from and reflect on. We want The Unexpected Store to evolve into a community-driven store, allowing beauty enthusiasts all over the world to influence what comes next.

In this Beauty Digest, we will show you snippets of what the website looks like and what it features. Please read on to the next page for a Q&A with the Head of Digital, Saif Pathan, explaining the website in more detail.

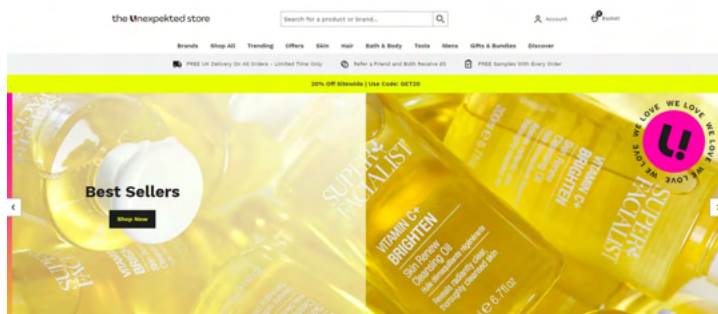
A huge shoutout to the Head of Digital, Saif Pathan, and Digital Manager, Kim Dibble, for their hard work and long hours in creating this incredible site!



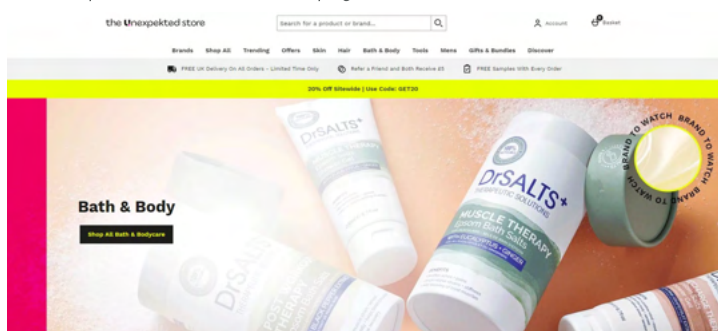
The Unexpected Store Homepage



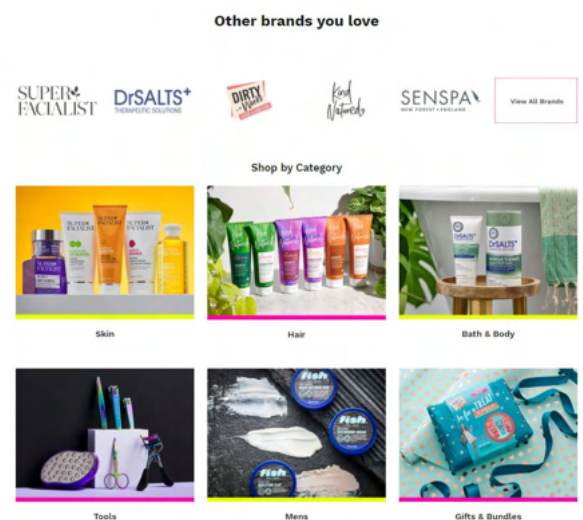
The Unexpected Store Brand Directory



The Unexpected Store Best Sellers page



The Unexpected Store Bath & Body page



The Unexpected Store bottom of Homepage. 'Other brands you love' and 'Shop by Category'



# A Quaterly Catchup

*In this edition, Saif Pathan, our Head of Digital, discusses the launch of The Unexpected Store in more detail.*



## Get to know...



**Saif Pathan**

**Job role:** Head of Digital

**Current obsession:** Dr.Salts Muscle Therapy

**Can't wait to try:** SenSpa Reviving Body Wash

**Can't go a day without:** Coffee

## Why do you think The Unexpected Store is a great move for the company?

The launch of The Unexpected Store is a pivotal moment for Brand Architects. For the first time we have a single site that brings together the entire product portfolio. It is built on a world-class ecommerce platform and operated by a hugely successful ecommerce partner - THG Ingenuity.

This is a powerful combination since it offers consumers access to a broad set of products via an exciting new website and paves the way for further innovation including new products and services and of course expansion into international markets.

## How did the name 'The Unexpected' evolve?

The team spent a long time reflecting on and exploring what our core values are, who our consumers were, what we wanted to offer them and how we were different from other beauty websites or retailers. We decided on Unexpected because it captured a central theme of going beyond what people expect of the so-called everyday beauty - the middle-of-the-road brands and products that are often unsung heroes. We believed we could exceed these expectations and provide something unexpected! The final twist was using the deliberate mis-spelling as homage to our corporate name by using the 'K' instead of the expected 'c'.

## How is The Unexpected Store different and stands out from other marketplaces?

As a marketplace TheUnexpectedStore offers all the usual features and functionality you'd expect and has some new features that we previously didn't offer like being able to set up regular subscriptions for individual products, the ability to create your own bundles and enjoy a discount and a wide range of payment options. The Unexpected stands out in a couple of key ways, firstly all the products are our own brands we're not simply a reseller. Secondly, we have the ability to connect our product development and brand-building experience and skills with our consumers to develop new products by listening and responding to their needs.

The first phase of our site is now live but we are already working on further enhancements, this includes adding much more content to educate consumers, provide inspiration and share our knowledge of beauty and personal care. The most exciting piece though is the building of a new community of people who may already know and use our products or are new and curious to learn more. We want this community to become a forum where people can share their experiences, ideas and offer advice or simply chat - we believe this will give a voice to that mainstream everyday consumer that are not currently offered that.

## What was the most exciting part of the web development?

As an ecommerce professional the whole process is always exciting. The opportunity to create something new and build a website and watch as it takes shape. If I had to pick a specific part, I would say it is the visual design, the wireframing where we decide on layouts of each page and consider the journey through the site. Going from the initial blank sheet of paper to a finished web page is very satisfying.

# A SNEAK PEAK OF THE NPD's...

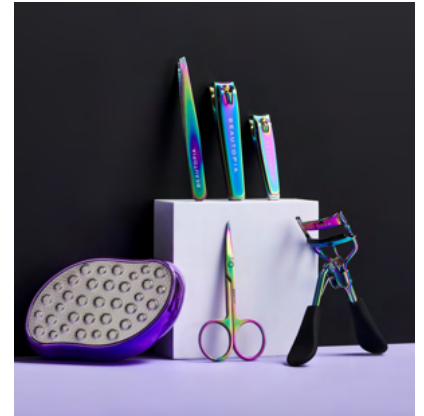
*The brand managers have squeezed some time in to tell us about the new product launches in the next quarter and to give us a little sneak peak of the designs.*

## Beautopia

Are your beauty tools ready for a glow up? Beautopia is back with the luxe leopard-print collection featuring a wide range of products from beauty brushes to must-have kits!



Beautopia Brush Kit



Beautopia Tools

## Christmas Gift range

Never ending Christmas lists? Enjoy stress-free Christmas shopping with our new range of gifts for everyone on your list; from the beauty junkies to those you never see without a lip balm! Our Christmas Gift range includes Happy Hooladays, The Groom Room and Get Fruity. There's something for everyone with our wide range of sets starting at just £2!



The Groom Room Collection



Happy Hooladays Cocktail Stack

## Dirty Works skincare

Dirty Works' new Good to Glow skincare is all about boosting radiance and energizing tired complexions. Combining on-trend, recognizable ingredients Vitamin C and Hyaluronic Acid into a glow boosting cocktail to help brighten and enhance skin's natural radiance. The range will launch with six products designed to be used daily for optimum results: Cleanser, Wipes, Mask, Scrub, Moisturiser and Under Eye Masks. The team are really excited to see the launch brought to life in the next few months!



Good to Glow Skincare



# EXPORT NEWS

## NEW Kind Natures launched in Switzerland!

The brand new Kind Natures range has launched in Switzerland!

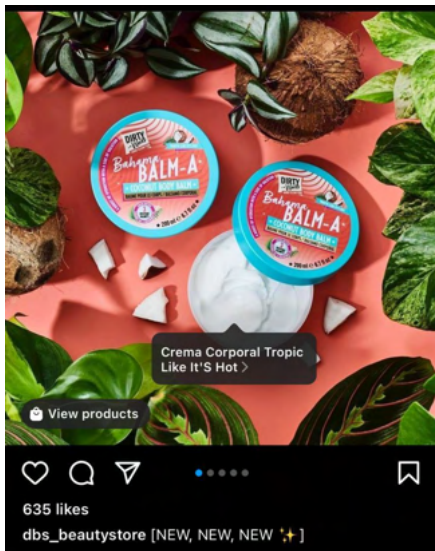
Kind Natures is now in 60 Manor stores with a dual location in Switzerland. They have also featured in the September edition of their Beauty Days catalogue.



Kind Natures in Manor, Switzerland



Kind Natures featured in the Beauty Days Catalogue



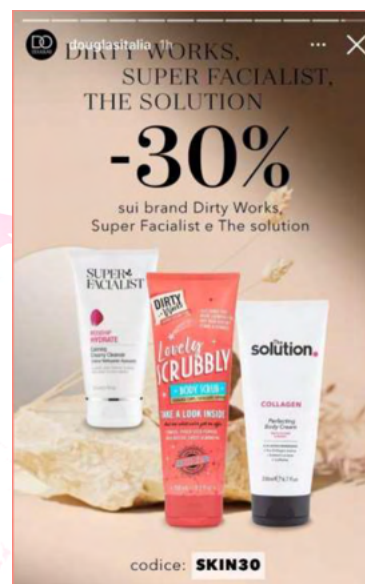
Dirty Works, featured on DBS Beauty Instagram

## Dirty Works Instagram promotion in Chile!

Our partners in Chile, DBS Beauty posted a Dirty Works promotion on their socials, with the plan to post monthly to promote the brand. They have an impressive following on their Instagram with 350k followers. The post on the left received 640 likes.

## Douglas Italy's continued success

Douglas Italy online has been performing extremely well since its launch. Their Instagram has a vast following of 344k which attracts a lot of attention for our brands listed including Super Facialist, The Solution and Dirty Works. Social media and promotional plans are in place to continue the growth.



Douglas Italy Instagram Story



# LISTINGS NEWS

## Root Perfect is now in Morrison's!

The brand new Root Perfect design is now listed in Morrison's! The 75ml range is launching in 300 stores for the incredible price of £4 for launch, the price will then crunch down to £3 in the next few months. As you can see from the image to the right, this is an impressive price difference from competitors and the new sleek design stands out on shelves.



Root Perfect in Morrison's.

## Super Facialist launches in Tesco's!

In July, Super Facialist launched in 38 Tesco stores. This is part of Tesco's new initiative of Beauty World.

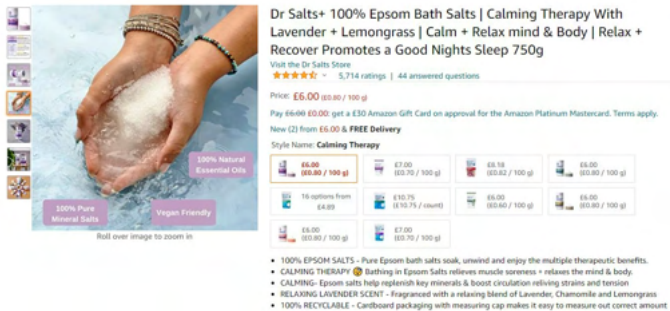


Super Facialist products in Tesco's

## All NPD listed on Amazon

The E-Commerce team has worked hard in order to get all NPD brands listed on Amazon and by optimising the listings to their best potential. This means the whole portfolio now including Dirty Works is all live on Amazon!

It's a constant job in order to keep the listings updated and looking their best which the team will continue to concentrate on.



New Dr Salts on Amazon with engaging content

## WHAT'S NEW?

### New Employees:

## Filip Janocko - Far East & Supply Chain Co-ordinator

"I have recently joined Brand Architekt as Far East Shipping & Supply Chain Coordinator. I have obtained experience in Supply Chain in companies such as Cornerstone, Double Dutch or Made.com.

Outside of work I like to play tennis as I have been playing tennis for more than 15 years. I have already met a few people in person, but I would like to get to know all of you. I'm looking forward to working with you all"



# WHAT'S NEW?

## New Employees:

### Christie Britton - Junior Brand Manager



"I joined the team recently and am in my third week at BA as a junior brand manager. I will be looking after The Solution, RSC and Beautopia.

Prior to joining the team, I worked as assistant marketing manager at Boots looking after a variety of categories focusing predominantly on ATL marketing across the UK business. During my time at Boots I also heavily promoted sustainability which is big passion of mine and championed diversity and inclusivity within our campaigns.

Outside of work, I live with boyfriend and our pets – our cat named Ollie and our new puppy Chester. I am extremely passionate about sustainability and making our lifestyle as eco-friendly as possible as well as commitments against animal testing. I love to drink Water ensuring I have 3L at least every day – so you'll rarely see me without my Chilly's bottle!!"

### Al Webb - Senior National Account Manager

"I joined BA as a Senior NAM at the end of August in the Grocery team. My background is quite varied, I started off working in the music industry (music is my first love) and somehow migrated into Beauty Buying on the High Street @ Superdrug. I spent 8 years there working across various categories, working across all of the buying areas such as Hair, Toiletries, Healthcare and Cosmetics. In these roles I always wondered what my NAM's did, generally turn up late with a deck and some dubious numbers. I now know what they do now that I am sitting on the other side of the table!

My last roles have included a stint looking after Asda at Henkel and some consultancy work for Feel Unique last year. I've really enjoyed my first month at BA, the team are great and I'm really looking forward to taking on the challenge of growing the footprint of our brands across the Grocery sector. I'm also looking forward to the Conference in October where I can get to meet those that I haven't already in person."



### Cat Bricknell- Intern

"I am studying Fashion buying with marketing at De Montfort university and I have joined BA for a 12 month internship as part of my degree. I am working with Sandrine and Sue on new product development which I am really enjoying. I have also been helping out with some projects for digital and social media which is very fun! I have had such a warm welcome and I am excited to keep learning from everybody at BA."

### Miguel Guevara - International Account Manager

"I joined Brand Architekts as International Account Manager at the end of Sep 2021. I'll be responsible for North (TJ Maxx) & South America (Mexico, Chile, Peru), South Africa, and Southern Europe. I've worked as an international sales manager for around 9 years, most recently as an International Key Account Manager at Ahmad tea looking after China and LATAM, but previous to that, I worked in the cosmetic industry for 8 years. I'm thrilled to be joining such a dynamic team at BA; everyone I have met so far has been very welcoming and friendly and I'm looking forward to meeting more of you in person in the coming conference"





## New Employees:



### Kimberley Baldwin - Brand Manager

"I have re-joined the Brand Architects team as Brand Manager for Kind Natured, Fish & Mr, having previously worked for Brand Architects as Brand Manager some years ago.

It's lovely to see the great things the team have accomplished since I left, including some incredible brand design refreshes and the move towards D2C marketing with the launch of The Unexpected Store. I am thankful to be back working with such fantastic brands and inspiring people.

Having worked on overarching marketing and PR campaigns in my previous role, I am keen to work with the team and our external stakeholders to raise brand awareness in-store and online maximising the brands growth potential."

## EMPLOYEE RECOGNITION AWARD

### July

The winner of July 2021 Employee Recognition Award goes to... **NAOMI BAYNE!**

Naomi was nominated for "her amazing work ethic. Since arriving, with Charlotte going on maternity leave after a short handover, her commitment to get her day job done, alongside year-end, implementation of Sicon WAP and I have no doubt so much more we do not know about, has been second to none. She has time for everyone no matter how busy she is, so supportive and above all an absolute pleasure to work with". Naomi was nominated for "tremendous work ethic, she is an inspiration - very calm and efficient" and finally Naomi was nominated "for managing to do a stressful job, but being very kind, supportive, helpful and always smiley".



### August

The winner of August's 2021 Employee Recognition Award goes to... **HANNAH PARKER!**

Hannah has received the most ever nominations with 5!

The reasons for the nominations were for "always being there for her team when they need it, and for remaining supportive and available despite being down team members." Hannah was also nominated for being "a huge support with Waitrose" and for being "hard-working and dedicated, taking on whatever is thrown at her. Hannah has recently taken on so much, yet always seems to stay calm and supportive to those around her- she really is an inspiration". And lastly, Hannah was nominated for "her tireless work over her 10 years at BA. Whatever the challenge Hannah has accepted it, all while supporting her colleagues...She is a fantastic asset to the business."



### September

The winner of September's 2021 Employee Recognition Award goes to... **KIM DIBBLE AND SAIF PATHAN!**

Kim received 4 individual nominations for her "hard work and dedication into launching The Unexpected store", "working diligently on all aspects of development of Unexpected..." and "...for managing her incredibly high workload with a smile and sense of humour".

Saif was nominated 3 times, "for all his work on the launch of The Unexpected. He has kept so calm under so much pressure to get the project launched on time", "for his fantastic collaborative style, which has produced some amazing results & brought the team together" and "for showing great patience, resilience and helped to steer the business through uncharted waters".

Finally, both Kim and Saif were jointly nominated 5 times for all their work on The Unexpected Store. It was an unanimous vote for their fantastic work on the new site! Congratulations to you both!



# AS SEEN IN...

The top media coverage of the quarter

## Super Facialist Vitamin C Oil spotted in the Daily Mail!

In an article titled, '**Amazon shoppers say this Vitamin C Cleansing Oil is the secret to glowing and hydrated skin - and it's now on sale for just £7.50**', the Super Facialist cleanser is described as a cleanser that melts away every trace of makeup, leaving your skin soft and glowing. The article then goes on to say that the 'hugely popular' cleansing oil has over 2,000 five-star reviews and that 'Customers love the cleanser for its nourishing formulation and skin brightening properties.' Others praise it for its ability to leave skin 'clean and hydrated', noting how it 'lasts for ages' and 'works well at removing waterproof mascara'.

## Amazon shoppers say this vitamin C cleansing oil is the secret to glowing and hydrated skin - and it's now on sale for just £7.50

By EMILY KNOTT FOR MAILONLINE

PUBLISHED: 13:26, 9 September 2021 | UPDATED: 10:27, 10 September 2021

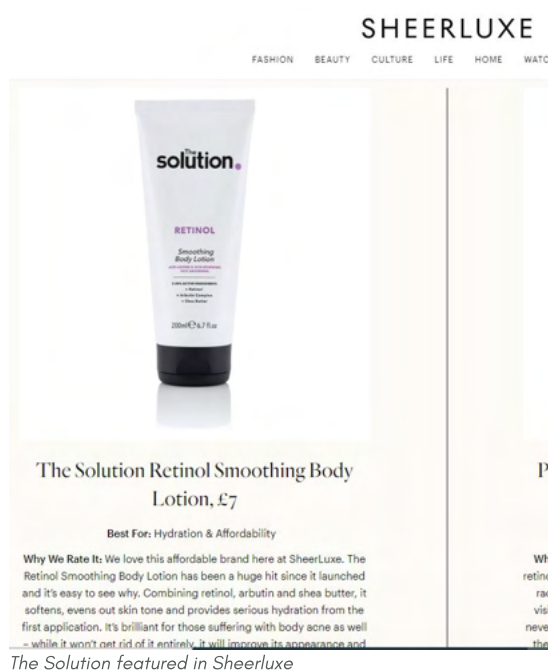


Products featured in this Mail Best article are independently selected by our shopping writers. If you make a purchase using links on this page, we may earn an affiliate commission.

If you're looking for an affordable facial cleanser to melt away every trace of makeup, leaving your skin soft and glowing, this customer-loved **cleansing oil** is a top-notch choice.

The **Super Facialist Vitamin C Skin Renew Cleansing Oil**, which is on sale at Amazon for just £7.50 (was £10.99), is a hit among thousands of skincare lovers who describe it as a 'beautiful cleanser' that 'leaves your skin refreshed, smooth and with a glow.'

Super Facialist Vitamin C Oil featured in Mail Online



The Solution featured in Sheerluxe

## The Solution featured in Sheerluxe

Sheerluxe wrote an article titled, 'Why You Need A Retinol Body Lotion' and The Solution Retinol Smoothing Body Lotion was featured! It was included in a lineup with 6 other Retinol body lotions and it was described as best for 'Hydration & Affordability'.

The article then went on to describe their favourite thing about the product is 'how quickly you see results- if you apply daily you'll start to see a difference to your skin within a week'.

## FISH featured on Steps Packed Lunch on Channel 4!

FISH has featured in some great content on Steps Packed Lunch on Channel 4! They had a 'Male Masterclass' Segment where they mentioned products for men that you can purchase at Superdrug.



FISH on Steps Packed Lunch on Channel 4

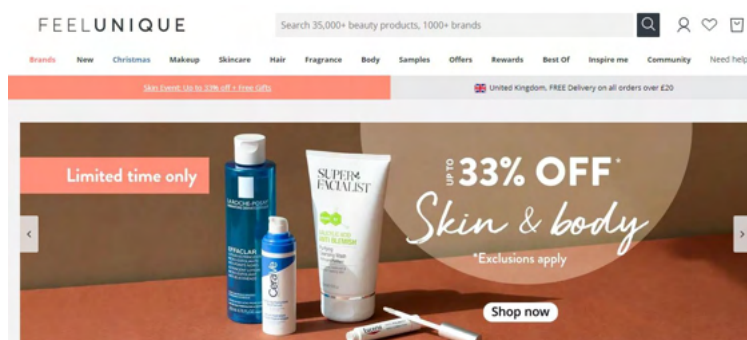


# AS SEEN IN...

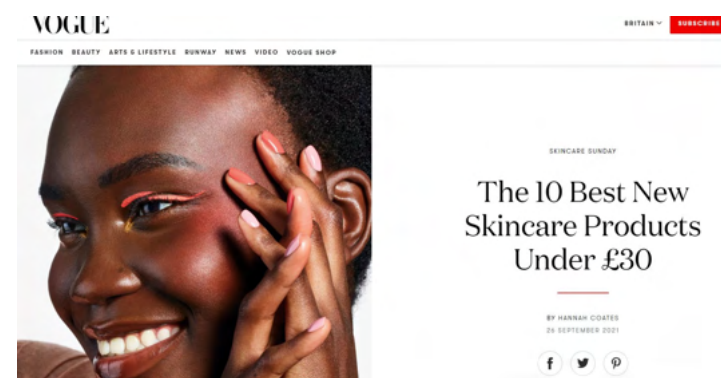
*The top media coverage of the quarter*

## Super Facialist featured on Feel Unique's homepage!

Feel Unique had a 33% off skin & body event in late September where Super Facialist was featured on their homepage and email send out! This is a great opportunity for Super Facialist to showcase their products to the loyal customer base of Feel Unique.



*Super Facialist Salicylic Acid Cleansing Wash on Feel Unique*



*Super Facialist Hexapeptide-9 featured in Vogue.*

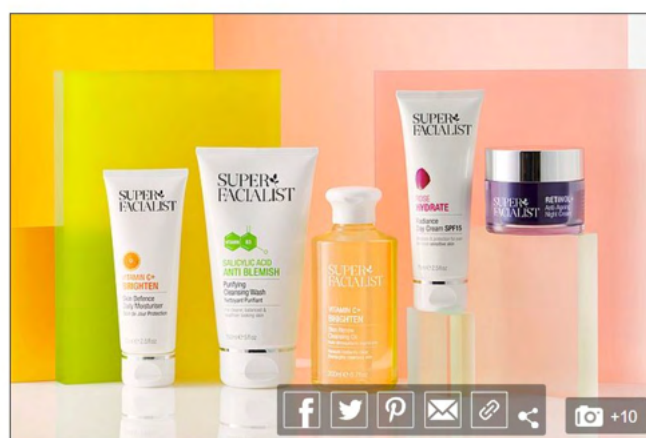
## The Unexpected Store launch featured in The Daily Mail!

Just after the launch of The Unexpected Store, The Daily Mail wrote an article titled 'Update your wardrobe, pamper yourself and more this season with these 10 top tips for beauty and fashion'.

The Unexpected Store was listed as 'Beauty WITHOUT the hefty price tag'. It was described as a destination where 'Every product on their site has been created and developed by an in-house team of beauty experts, who are passionate about combining indulgent formulations with affordable price-tags to give customers an incredible beauty experience without compromise.'

The article directed readers to the site, saying 'Sounds great, right? At these amazing prices, everyone can enjoy a fantastic head-to-toe beauty and pampering session.'

### Beauty WITHOUT the hefty price tag



*Should beauty come at a price?*

No, is the short answer. That's the ethos behind The Unexpected Store, the newest beauty retailer on the block brought to you by the brains behind Super Facialist.

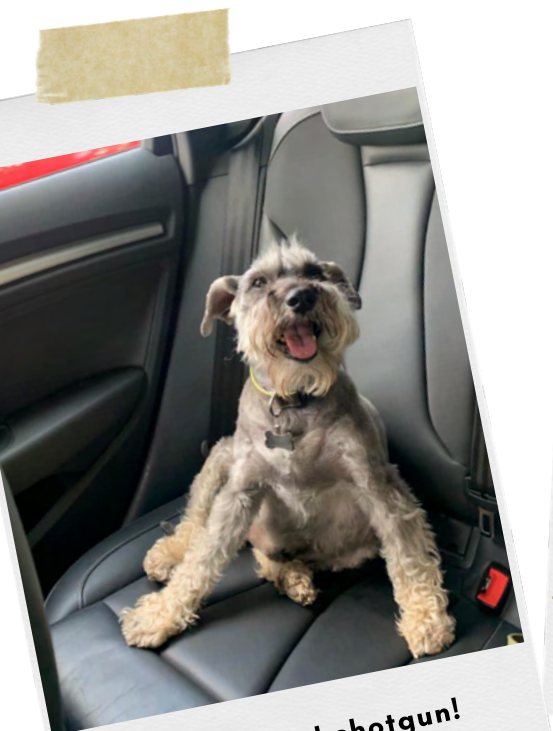
Every product on their site has been created and developed by an in-house team of beauty experts, who are passionate about combining indulgent formulations with affordable price-tags to give customers an incredible beauty experience without compromise.

*The Unexpected Store featured in the Daily Mail*



# BA PETS CORNER

*An update from BA's Furry Friends...*



**Otto, missed shotgun!**



**Rudy looking as handsome as ever!**



**Christie's, 3 month Toy Cavapoo, Chester!**



**Alex's cats Thomas and Junior taking it easy on a rainy Friday**



**Christie's cat, Ollie, is a pixie Bob x British shorthair cross breed!**



**Archie's dressed to impress!**



## Last but definitely not least...

### BA's Summer Party!

At the end of July, the BA team all met up at a lovely location in Teddington for some summer drinks. It was the first time since way before Covid that a lot of the team had seen each other in 'real-life', and for some of the new employees it was the first time!

It was a great turnout, especially because our team are from all over the UK, from Exeter to Nottingham!



## A look into the next Quarter...

Yet another busy quarter is coming up! This one filled with Black Friday and Christmas which is always a busy time of year for BA. With The Unexpketed Store now live it'll be bigger than ever, so make sure you keep an eye out for those unexpekted Black Friday deals and content! We also have brand new Christmas gift, Beautopia and Dirty Works Skincare launching in the next few months.

During mid-October the whole BA team are meeting for a conference, which will include business and brand updates and a rare opportunity for the whole team to be together...this is exciting for BA as many employees have only met virtually over Teams!

## A DAY IN THE LIFE OF A JUNIOR BRAND MANAGER

Felicity Elliot, Junior Brand Manager for Happy Naturals and Root Perfect explains what her day normally consits of...

- **8:55am** - I check socials for my brands. This includes comments, DM's and customer queries.
- **9:30am**- Check emails and action anything
- **10am** -Catch up with Steph, where I run through my priorities for the week and catch up on life.
- **12pm** - I'm an early luncher so have already started thinking about what I'm going to have (usually if I'm in the office it's the M&S BangBang Prawn Poke bowl).
- **1:30pm**- I start prepping for the next photoshoot, this includes creating the brief and checking stock.
- **3pm**- There's a retailer meeting where I listen and take the minutes to then type up and send out.
- **4pm** - Brief an artwork to Brown Sugar Design (our design agency...they hear from me a lot!)
- **5:30pm** - Final check of emails and log off