

BEAUTY DIGEST

Brand Architekts Newsletter



"It was really encouraging to look back at everything we have achieved since the latest edition of Beauty Digest in October.

The last nine months have been focused on successfully merging InnovaDerma and Brand Architekts and delivering the benefits of an enlarged group. The initial stages of the integration are now complete and all the core functions are based in the UK. We have a simplified organisational structure and are on track to realise planned operating costs synergies. The combined business has a refined strategy focused on driving our solution-led brands that can command higher retail prices, engender strong consumer loyalty and deliver stronger margins.

Some of the achievements YTD include:

- Skinny Tan launched into Sainsbury's in September and additional listings were launched in Boots in January, Superdrug in March and the brand launched, as the only self-tanning brand, into Waitrose in March.*
- We launched Super Facialist Clear Skin, a completely new range targeting problematic teenage skin care needs. We achieved proof of concept on Amazon first and now have a listing with Boots confirmed.*
- The International markets delivered 35% growth vs the prior year driven by post Covid rebound in volumes from General Merchandise stores across North America and Europe.*

The remaining months of this financial year will see further omnichannel growth initiatives around our key Invest (Skinny Tan & Super Facialist) and Nurture brands (Dirty Works & The Solution). We are investing more in brand awareness and customer acquisition programmes for Skinny Tan and Super Facialist, to capitalise on their extended omnichannel distribution footprints."

Quentin Higham, CEO Brand Architekts

TOP NEWS

SKINNY TAN GOES BIG IN THE US WITH NEW PARTNER PCA

SUPER FACIALIST & SKINNY TAN GET FIVE BEAUTY BIBLE AWARDS

DIRTY WORKS CONTINUES GROWING ITS GLOBAL FOOTPRINT

SKINNY TAN LAUNCHES, AS ONLY SELF-TAN BRAND, IN WAITROSE

THE SOLUTION CONTINUES ITS GLOBAL EXPANSION

HOT OFF THE PRESS



Skinny Tan Goes Big in the US

A pivotal milestone on Skinny Tan's global expansion journey has been achieved. Brand Architekts has appointed heavy-weight beauty expert the PCA Group of Companies to grow Skinny Tan's omnichannel footprint in the US. With \$386 Million (2021), the US is the largest self-tan product market in the world.

PCA is a fully vertically integrated, tech-enabled, and truly omnichannel global distribution company for the worldwide beauty and wellness sector. Led by the founding family for over 30 years, their 1500-person team supports omnichannel distribution to 150+ countries.

The focus in 2023 will be to grow the existing D2C and Amazon channels and expansion into retail will likely start in 2024.

Skinny Tan has Launched in Waitrose

Skinny Tan has now landed on the shelves in Waitrose and we are very proud to say that it is the only self-tanning brand listed.

To start with, three products can be found in 122 stores and online: Tan & Tone Wonder Serum, Self-tanning Mousse and Dual Tanning Mitt.



Skinny Tan Notox Face Tanning Drops Goes Viral!

February's Notox Face Tanning Drops sales grew exponentially on the back of a media frenzy started by the Manchester Evening News and followed by The Daily Express, The Nottingham Post, The Liverpool Echo, Metro etc.

What enticed the consumers was how some consumers stated that Skinny Tan's Notox Face Tanning Drops is a better option than foundation. One of the reviews stated "I don't need to use foundation when I use this. Lovely tanned glow and leaves my skin silky soft, fabulous."



SUPER FACIALIST IS ON A ROLL

SUPER FACIALIST



Three Beauty Bible Awards

Super Facialist has won many awards over the years and this time the brand has been recognised with 3 Beauty Bible gongs.

Silver - Vitamin C Cleansing Oil

The Skin Renew Cleansing Oil has been formulated to help all skin types unlock beautifully clean and radiant skin. It is powered by a potent blend of nourishing oils, Vitamin E, an effective antioxidant, and skin-brightening Vitamin C.

Bronze - Rosehip Day Cream SPF15

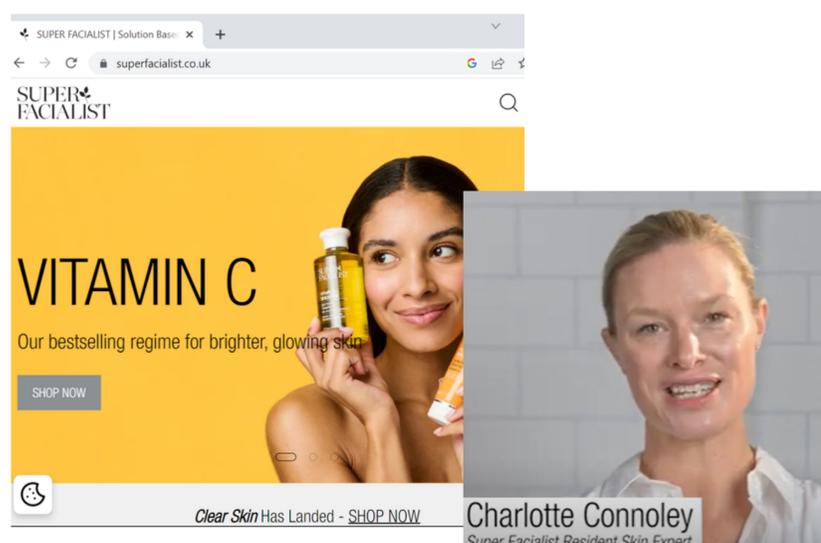
Developed for dry and sensitive skin, our Radiance Day Cream combines a nourishing trio of anti-inflammatory Rose, highly moisturising Cucumber Seed Oil and soothing Marshmallow Extract. Boosted with SPF15 to moisturise and protect even the most sensitive skin.

Bronze - Skin Perfecting Primer

The multi-tasking Primer, perfect on its own or underneath a foundation, uses three colour corrects to help improve the look of sallow skin (lavender), reduce redness (green), and brighten (peach).

New Super Facialist for Men Packaging Design

Super Facialist caters to the entire family's needs with its efficacious and affordable products allowing everyone to be their own facialist at home. To further strengthen its scientific cues and give it a premium boost, refreshed Super Facialist for Men packaging is now rolling out into stores and online.



New Website for Super Facialist

After a couple of years "off the grid" we are now back with a dedicated brand website and shop for Super Facialist. The current version is very basic but we are launching new features and content every week. The most important upcoming aspect of the website is the Education Hub where consumers will find ingredient guides and how-to-tutorials from our very engaging resident skin expert Charlotte Connoley.

GROWING THE GLOBAL FOOTPRINT

The **solution.**



Dirty Works is on a Roll

With over 35 markets selling Dirty Works, it is by far our most global brand. Over the last 12 months, International sales have grown by over 35%. The latest countries to embrace our fun and quirky brand are Guatemala, Thailand and Vietnam.

The Vietnam and Thailand listings are through our partner AS Watson. We were recently invited to their annual supplier event in Thailand. Not only was this an immense honour, we also came away with the "Best Smile Award" for Dirty Works "Foam at Last" Coconut Foaming Sugar Scrub.

Christmas 2022 was the most successful ever for Dirty Works, the quirky gifts were shipped to more than 20 markets. Christmas 2023 is just around the corner so the team is finalising the last touches on this year's collection.

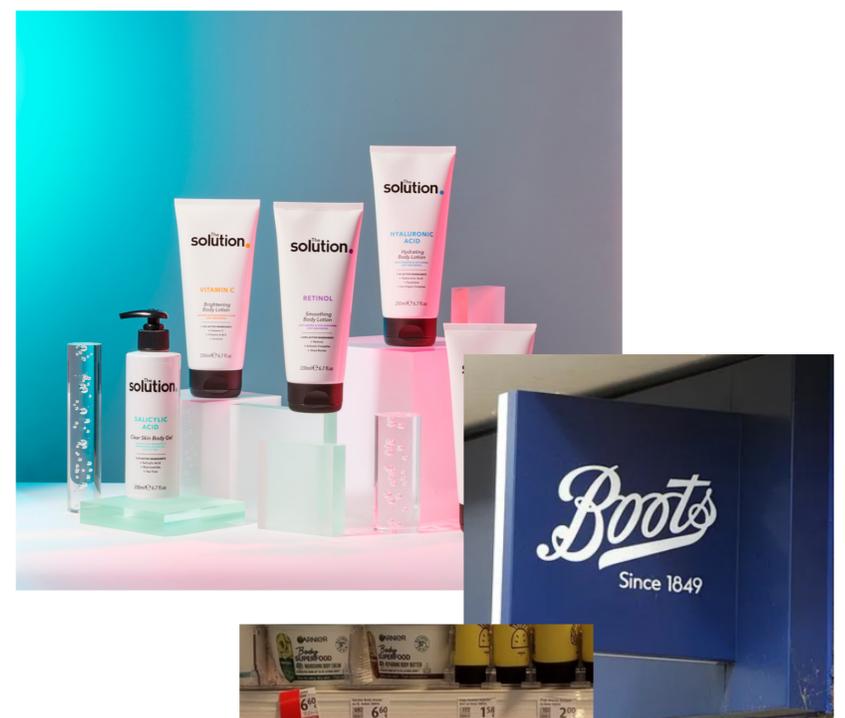
Many other distribution opportunities for Dirty Works are in discussion. Watch this space!



The Solution Continues its Global Expansion

A rapidly growing number of customers are embracing our straight-talking solution-centric brand The Solution. The current portfolio sports five efficacious bodycare products and very exciting innovation is in the pipeline for launch in 2024.

In the Balkans, the brand can now be found in over 550 stores. It is listed in DM, BIPA, Lilly Drogerie and Didaco. The brand is also sold in the UK, Greece, New Zealand and Ireland. Boots Ireland will soon be rolling out the brand.



SMOKING HOT MR RELAUNCH

MR
JAMIE STEVENS

MR's Packaging Gets Rejuvenated

The MR Jamie Stevens hair care range has launched new exciting products and a rejuvenated packaging design.

Created in collaboration with Multi-Award Winning Hairdresser Jamie Stevens, MR offers high performance products helping people with receding and thinning hair.

The range has three parts to its regime: Thicken, Disguise & Style and the new design now calls out the 3 stages on pack to make it easier for consumers to shop the range.

Four New Products Added to the Range

On the back of the success with the current range, four new products have joined the MR family.

- 2 in 1 Anti-Dandruff Thickening Shampoo + Conditioner
- Root Boost Treatment
- Light Brown Keratin Hair Fibres
- Light Brown Thickening Disguise Spray

All MR products contain a unique System-PPX™ powered with pea peptide and fermented technology. The range has now also been boosted with DHT blocker Green Tea, which basically slows down hair loss.

The 2 in 1 Shampoo & Conditioner and the Root Boost Treatment also contain Procapil®, an all-natural clinically proven active designed to help strengthen hair at the root, reducing hair loss.

All products are cruelty free (PETA approved), vegan friendly and the packaging is made from 30% PCR.

The new and updated products are currently rolling out in Boots, on Amazon and The Unexpected Store.



NEW SKINNY TAN FAMILY MEMBERS

SKINNY TAN



Skinny Tan Whips Up New Innovation

On the back of the success of the limited edition whips, we have just launched a new Skinny Tan Self-tanning Whip. It is available in a medium and a dark shade.

The new whip, with a texture similar to whipped cream, is easily applied to the skin and develops a flawless natural glow in 6-8 hours. An instant guide colour helps blurring skin imperfections. It has been formulated with skin-loving ingredients Hyaluronic Acid and Vitamin E, antioxidant super-food extracts Chia Seed Oil, Kale, Blueberry, and is free from drying alcohol.

The consumer panel participants gave glowing reviews:

"One of the best self tans I've ever used. No streaking, no uneven colour patches, dried really fast and didn't transfer on to clothing or bedding! Amazing!"

"This mousse is easy to apply. It blended well into my scars and did a good job blurring out my spider veins. It evened out my skin tone and it looked natural. It made me feel confident enough to wear shorts for the first time in years!"

New Skinny Tan 1 Day Instant Tanner & Body Buffing Brush

The latest addition to the Skinny Tan family has just launched. The 1 Day Instant Tanner. It is applied as a normal body lotion over the entire body using a mitt and provides an instant, bronzed tan that lasts for 24 hours.

It has been formulated with Vitamin E, Shea Butter and Sweet Almond Oil for added moisture, luminosity, nourishment and skin soothing. It received excellent feedback in a recent consumer panel:

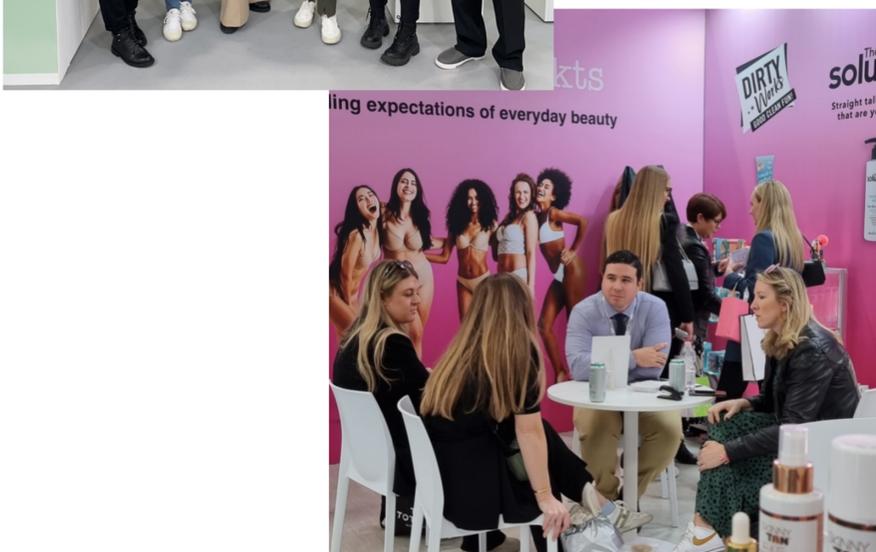
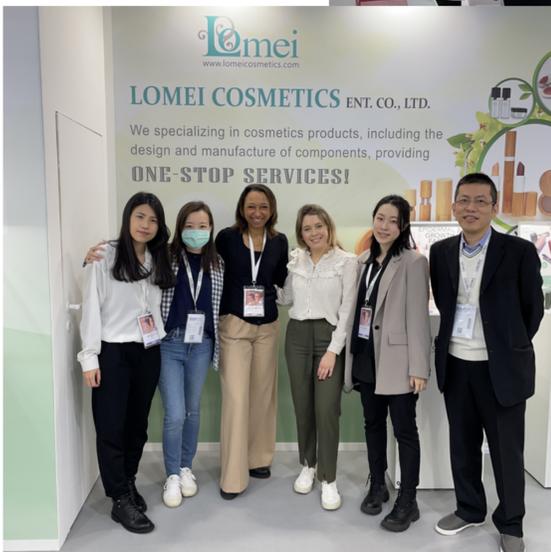
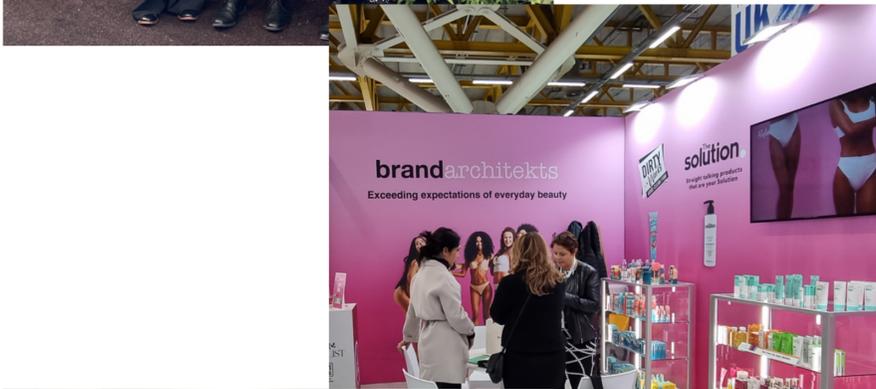
- 82% of consumers would recommend it to a friend
- 80% stated that their skin appearance improved
- 76% said that it made their skin feel moisturised

For a flawless finish, the 1 Day Instant Tanner works perfectly together with another newcomer, the Body Buffing Brush.



THE TEAM ON TOUR IN ITALY

COSMOPROF
WORLDWIDE BOLOGNA



Brand Architekts is Back

The last time we attended Cosmoprof was in 2017 so it was an immense pleasure to be back this year. This was the 54th edition of the fair and it exhibited 2,984 companies and welcomed over 250,000 visitors.

The Brand Architekts stand focused on the four key brands for the International markets: Skinny Tan, Super Facialist, Dirty Works and The Solution.

Over the days, the team met with many existing partners, new potential customers and suppliers.

Trends Spotted

The brand and innovation teams were of course scouting for trends and identified five main areas.

Sustainability continues to be at the forefront of all brands. New exciting packaging subtypes are emerging like potato starch, lightweight tubes with slim closures or thinner sleeves and paper packaging. Some interesting dispensing systems for greater dosage and enhanced hygiene were spotted as well.

Biotech science is becoming a hot topic when it comes to ingredients. With scarce natural resources, science is bringing nature and technology closer together. With an increasing consumer scepticism towards claims, science-backed beauty helps with credibility as well.

Elevated waterless and concentrated formulations are getting traction. This is of course a welcomed trend from a sustainability and cost-efficiency perspective.

Oral beauty products are on the rise with holistic product offerings and fluoride-free alternatives that leverage new technologies.

Holistic sourcing is picking up pace. More sourcing solutions using upcycled ingredients and components are on offer. Coffee was one of the ingredients many were talking about.

SKINNY TAN RECOGNITION

SKINNY TAN



Two Beauty Bible Awards for Skinny Tan

It is not every day we have the pleasure to announce that we have won two Beauty Bible awards for Skinny Tan. What makes Beauty Bible unique is that the judging is based on ratings by real women rigorously testing products in real life. This is of course resonating very well given that Skinny Tan is a brand created by real women for real women!

This time Skinny Tan received a gold award for the Skinny Tan Back Applicator and a silver gong for the Skinny Tan Coconut Water Bronzing Face Mist.

One of the Beauty Bible testers about the Face Mist:

"A wonderful fake tan that will deliver a great colour without any orange in sight. I was told I looked well and glowing. I even used this on my husband just to see how it would work on a very pale skin tone that never tans. And it looked natural and really good. I do think he was impressed (though he won't use it...). One of my favourite products I've been sent to test!"

Additional Distribution in Boots & Superdrug

Skinny Tan is going from strength to strength and we are more than pleased to announce that the brand has gained distribution (+15% distribution points) in Boots.

The shelf presence has been improved and the product line-up strengthened with new innovation: Miracle Brush, 2 Whips, 1 Day Instant Tanner, Miracle Eraser and the Back Applicator.

Superdrug has also added more distribution for Skinny Tan. Six new products has launched or will be launched in the upcoming months: Miracle Brush, 2 Whips, 1 Day Instant Tanner, Miracle Eraser and a "not yet revealed" product in August.

The new product launches and other changes have resulted in a +35% incremental distribution.



Superdrug 

MEET THE TEAM

Lee Venter Senior Brand Manager

Hi there, my name is Lee. I come from an FMCG background in personal care, working most recently with an Irish distributor in the Hair Care industry and prior to that with a personal care company in South Africa. I joined the business in November 2022 and I am currently managing Dirty Works and MR and oversee Fish as well. I have had such a warm welcome into the business and I am looking forward to use my experience to grow the brands!



Laura Calardo Export Commercial Assistant

Hello! My name is Laura and I have recently joined the Export Team as an International Sales Coordinator. My day job is primarily helping to manage International accounts. I make sure that orders are processed correctly; shipping paperwork is prepared on time and all necessary registration documentation is provided. It is fascinating because there is always something new to learn and two days are never the same. My team has always been extremely supportive and I cannot wait to see what the future holds!

Johanna Bennemann Brand Manager

Hi, I'm Johanna and I am a Brand Manager working on Skinny Tan. My focus over the last months has been to really get to know the brand and tanning category. My role involves managing the Skinny Tan portfolio, collaborating closely with the wider marketing & sales teams on brand marketing calendar and activities as well as tracking brand performance. I'm excited to see where we can take Skinny Tan as a brand over the next months and years!



Carolina Traquina Junior Social Media Content Manager

Hi guys! My name is Carolina and I have recently joined Brand Architekts as a Social Content Manager. My day-to-day consists of creating and managing content as well working closely with influencers and campaigns. I am looking forward to the next couple of months as we go into peak tanning season and all the fun opportunities that will come my way within socials!

A look into the coming months...

The teams are busy on all fronts and there are numerous exciting launches and events on the cards for the upcoming months. Skinny Tan is being trialled in one of Next's busiest stores, Super Facialist Clear Skin is rolling out across Boots stores, The Solution launches in Boots Ireland, Dirty Works rolls out in AS Watson stores across Asia, Skinny Tan launches a limited edition Birthday Whip celebrating the 10 years since the brand's Dragon's Den success ...