

# BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



"One notable success of the year has been the acquisition of InnoVaDerma Plc, which has brought together two great teams, a complementary portfolio of brands and cross functional skills. The acquisition helps address our inherent issue of scale and unbalanced trading patterns, as well as bringing in greater DTC expertise. Since the acquisition, our focus has been on realising the strategic and financial benefits of the deal to help transition the Group. Our immediate priority has been implementing an effective integration plan, focussing on an omni-channel sales approach and delivering both operations' strategies.

I am pleased that we have now concluded the first stages of the integration and that we have in place new UK centric cross functional teams. I'd like to welcome many new colleagues into the BA family. Although there is still work to do to fully integrate both businesses, I'd like to thank everyone for their hard work to date. This could only have been achieved by everyone embodying our values of collaboration, passion, agility and innovation.

Although we continue to face very challenging economic and political times, Brand Architekts has a strong financial foundation, so that we can look forward to working with all our suppliers and partners in exceeding the expectations of everyday beauty."

**Quentin Higham, CEO Brand Architekts.**

This last quarter has been hugely exciting for Brand Architekts. As the team settles after the acquisition, business certainly hasn't slowed down! We have two exciting launches to share, Super Facialist Clear Skin and Dirty Works All Year-Round gifting. As well as these launches, we have had amazing publicity of Skinny Tan on This Morning, with Rylan Clark testing the Skinny Tan back applicator. The export team have also been working extremely hard launching in more territories, and this is just a snippet.

I hope you enjoy this volume of Beauty Digest and have a lovely Christmas and New Year! See you in 2023!

*Ellice McGonnell*

## TOP NEWS

**SUPER FACIALIST  
CLEAR SKIN  
LAUNCH**

**DIRTY WORKS NEW  
GIFT LINE-UP**

**SKINNY TAN FEATURED  
ON THIS MORNING**

**PETA CERTIFIED!**

**HAPPY NATURALS  
LAUNCHES IN  
SWITZERLAND**

# QUARTERLY REFLECTION

## Alex Walters- Head of Brands and Gift

"Another 3 months have flown by! There is never a dull moment in the brands arena. On one hand, sadly we have had to say goodbye to a few familiar faces, but on the other I am pleased to welcome new talent into my team.

Despite personnel changes it hasn't stopped us from successfully launching our brand new Super Facialist Clear Skin range which has been a real game changer, not only for our portfolio but also my son's tween skin! We are also working hard behind the scenes on a significant step change across our men's portfolio which will be revealed in the coming months. Not to forget that 'tis the season to be jolly' with Christmas Gift launching imminently in Sainsbury's, Morrison's & TK Maxx stores in the UK plus selected international outlets. Have you started your Santa's list yet...?!"

## TOP NEWS

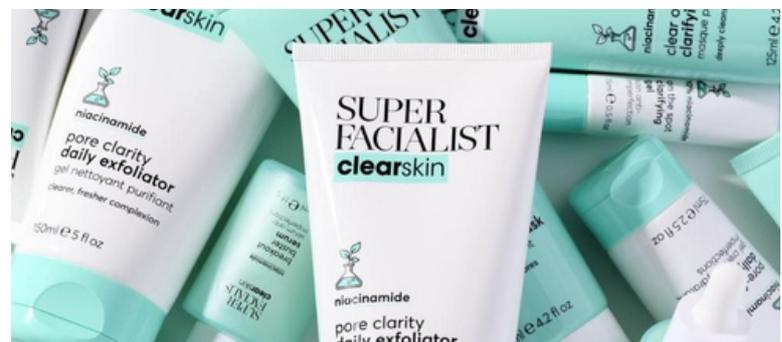
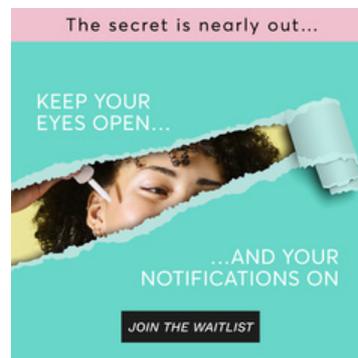
### Super Facialist Clear Skin Launches

The exciting new range is here! The Super Facialist team have been working very hard behind the scenes in order to create a brand new innovative range...so let us introduce Clear Skin. Clear Skin is the first of its kind and we PROMISE it's like nothing your skin has tried before. This is a collection of 5 targeted and effective skincare products that hones in on blemishes and troublesome spots, each featuring our unique Skin Balancing Complex.

Combining organic Tea Tree and Niacinamide (to help soothe, calm and reduce the appearance of pimples,) with gentle prebiotics (to preserve and protect the skin's natural barrier,) the result is a truly unique 'OMG!' combination that delivers while caring for your complexion.

The range launched on Amazon and The Unexpected Store making it digital first. The launch started with a teaser campaign and an early access promotion (1 day before). The official launch was marketed on Super Facialist socials, The Unexpected Store and also on an exclusive Amazon store.

Explore Super Facialist's TikTok and Instagram for more information!



# TOP NEWS

## Dirty Works new gift line up

Dirty Works all year round gift is always an exciting launch! This year the team have been busy creating and launching 3 gift sets.

- Wash, Rinse, Repeat - featuring 3 100ml shower gels, perfect for your vacays
- Fizzin' Around - including 4 bath bombs all scented with the Dirty Works best selling scents
- Sleep Easy - a luxurious satin sleep mask and lavender pillow spray to help you relax into a peaceful slumber



Dirty Works Sleep Easy and Fizzin' around gift sets

Explore the range now on Amazon!

## Skinny Tan x Super Facialist bundles

Our two largest brands, Skinny Tan and Super Facialist have joined forces and launched a new bundle. We have combined the Skinny Tan Notox Face tanning drops and Super Facialist Hyaluronic Acid Night cream for the ultimate Hydrate and Glow duo.

We have also created 4 unique Super Facialist x Skinny Tan bundles on The Unexpected Store.



Skinny Tan x Super Facialist bundle

## Fake it Don't Bake it event with Liberty Poole

To celebrate Skinny Tan's 'Fake It Don't Bake It' campaign and collaboration with Melanoma UK, we hosted an event for influencers in London at the appropriately named Glow Bar. Attendees were offered a Skinny Tan branded skin-glow smoothie, had an opportunity to get their nails painted in branded colours, could have their skin assessed using a UV damage camera and get to ask their burning tanning questions to our resident tanning expert Claire Lambert.

The event was cemented via a panel discussion with ambassador Liberty Poole, Hayley Hall and representatives from Melanoma UK - where there was a chance to explain the purpose of the campaign, why Liberty has chosen to be part of it, info on our limited edition 'Fake It Don't Bake It' bundle and what to look out for when it comes to skin cancer.

The response was extremely positive and resulted in an uplift in both conversation and content.



Skinny Tan Fake it Don't Bake it event

# TOP NEWS

## New assets for Super Facialist and Dirty Works!

We have new assets for Dirty Works and Super Facialist! The brand teams have been busy organising lifestyle and model photoshoots. This has given the brands a strong presence and gives a clean and exciting new look. Here's a sneak peak...



New brand photography



PETA certified

## PETA certified!

We are very proud to announce that all brands (not yet the brands acquired through the InnovaDerma merger) have been certified as "Animal-Test Free" by PETA. Given how important cruelty-free products are for most consumers, we will roll out the communication across online touchpoints from September onwards. In addition to the Animal Test-Free certification, five of our brands, The Solution, Dr Salts+, Kind Natured, SenSpa and Happy Naturals have also been certified as vegan. Most of our other products are vegan too, but if a couple of products are non-vegan we cannot certify a whole brand. This is for example the case with Super Facialist which is 99% vegan but beeswax is used in the face mask. All former InnovaDerma brands, Skinny Tan, Nothing, Charles+Lee and Roots, are 100% vegan but not yet certified by PETA.

## Super Facialist onboards a new PR agency

Super Facialist has just onboarded a new leading PR agency, Kilpatrick. They will be promoting Super Facialist to relevant industry press and influencers. Kicking off with a product mailer featuring our hero products to mark the start of our 10-year Anniversary celebrations.



# KILPATRICK

Kilpatrick onboarded as Super Facialist PR agency

# EXPORT NEWS

## Happy Naturals launches in Switzerland

The Happy Naturals range has launched in Manor department store in Switzerland. As seen on the image to the right, the Happy Naturals colourways stands out on shelf and looks impressive.



Happy Naturals in Switzerland

## The Solution influencer programme in Hungary

As part of the Hungarian launch in DM and on lovebrands.com the local brand team set off to build brand awareness by contacting brand ambassadors for The Solution. These influencers, each with between 53K and 307K followers, were chosen because self-care was very important to them, and they had a commitment to deliver assets, posts and photographs embodying the value of the brand.

As you can see from the selection of images to the left, they have created some amazing content for The Solution.



Hungary Influencer posts

## Charles + Lee continued success in Australia

Charles + Lee continues to grow in Australia in Myer + David Jones department stores! The brand is number two in David Jones.



Charles + Lee in Myer in Central Sydney

# EXPORT NEWS

## Dirty Works success in Romania

Super Facialist and Dirty Works continue to grow in Romania and can be found in many pharmacies and department stores such as Douglas, Kendra and Best Value in Bucharest Duty Free.



Super Facialist in Romania



Dirty Works in Romania



# LISTINGS NEWS

## Super Facialist Primer launches in Waitrose

The award winning Super Facialist Skin Perfecting Primer has launched in Waitrose! This launch took place at the end of September in 267 stores!

## Skinny Tan launches in Sainsbury's!

Skinny Tan has launched 5 SKUs in 260 Sainsbury's stores! We think the new packaging gives a lovely, premium feel on shelf.



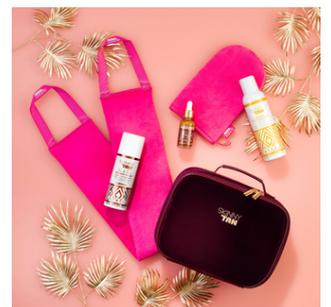
Skinny Tan 5 SKUs in Sainsbury's- circle

# SNEAK PEAKS

## Christmas gifts are just around the corner!

The countdown is on till Christmas which means Christmas gifts are nearly here! Here's a few sneak peaks from our gift ranges from Get Fruity, Happy Hooladays, Celeste and Wellbeing. We also have new Dirty Works Sainsbury's exclusives.

Skinny Tan is also launching a new exclusive gift set in Boots over the Christmas period!



Christmas Gift sets from Groom Room, Happy Hooladays, Dirty Works and Skinny Tan

# AS SEEN IN...

The top media coverage of the quarter

## Skinny Tan featured on This Morning TWICE!

Skinny Tan has received amazing recognition for our Choc Instant Tanner on This Morning. The tanner was selected by Sarah Jossel as one of 'The Best self-tanners for a golden glow all year round'

In addition, Rylan Clark was also raved about our bestselling back applicator whilst demonstrating it. Jossel also called it "the most genius contraption".



Skinny Tan featured on This Morning



## Salicylic Acid influencer campaign

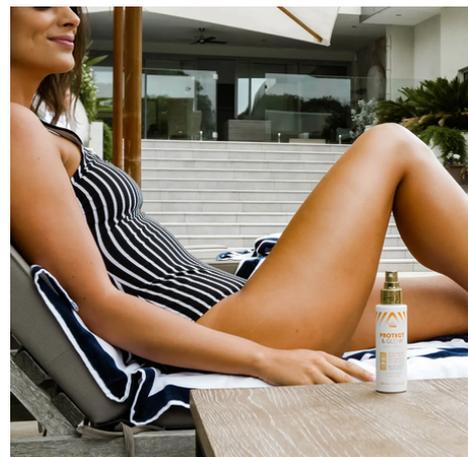
Due to the Super Facialist Salicylic Acid launch of the Moisturiser and Spot Treatment, the team organised some paid influencer campaigns in order to raise brand awareness and create UGC for the brand. The results have been really incredible as you can see from the images to the left. This increased followers, post engagements and reach for the Super Facialist Instagram account. Influencers involved included @RealBeautyWithBeth, @skinwithsoph and @kyrie\_g\_.



Super Facialist Salicylic Acid Influencer campaign

## Skinny Tan Protect & Glow featured in the Woman & Home magazine

Skinny Tan's Protect & Glow was featured in Woman & Home magazine in their beauty section. It reads 'Just because you've slathered fake tan and have a gorgeous base colour, doesn't mean you can skip the SPF when in the sun. You can get a subtle, gradual glow while safe guarded from harmful rays. The light milk formula delivers UVB and water-resistant sun protection'.



Skinny Tan's Protect and Glow spray featured in Woman & Home magazine

# MEET THE D2C TEAM

Let's introduce the D2C team at Brand Architekts...



## Kayleigh Brims- D2C Manager

Hi, I'm Kayleigh and I have recently joined the business as the DTC Manager within the digital team. I come from a website merchandising and trading background and I'm primarily dealing with the Skinny Tan UK website at the moment to familiarise myself with how things work at BA. My role involves collaborating with other stakeholders on the DTC roadmap, planning monthly marketing campaigns, reviewing, and reporting on site performance and overseeing stock levels on site.

I'm excited to start this new adventure at Brand Architekts and look forward to meeting you all in the process.

## Maddie Brown - Junior CRM & Ecom Manager

Hi guys, my name's Maddie and I look after all things email (and a little website) for Skinny Tan UK! My days vary from working on deploying our BAU campaign emails to improving our automated emails from helping to grow (and hopefully continue to grow) the database from 200k to 350k in the last 18 months with IDP!

I'm looking forward to where the coming months as part of Brand Architekts will take our email strategy and how we can look to get the likes of Super Facialist into a similar position in the future!



## Kim Keates - Junior D2C Manager



Hello everyone! My name is Kim and I mainly look after website management and email marketing campaigns for Skinny Tan (Australia & USA) and Charles + Lee (Australia, USA & UK). I am slowly being brought onto Skinny Tan UK so I am excited to learn the UK market and bring my international knowledge to the platform.

Additionally, I have been looking after the TikTok Shop for Skinny Tan UK so its really great getting to know the social side of things.

## Ellice McGonnell - Junior D2C & Ecom Manager

Hi, I'm Ellice. I have been working at BA for over 2 years now and have always worked amongst the E-tailer, sales side of the business, working with Rob on Amazon and other e-tailers such as Look Fantastic and Feel Unique. I am still doing this role but am now also involved in the D2C side of the business.

I look after The Unexpected Store working with The Hut Group to set up promotions, emails and keeping the The Unexpected Store content as optimised as possible. At the moment, our focus is to set up international shipping on the store, so we are able to sell our products all over the world!



# A Quarterly Catch-up

In this edition, we'll be catching up with Hayley Hall, the Head of Brand (Skinny Tan) and Communications!

## Get to know...



**Hayley Hall**

**Job role:** Head of Brand (Skinny Tan) & Communications

**Current obsession:** Skinny Tan's Tan & Tone Oil. (Fool proof and perfect for spritzing on in 2 mins when I've forgotten to tan!)

**Can't wait to try:** Some of the Skinny Tan NPD 😊

**Can't go a day without:** Can't go a day without - Super Facialist's primer. SO GOOD.

## What's a career highlight whilst working on Skinny Tan?

Definitely establishing our charity partnership with Coppafeel! Although I've worked on some incredible events, product launches and campaigns with our ambassador Liberty Poole, being able to make a real difference and create a powerful activation that can save lives has been extremely rewarding. Seeing it develop over the last year and become integrated into everything we do has been incredible, and the launch of our limited edition 'Booby Bottle' was a huge highlight. It's taken the whole team to get this across the line, so I'm thankful for everyone's trust in my vision and support to make it happen!



Liberty Poole featured in Breast Cancer Awareness Month

## Tell us a little about yourself...

I've worked at Innovaderma/Brand Architekts since March 2021, and before that I was a freelance brand consultant working with companies including Unilever, P&G and GSK to develop new products and understand the changing consumer and digital landscape. I also have a previous life as a full-time influencer, where my highlight was being flown to NYC to interview Michael Bubl  when he launched his debut fragrance! I'm a dog mum to my cocker spaniel Archie, have a weakness for cake, and I'm obsessed with anything true crime - so if you need a book, podcast or documentary recommendation I'm your gal!

## Is there any exciting PR activity that we should look out for in the next few months?

2022 has been so busy, with some incredible moments worth celebrating (including getting two of our Skinny Tan products on This Morning!) and there's definitely some big stuff around the corner. Our new Self-Tanning Whips launch early 2023 so there will be some exciting activations to support that, but the big moment will be the celebration of Skinny Tan's 10th birthday. Expect a lot of buzz, a big party and a limited-edition product to celebrate. We've also got some exciting plans ahead to support Super Facialist, so watch this space!

# Last but definitely not least...

## An update from BA's Charity donations...

Brand Architekts was featured in Let's Talk Business, official business magazine of Hounslow chamber, for our donations to multiple charities (as discussed in the last volume of Beauty Digest). All charities were extremely grateful for the donations, MamaHaven whose mission is to offer low-income parents a path out of poverty responded with;

*"Mama Haven was grateful to receive this wonderful array of beauty products for our mums. A chance for them to feel pampered and special which we distributed at our annual summer party. Products that were left were handed to our three children's centre partners so all mums could benefit. A big thank you!"*



Brand Architekts has a rapidly growing portfolio of innovative, added-value brands which are marketed and distributed to leading retailers in the UK and internationally based in Teddington. Established in 1993, and acquired in 2016, Brand Architekts is one of the top 25 biggest beauty players in the UK, with a portfolio of brands spanning Skincare, Haircare, Bodycare, Bathing, Men's, Gifting and Accessories. Each brand answers the specific needs of the consumer through a unique combination of nature, science and years of experience. Our brands are available on the high street in leading pharmacy and drugstore chains; in national grocery stores, on the platforms of global e-tailers; and through our own e-commerce websites.

To find out more about Brand Architekts visit [www.brandarchitektsplc.com](http://www.brandarchitektsplc.com)



## Donations to The Mulberry Centre

The Mulberry Centre (charity number 1108999) is a charity to support anyone that is affected by cancer. It is a charity that offers their services free of charge and to anyone around the UK, stating that they do not have any postcode boundaries for anyone affected by cancer.

Lisa Fenton from our Finance team has been working hard with the team at True Medispa and donated SenSpa, Dr Salts and The Solution products for a fundraising day at the spa. The products will be included in the 'Goody Bags' at the event and help to raise money for this amazing cause.

I would like to give a huge shoutout to the lovely Lisa Fenton for her continuous generosity and with the help of Rebecca Claridge, organised the stock and delivered all the donations to the centre.



## A look into the next quarter...

As seen from a few sneak peaks earlier on in this volume, Christmas Gift is launching as you are reading this! The Groom Room, Happy Hooladays and Dirty Works have all launched quirky, new gift sets, look out for the fun Dirty Works product names like 'Pop the Fizz' and 'Foam Sweet Foam'.

Skinny Tan is also launching a new gift set just in time for Christmas! As well as these exciting launches, we have a company conference and Christmas party planned in December. This will be a great way for the whole team to finally meet, as there are a lot of new faces since the acquisition.

I'm sure we will have many photos to share in the next volume of Beauty Digest!