

# BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



*'As we embark on our 5-year path to Project 50, I'm delighted to be able to read the first edition of our Beauty Digest. This is an excellent way in communicating with our stakeholders, whether they are employees; suppliers; customers or investors. I've no doubt that our Beauty Digest will prove to be visually inspiring and a provocative newsletter, which will allow us to share our successes and also ask challenging questions of one another'* **Quentin Higham, CEO Brand Architekts.**

We are delighted to bring you the first edition of our quarterly newsletter. This being a bumper edition due to it showing our last two quarterlies. In each newsletter we will be showcasing our commercial successes; updating you with any new brand or product news; people news and a status review on our environmental and corporate pledges.

We hope Beauty Digest provides you with a visual update of our news, whilst also giving it a little levity. We want to offer you a little insight into Brand Architekts and the amazing team that delivers the incredible results.

We would welcome any feedback and suggestions on how we can improve the content and design or if there's anything you would like to see in the newsletter.

## TOP NEWS

### SUPER FACIALIST FEATURES ON THIS MORNING

### THE WINNERS OF MULTIPLE BEAUTY AWARDS

### THE LAUNCH OF THE SOLUTION

### SUPER FACIALIST LAUNCHES ON BOOHOO

# TOP NEWS

## Winners at the Pure Beauty Awards 2020

Brand Architekts are delighted to announce that they have won 3 awards at the Pure Beauty Awards 2020- "the biggest and most recognised event in the beauty calendar".

Among the winning products was the Super Facialist Retinol + Anti-Ageing Booster which was crowned the Gold Award for 'Best New Anti-Ageing Product'.

Another Gold badge was crowned to Dirty Works Coconut Foaming Sugar Scrub in the 'Best New Product' category.

Last, but definitely not least, a bronze award was won by Kind Natured Men's Energising Body Wash in the 'Best New Male Skin & Body Product' category!



*Super Facialist Rose Hydrate Day Cream announced as the winner in the Daily Mail newspaper and online.*

## Winners of the Daily Mail Inspire Award!

Another amazing result for Super Facialist! The Super Facialist Rose Hydrate Radiance Day Cream SPF 15, has won the Daily Mail Inspire Beauty Awards 2020.

The awards are run by a panel of experts and they have decided that Super Facialist are the winners of the Beauty Mood Busters of 2020 in the Day Cream Category!

Find the article here: [These are the beauty heroes that helped YOU put on a brave face in 2020 | Daily Mail Online](#)

## Dr Salts PR Cake Pops

Dr Salts have sent out some very imaginative and amazing mailers to key influencers who would love the brand. The aim of this is to promote the primary message of their therapeutic properties and to let the world know they are sold in Tesco!

The mailers included the full range in a personalised box with two cake pops, shaped as a mini Dr Salts sachet and a mini bath! I think we can all agree how great it looks!



*Dr Salts Cake Pops that were included in the mailer*



# TOP NEWS

## Black Friday Success

Black Friday 2020 proved to be a huge success for all brands across Brand Architekts with sales almost doubling across every brand compared to last years Black Friday!

The creativity really shone through amongst the whole team with completely varied campaigns, from spinning jackpot wheels with Dirty Works and Dr Salts to exciting partnerships and giveaways. Super Facialist partnered with Caleno drinks for the 'Ultimate Lockdown Date Night' Instagram Giveaway. You could win Super Facialist his and her face masks and a bottle of Caleno Light & Zesty (non-alcoholic spirit). To enter you had to follow both brands, like the post, and share on your Instagram story. This attracted 454 entries which is great exposure for the brand!

Kind Nutured took a different route by following their brand ethos and launched 'Green Week'. They pledged to plant a tree for every 30 order they received, this result meant that 10 trees are to be planted locally!



Super Facialist and Caleno partnership



Dirty Works Spinning Jackpot Wheel



Kind Nutured's pledge to plant 10 trees locally.

## The Launch of The Solution

The Solution launched in Superdrug in August 2020. It is a straight-talking, claims led body care that gets right to *The Solution*. Each product consists of well known active ingredients commonly associated with skincare, to provide great formulations with visible results.

There are 5 products that target 5 different 'problems'. Salicylic Acid targets skin breakouts, Retinol targets fine lines and wrinkles, Vitamin C is for dull skin, Hyaluronic Acid for dry skin, and Collagen to tone and firm skin.

*'The Solution has launched at a perfect time. It is a self-care collection that offers the simple promise of bringing radiance and healthiness to your skin in a climate when people are seeking comfort and well-being'* **Sandrine Sylva, Head of New Products**



The Solution full product line up.

# EXPORT NEWS

## Kind Natured takes Mexico!

The export team have been busy spreading the word about many brands overseas. Kind Natured's social media campaigns produced a lot of visibility for the brand.

One campaign in particular, was a giveaway from Fernana Rivas, a South American actress and singer with 524k followers. The post received a lot of engagement with nearly 16,000 likes. Along with this influencer, the giveaway was also sent to 4 others, this reached over 2 million followers combined.

This campaign was part of the Kind Natured haircare launch in Mexico.



Le gusta a kind.naturedmx y 15,899 personas más  
fernanda\_rivasg GIVEAWAY CERRADO!!!

Fernana Rivas Instagram post.



The Kind Natured Giveaway in South America.



Happy Naturals Haircare range In a Monoprix store in Qatar.

## Happy Naturals spotted in Qatar!

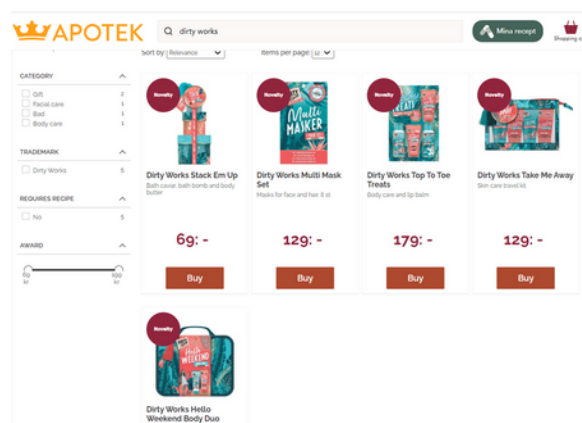
In November, Happy Naturals launched in 3 Monoprix stores in Qatar. There were slight delays in the launch date due to COVID but this didn't stop the export team in fulfilling fantastic results!

The plan is to expand further in 5 Carrefour stores.

## Christmas is in full swing across Europe

Dirty Works has hit many countries around Europe this Christmas time.

The gift sets can be found in many retailers including Manor in Switzerland, Lloyds Pharmacy in Ireland, Kronanas Apotek in Sweden and Di! in Belgium.



Dirty Works Christmas gift sets also seen on the Apotek website in Sweden.

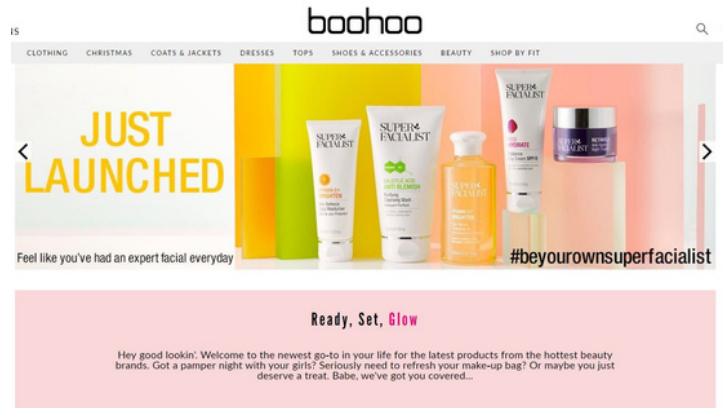


# LISTINGS NEWS

## Launched onto Boohoo

Last month, in December 2020, Super Facialist launched onto Boohoo. This is an exciting listing for Brand Architekts as it will build a lot of exposure for Super Facialist due to their marketing strategies being predominantly focused on Social Media. This strategy is extremely successful due to its 7 million Instagram followers and developing a strong relationship will then expose the brand to their huge customer base.

The launch was advertised on the Boohoo website, as seen in the photo to the right. There will be a full launch in the new year which will include discounts, social exposure, and partnerships with their influencers.



Super Facialist launch banner on the Boohoo website



Super Facialist (2nd row) and Happy Naturals (5th row) in Morrisons, Woking.

## Launched in Morrisons

From the 9th of November, **Super Facialist** and **Happy Naturals** launched in 121 Morrison's stores.

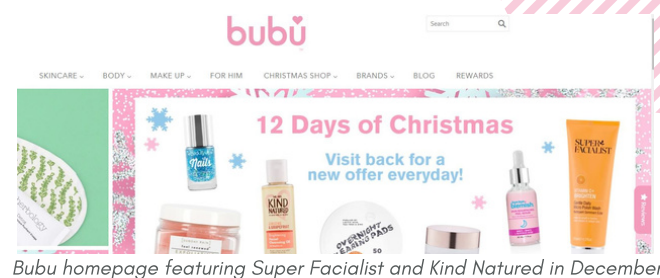
Morrison's are working on a brand new concept that will transform their beauty area in stores which we are very excited to be part of. We are looking forward to see the success and how they will differ from their competitors.

## Many new E-Tailer listings

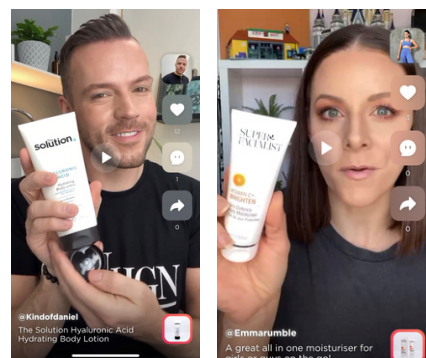
Throughout 2020, it was an important task for all brands to gain exposure. Especially due to Brick & Mortar retailers being closed due to lockdown, an online presence was as important as ever.

With already many brands on e-tailers such as Feel Unique and Fragrance Direct, this expanded even more in 2020.

Kind Natured, The Solution and Super Facialist launched onto Bubu Skincare and thediybeauty. We also launched a few brands on a brand new social commerce platform called 'OOOOO'. The focus of this is to generate as much exposure as possible since their model is to curate authentic review videos from 'real people' of each product. This can then be shared, creating user-generated content. We are already seeing great results with numerous amount of videos being added every day! Especially due to COVID, Amazon became an important way for brand exposure and purchases due to the efficiency of being able to buy most categories on one website. We have managed to get almost all brands listed onto Amazon with the recent addition of Senspa and Argan+. Dr Salts is even rated the no.1 Best Seller in the Bath Salts category!



Bubu homepage featuring Super Facialist and Kind Natured in December



<https://t.ooooo.com/r/1tYne0> <https://t.ooooo.com/r/jp390>

Previews of a couple of authentic reviews curated on 'OOOOO'. Copy the link to watch the video.

# WHAT'S NEW?

## New Employees:

### Jo Hutton - Commercial Director

"I'm Commercial Director here at Brand Architekts. I joined 7 months ago from a small cosmetics brand. I started my career 20 years ago when I joined Woolies as a Trainee buyer working in the toys department, which was amazing. I headed over to Carphone Warehouse for a couple of years, and ended up working on the first iPhone launch which given I was under a very strict NDA wasn't easy at times. Then I followed my dream into Beauty and got the job of Senior Buyer at Superdrug. It was an intense 6 years, working on the new store concepts through to landing a challenger to No7 - B. And for the last 6 years, I have been on the supply side, firstly working with a French brand incubator Maesa. I was responsible for the UK and launched own-brand fragrance into Primark - you may have seen the Chanel dupe there & Superdrug fragrance range Layering Lab. I really look forward to meeting you all in person in 2021 & getting to know you all better".



### Tom Carter - CFO

"I was previously Group Finance and Operations Director at Technetix Group Limited, a market leading technology company. Prior to that, I was Regional Business Controller at Alliance Boots, Financial Controller at Sky Media and Finance Manager at Procter and Gamble. I am also trained as a Chartered Accountant with PwC."

### Felicity Elliot - Junior Brand Manager

"At the end of May I graduated from University with a degree in Business and Marketing Management. During my time at Uni I did a placement year where I worked as a Marketing Assistant at a beauty and cosmetics distributor. I am so glad to still be working in beauty at Brand Architekts and so excited to become part of such a wonderful team. My job role sees me supporting Steph with managing Super Facialist, FISH, Super Facialist for Men, MR, and Quick Fix. I also run the FISH social media (Please follow if you don't already! @FISHSOHOLONDON) and can't wait to gain more experience and knowledge from everyone at BA."



### Ellice McGonnell - E-Commerce Assistant

"I graduated from university with a degree in Publishing Media in 2019. I have done a few internships with a PR firm and Women's lifestyle blog and now very excited to be working within the Beauty industry at Brand Architekts and be part of an amazing team!"

My job role is quite broad and every day is completely different which I love. It can go from improving and adding listings to e-tailers to asset design and creation. There's so much to look forward to in the future at Brand Architekts especially with Project 50! I love to travel and I am a little obsessed with my Miniature Daschund, Olive. You'll be able to see her in the BA Pets section in a few pages! "





# WHAT'S NEW?

## New Employees:

### Kieran Jones - Supply Chain Manager

"I joined BA at the end of September in the capacity of the Supply Chain Manager however I can no longer call myself the newest recruit with so many other arrivals across the past couple of months! I have pretty much always worked in supply chain roles across Personal Care and Foods. Much like Liam Neeson, I do have "a very particular set of skills; skills I have acquired over a very long career; skills that make me a nightmare for people like you". Unfortunately, these skills will not help if you get kidnapped but relate to all things in the planning, forecasting and inventory space or doing a Wookie impression. The other thing you need to know is that I keep Anthony Joshua locked-up in my attic however you can see from the photo that he doesn't like being dressed as a Spurs fan."



### Naomi Bayne - Financial Accountant

"I joined BA in September having previously worked for Walgreens Boots Alliance as Financial Accountant in the Corporate Services Division.

Prior to that I worked at Rawlinson & Hunter, an accountancy practice based in Surrey and London where I completed my ACCA studies qualifying in December 2018.

I joined R&H as a Management Accountant and later moved into a role as Team Leader.

Outside of work I enjoy socialising with friends (usually with a glass of wine!), spending time with family and travelling to new places on holiday whenever I can!"

### Fiona Nossiter - Office Manager

"Born in Nigeria, I lived in Ghana and Sierra Leone as a child. Having studied hotel management, my first job was as a management trainee with Savoy Hotels Group – the days when females were only allowed to work "out of sight"! My parents moved to Calcutta when I was 19 and I was left as legal guardian to my 3 younger siblings, running the house and their lives which somewhat curtailed my early 20s. In my mid-20s I went back into hotels working for Trusthouse Forte. Firstly for Exclusive Hotels Division, the local hotel in Bahrain, and subsequently as PA to the Chief Executive in London. Having switched careers to work in tax software (exciting I hear you cry) I met my husband and started a family. With the youngest now 19 I have been able to come back to work full time. In my time out (non-COVID) I love to watch musicals at the theatre with my daughters and look forward to seeing all the ones rescheduled for 2021. Most days (if you're up very early) you may see me walking along the river or parks around Teddington."



### Andres Britcher - Export Business Development Manager

"I'm half Venezuelan and half British, I have been a bit of a nomad in the past 10 years living in Caracas, Boston, Washington DC, and Mexico City. I have an MBA degree, with sales and marketing experience both with national accounts and distributors with Kelloggs and Samsonite brands in the food and luggage industry.

I like traveling, sports (Chelsea fan), I'm crazy about mobile video games and cooking. My wife and I have a beautiful dog we brought with us all the way from Mexico."

# WHAT'S NEW?

## New Employees:

### Saif Pathan - Head of Digital Marketing

"I have 15 years' experience with digital including 10 years within ecommerce in the beauty industry working for brands such as Sleek Makeup, Liz Earle, MAC, Jo Malone and The Body Shop. My career started at 16 as a software developer developing computer games for publishers Dorling Kindersley. I dropped out of university while studying computer science and co-founded a business that developed a baggage tracking system for the airline industry which became the market leader. I then moved into investment banking before eventually deciding on ecommerce and beauty! My claims to fame include a US patent for the baggage tracking system. I did eventually graduate 20 years late! I am an avid film buff and am working on my own film script!"



## EMPLOYEE RECOGNITION AWARD

### November

The winner of the very first Employee Recognition Award goes to... **JODIE ANDREWS!**

This employee "has managed and shaped the Argan+ and SenSpa rebranding plan for 2021, with the same indicators evident in Dr Sales planning". "She has fully embraced the BA culture with a very collaborative engagement style and communication. Further enhanced when considering the resources she draws on, e.g. the overall planning of what has to be done and her drive to ensure a workable plan is put in place." "She has exhibited good leadership in a composed, relatively quiet and non-assuming manner which allows her to engage others on the work to be done." "She has shown excellent resilience and desire to learn and do well, despite the challenges of the Waitrose JBP and managerial challenges." Congratulations Jodie!



### December

The winner of December's Employee Recognition Award goes to... **LISA FENTON!**

"In addition to all of the challenges that the business faced in managing the Xmas period and closing H1, Lisa displayed the BA values through her own personal leadership and drive. She took the time and initiative to display great compassion at a difficult time of year for many people by bringing a slice of joy through her Xmas hampers. It is one thing to identify a problem however it is another thing to have the courage and resolve to invest her personal time to address it and try to make a positive difference." Lisa had organised Christmas hampers for families who would normally struggle during the Christmas period.

Congratulations Lisa!

In a few page's time, the hampers will be explained in more detail.





# AS SEEN IN...

The top media coverage of the quarterly



Super Facialist featured on This Morning.

## Super Facialist on This Morning

Skincare Guru, Caroline Hirons spoke about her favourite skincare products on how to improve your skin in 4 weeks and the Super Facialist Hyaluronic Acid Day Cream featured!

Hirons gave the day cream the highest praise in improving her skin in as little as 4 weeks.

Find the article and clip (3mins28 to see SF) here:  
<https://www.itv.com/thismorning/articles/caroline-hirons-how-to-improve-your-complexion-in-four-weeks>

## Dirty Works featured in the Sainsbury's magazine

Dirty Works was featured in the Sainsbury's Christmas magazine. The article suggested the perfect presents to give busy people a bit of 'me time' and featured Dirty Works Goodnight Girl Unwind Set; a collection of treats for a restful slumber that comes in a reusable tin.

It also featured on the online article which can be found here:  
<https://www.sainsburysmagazine.co.uk/lifestyle/get-set-for-christmas-with-these-gift-ideas>



Dirty Works Christmas gift set featured in The Sainsbury's magazine

## VOGUE

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY NEWS VIDEO

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### Super Facialist Hyaluronic Acid Daily Brightening Cleanser

An excellent all-round cleanser, this Super Facialist number contains everything from vitamin E to hyaluronic acid for a hit of hydration and a dewy glow afterwards.

£9.99, available at [Claudio.com](https://www.claudio.com)

## Super Facialist featured in Vogue

Super Facialist Hyaluronic Acid Cleanser was featured in Vogue in an article titled '7 Budget Skincare Products To Add To Your Basket While You're Doing An Online Shop'.

Vogue described it to be 'An excellent all-round cleanser, this Super Facialist number contains everything from vitamin E to hyaluronic acid for a hit of hydration and a dewy glow afterwards.'

The article can be found here: *Super Facialist Hyaluronic Acid Daily Brightening Cleanser | 7 Budget Skincare Products To Add To Basket While You're Doing An Online Shop | British Vogue*

Super Facialist, Hyaluronic Acid Cleanser featured on the Vogue website.

# AS SEEN IN...

*The top media coverage of the quarterly*

## The Solution Featured in The Telegraph

The Solution's Retinol Smoothing Body lotion hasn't been on the shelves for long and has already been named one of the top beauty products on the market by The Telegraph.

In the article titled '9 Best beauty products to buy now according to The Telegraph's experts', Annabelle Jones, Beauty Editor at Large said, 'I've been banging on about Retinol for years, and this bargain buy, with Shea Butter and Mulberry too, targets age spots and crinkly skin'.

### The Telegraph

The 9 best beauty products to buy now, as chosen by The Telegraph's experts

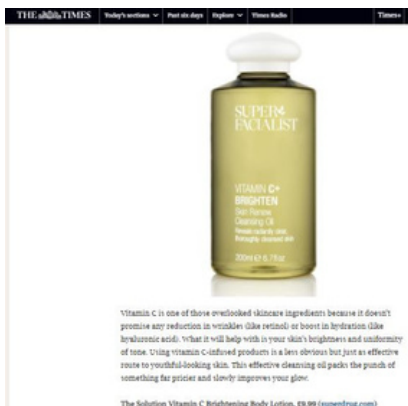
Retinol Smoothing Body Lotion, £9.99, The Solution



Retinol Smoothing Body Lotion, £9.99, The Solution

I've been banging on about retinol for years, and this bargain buy, with shea butter and mulberry too, targets age spots and crinkly skin.

*The Solution, Retinol body lotion spotted on The Telegraph website.*



*Super Facialist and The Solution featured on The Times website.*

## Super Facialist and The Solution featured in The Times Magazine

The Super Facialist Vitamin C Cleansing Oil and The Solution Vitamin C Body Lotion has been featured in an article titled 'Pout! My Top 13 Bargains I Want Right Now' online (Unique users: 2,827,830) and also in the physical magazine (Circulation: 496,238).

Vitamin C Cleansing Oil is described as an '...effective cleansing oil packs the punch of something far pricier and slowly improves your glow.'

The article then features Super Facialist's sister brand The Solution with the Vitamin C Body Lotion. Saying, 'Why not use vitamin C on your body as well? This is a fairly lightweight formulation that sinks in quickly. I cannot be doing with anything that takes ages to absorb.' Great publicity for two of Brand Architects brands!

See the full article here: *My top 13 beauty bargains I want right now | Magazine | The Times*

*Super Facialist Vitamin C Cleansing Oil featured in The Times magazine.*





# BA's NEW YEARS RESOLUTIONS

**Lauren Flint** - Shipping & Supply Chain  
Co-ordinator



"I have recently booked my wedding for 2022 and have said yes to the most perfect dress, so my new years resolution is to get fit and healthy and lose a couple of pounds to fit into my dress perfectly when I collect it next September."

**Stephanie Shaw** - Senior International  
Business Manager



"My new year resolution is to try to open every email I have received in a day! It doesn't mean that they will all be actioned but they will be prioritised. Particularly delete Cortana's emails which are giving me more work...."

**Kim Dibble** - Digital Marketing Manager



"A bit geeky, but my goal for 2021 is to beat the number of books I read in 2020 (16). I'm planning to read two a month, so 24 in total... wish me luck!"

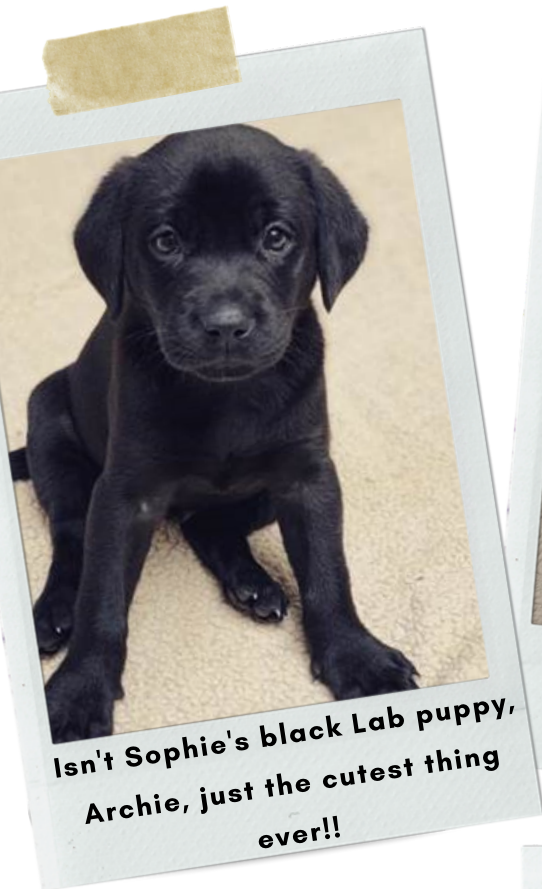
**Joao Assuncao** - Accounts Receivable &  
Cash Executive



"My 1st resolution is to take up cooking classes and not follow YouTube cooking lessons and my 2nd is to climb Mount Snowdon."



# BA PETS CORNER



Isn't Sophie's black Lab puppy, Archie, just the cutest thing ever!!



Felicity's dog, Otto, loves a glass of Red after a long day!



Kim's pup, Rudy, could get away with anything with those eyes!



Ellice's Miniature Daschund, Olive, enjoys her first pint... it's a very proud moment for the family!



Quentin's two Miniature Daschunds, Marx & Spencer "don't have owners, they have staff!"



Andres's dog, Milo, is eyeing up his dinner...



## Last but definitely not least...

Christmas can be a hard time for lots of families and even more so this year. Some of the wonderful BA team organised Christmas Hampers full of goodies including drinks, food, games, treats and some gift sets from the brands. These were distributed to a local school who chose 5 families that may have been struggling to feed their family over the Christmas period. This act of kindness was hugely appreciated by the families and the school. Lisa Fenton from the Finance Team, who organised the amazing hampers explained; 'The families have all received the hampers and the teachers were met with tears and unbelievable gratitude.'

A huge thank you to the incredible team that organised such a thoughtful gesture that would have made these families' Christmas's extra special.



*The Christmas Hampers that were sent out to 5 families from a local school.*

## A look into the next Quarterly...

Many of our brands have exciting plans to re-launch this year, most will be edging onto the second quarterly with the re-launch of Happy Naturals, Senspa, Argan+ and Kind Natured. However, keep your eyes peeled for the Kind Natured footcare range, relaunching in March, with brand new designs and sustainable packaging. This will be launching in Boots stores with 3 SKUs, 2 foot creams and a foot scrub!

## SUPER FACIALIST MEDIA CAMPAIGN

Brand Manager of Super Facialist, Steph Clifford, explains what to look out for in Spring 2021 with an exciting media campaign for Super Facialist.

"The entire Super Facialist (and wider commercial team) are really excited about the transformational media campaign we're launching on Super Facialist this calendar year. We want to open up the world of Super Facialist to customers who may not have heard of the brand until now and show busy women that they too can have facialist quality formulations at home (and within a short time frame each day). The UK specific campaign will be launching in late Spring 2021 and will be a true 360 campaign with activity across TV (and on-demand), outdoor and digital. The level of investment going into the brand is completely new to Brand Architekts and something that myself and the rest of the team are thrilled to be releasing this year."