

BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



Welcome to the second edition of Beauty Digest. 2021 is a year packed with brand re-launches from Argan+, Senspa, Happy Naturals, Kind Natured and Root Perfect over the next few months. Followed by Dr Salts and Beautopia towards the end of the year. On top of that, we also have new range launches and a very exciting 360 media campaign from Super Facialist. Please read on to find out more about this exciting quarter and to lookback on the last quarter.

Ellice McGonnell

"Despite the pandemic continuing to impact customers and end-consumers, particularly with many domestic and international high street outlets, either closed or experiencing significantly decreased footfall, the team have done a fantastic job in remaining focussed and motivated to put in place the strategic building blocks for a transformational 2021/22. Back in September we launched "Project 50", our mission to grow the business to a £50m net sales operation. To reach this goal, we set out four strategic priorities centred around operational efficiency; optimising our portfolio; channel development and being a responsible business. We have successfully pushed ahead with these key tenets of our strategy, notable achievements include:

- *5-year appointment of a Global leading e-Commerce platform & providers, as our new DTC partner, who will work in creating and launching a new market place in September 21*
- *Capitalising on Super Facialist +50% sales growth, created a transformational and integrated above the line (ATL) campaign to run from May 21- March 22.*
- *Developed a communication program to effectively market five brand relaunched and NPDP program from May onwards, with a further three brands to be relaunched in September/October.*
- *Good progress made on our sustainability pledge and some excellent improvements on operational efficiencies, notably a £1m improvement in Net Cash position to £19.0m.*

I hope you all enjoy the latest Beauty Digest - many thanks to all our employees, customers and suppliers, who without their support & hard work none of these achievements would be possible. A special thanks to Ellice, Beauty Digest's editor for her diligence and creative eye." **Quentin Higham, CEO Brand Architekts.**

TOP NEWS

THE SOLUTION LAUNCHES ONTO BOOHOO

SUPER FACIALIST 360 CAMPAIGN IN ROMANIA

SUPER FACIALIST LAUNCHES NEW RETINOL EYE CREAM

NEW FEEL UNIQUE LISITNGS

QUARTERLY REFLECTION

Tom Carter - CFO

"We continued great progress in this quarter with regards to our IT optimisation projects, in particular Power BI, Demand Planning and Approvals Management. All systems are currently being implemented and tested prior to planned roll out later in Q4. The Commercial Team also introduced IRI data in Power BI format which is providing excellent insights into our business performance in relation to the Beauty market and related categories."

Jo Hutton - Commercial Director

"The commercial team have been incredible during the last 3 months. It has without question for all of us been a tough couple of months but how they have pulled together and supported one another is to be celebrated. To add to this, we have had some amazing EPOS numbers recently across several brands. Plus, significant share growth on Super Facialist. This very simply comes from having the right ranges, in the right stores but more importantly building and growing our retailer relationships. I look forward to the start of Q4 where we have all our major NPD launching, our ATL campaign going live & bringing to life our new and exciting D2C platform."

TOP NEWS

BRAND NEW Super Facialist Product!

On March the 15th we had the first of many new product launches for the company.

There was a very exciting Instagram campaign in order to get potential customers excited for the new lightweight (yet potent) eye serum. This included partnerships with influencers and a 15-day countdown to the product launch date. One of the posts even included a riddle to see if any followers could guess the product, 'I unlock the door to the past, but I am not a key. I am easy on the eyes, but not a person. I can help when you are tired, but I am not a coffee...Would you have guessed correctly?

In fact, a few followers did guess the product! The Retinol+ Anti-Ageing Firming Eye cream expertly combines a selection of scientifically-backed ingredients (Retinol, White Lupin Seed and Caffeine) to help improve the appearance of lines and wrinkles.



Super Facialist, Retinol+ Eye Cream



Fatima Truscott, former beauty editor was part of the influencer campaign.

TOP NEWS



Beauty Bible Award

Winners of multiple Beauty Bible awards

We received the exciting news that a handful of our brands have received Beauty Bible Awards.

This included two Dirty Works products, **Smooth Walker Foot Butter** and **Foam at Last Coconut Foaming Sugar Scrub**. Three Kind Nutured products, **Colour Care Shampoo AND Conditioner** and the **Sea Salt & Bergamot Body Wash**.

On top of that, we also received Beauty Bible awards for **Argan+ Ultra Rich Body Butter** and **SenSpa Float Away Bath Soak**.

Last but not least, we also received awards for the **Rosehip Hydrate Miracle Makeover Facial Oil** & the **Salicylic Acid Anti Blemish Pore Purifying Clay Mask**!

This is a total of 9 BEAUTY BIBLE AWARDS for Brand Architekts. What a fantastic result for all of these brands!

Root Perfect Re-Design

Root Perfect's design update is now available. It's the same great price of £2.99, but with a new expensive salon look. The range will launch with Black, Dark Brown and Medium Brown.

Light Brown and Blonde will follow in the next couple of months.



Root Perfect Re-design

BA joins Beauty Banks

Beauty Banks is a charity set up to 'end hygiene poverty in the UK'. They describe themselves as Foodbanks but supply personal care and hygiene essentials instead of food to the UK.

BA have joined up with Beauty Banks in order to help end hygiene poverty in the UK. In February, we began the mission by donating 1,500 products from various brands. We will continue to donate products in order to help aid the individuals who struggle with Hygiene Poverty.



Beauty Banks Logo

TOP NEWS

Best Mother's Day yet!

Mother's Day this year was slightly different from usual. No dinners or lunches out...instead it was homemade dinners, takeaways, or cosy pamper evenings. With the help of Super Facialist, Dirty Works and BA's gift ranges like Bud & Bloom, relaxing pamper evenings were easier than ever.

BA were Morrisons' preferred supplier for their Mother's Day gift range which proved to be a huge success.

There was a significant increase in sales from all retailers over the Mother's Day period including Sainsbury's, Superdrug, Tesco, and from our own brand websites.



Dr Salts, Mother's Day Instagram Post

Dirty Works (bottom) in Mother Day Seasonal Space in Sainsbury's.



Dirty Works Easter Promotion

THE BIG EASTER SALE
40% OFF EVERYTHING
Including our new Retinol+ Anti-Ageing Firming Eye Cream and best-selling Vitamin C+ Skin Renew Cleansing Oil

Super Facialist Easter Promotion for Instagram and website.



Easter Weekend Success!

As well as a fantastic result for Mother's Day, Easter was also a huge success! Compared to last year, sales rose for Super Facialist, Dirty Works, Kind Natured, The Solution, FISH, Dr Salts and MR..

This was due to strong promotions with up to 40% off across all of the brands and raising awareness across social media with some brands also utilising paid advertising.

BA Bundles

The commercial team has come up with the great idea of creating bundles, whether this is a bundle of a range, or partnering up with another brand to create a bundle.

Super Facialist created a Vitamin C bundle including the SF Vitamin C Glow boost serum, Micro-polish scrub, and the Cleansing Oil, it's described as 'the ultimate kit for the Vitamin C enthusiast'.

Dirty Works have also created a bundle called the 'Quarantine Night In', this includes 5 products that are perfect for a pamper evening. By buying this bundle the customer also saves £4!

Last but not least Dr Salts & Super Facialist partnered up and created the 'Post Exercise Bundle'. This included Dr Salts Muscle Therapy Bath Salts and Super Facialist Salicylic Acid Face Scrub to tackle post-workout sweat and congestion.



Super Facialist Vitamin C bundle.



Super Facialist and Dr Salts Bundle



Dirty Works Bundle.

A SNEAK PEAK OF THE NPD's...

The brand managers for Super Facialist and Kind Natured have managed to squeeze in some time to show us a sneak peak of what is to come in the new launches of the Super Facialist's Hexapeptide-9 Range and Kind Natured's Footcare range...

SUPER FACIALIST HEXAPEPTIDE RANGE

'Super Facialist debuts its first new regime in 3 years in April, with the launch of their most advanced anti-ageing story yet, Hexapeptide-9. Hexapeptide-9 has been created to deliver the ultimate skincare experience for more mature skin. The Advanced Anti-Ageing complex expertly combines Hexapeptide-9, a clinically proven wrinkle minimising peptide, Reforcyl®, to target signs of ageing & skin brightening Kakadu Plum – to help minimise the appearance and depth of wrinkles. The range will initially launch with a trio of hardworking products including a luxurious Cleansing Milk, an Extra Firming Serum and a Rejuvenating Night Cream to help fight the signs of ageing.' *Steph Clifford, Super Facialist Brand Manager*



Super Facialist Hexapeptide-9 range.

KIND NATURED FOOTCARE

'Introducing the three-sku footcare line up, to ensure feet are scrubbed, refreshed, and moisturised. The range consists of, The Nourishing Kind Coconut & Shea Foot Cream, The Revitalising Kind Sea Mineral & Mint Foot Cream, and The Exfoliating Kind Peppermint & Oat Foot Scrub. All packed in 100% recyclable, 30% PCR tubes and are 97% natural and vegan friendly.' *Kirsty Corcoran, Kind Natured Brand Manager*



A sneak peak of the brand new Kind Natured Footcare range.

EXPORT NEWS

Super Facialist 360 Campaign in Romania!

The export team have done a great job in generating huge exposure for Super Facialist in Romania!

In January, Super Facialist was part of a 360 campaign in Douglas, Romania. This entailed instore promotions which included shop windows with lightboxes, videos and a catalogue insertion. This also included online promotions which saw Super Facialist on their homepage banner and lastly social media, with Instagram posts and partnerships with bloggers and influencers.

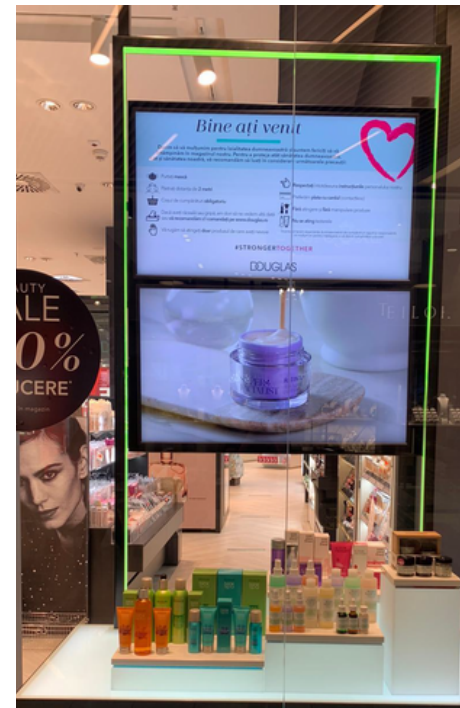
#Beyourownsuperfacialist is spreading globally!



Super Facialist on Douglas, Romania's website banner



Super Facialist Instore promotion is Douglas, Romania.



Super Facialist on the Douglas store front, including video promotion.



Dirty Works and Happy Naturals gifts ranges in Hong Kong.

BA Gifts take Hong Kong!

Dirty Works and Happy Naturals gift ranges were a huge success in Hong Kong over the Christmas period! The activation took place in the retailer Logon, in Hong Kong. The way they were displayed also shows the contents of each gift set which is a great way for promotion.

Happy Naturals update in Qatar!

In the last issue of Beauty Digest, we were delighted to share the news of Happy Naturals launching in Monoprix stores across Qatar. We now have an update that it has expanded into Carrefour stores in Qatar! On top of that, it is now listed in Masskar Hypermarket and in Megamart.

Well done to the Export team for delivering such amazing results!



Happy Naturals in a Carrefour store in Qatar.

EXPORT NEWS

Dirty Works Launches in Mexico

Dirty Works has traveled across the globe!

Dirty Works launched in early March in Mexico and is going to continue its success in multiple Walmart Supercenter stores nationwide.

As you can see from the image, Dirty Works is placed next to Kind Natures.



Dirty Works in Plaza Oriente, Mexico.

LISTINGS NEWS

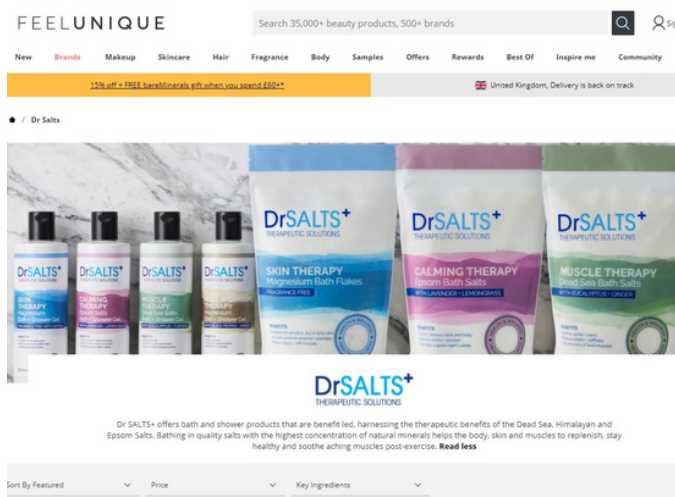
BA brands now listed on Feel Unique

We have had an extremely successful outcome with nearly all of the BA brands now listed on Feel Unique (apart from exclusive brands).

Feel Unique is Europe's leading online premium beauty retailer so this is a huge opportunity for every brand.

You can find Super Facialist listed on their website already which has been a huge success.

Alongside this we will be taking part in offers and marketing opportunities with Feel Unique in order to take full advantage of their loyal customers.



Dr Salts products on Feel Unique.

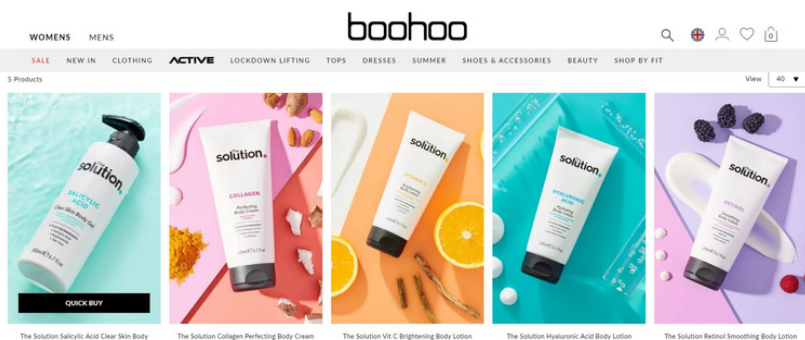
The Solution launches onto Boohoo

Following the huge success of the Super Facialist launch onto Boohoo, The Solution is now listed on the website too.

This is an exciting opportunity to reach out to a new demographic and spread the word about The Solution, the ingredient-led body lotions.

Similar to the Super Facialist launch, we will be utilising Boohoo's huge customer base and take part in digital marketing campaigns including influencer partnerships that will generate social exposure and an increased reach to potential new customers.

Keep a lookout for Super Facialist and The Solution on Boohoo's social channels!



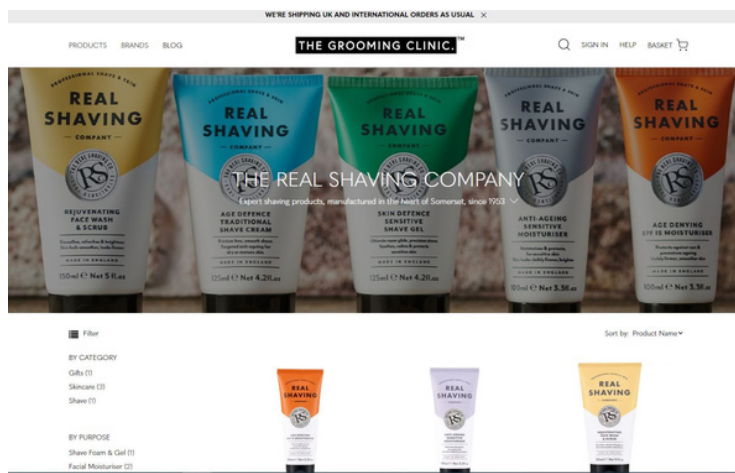
The Solution listed on the Boohoo website

LISTINGS NEWS

RSC on The Grooming Clinic

The Real Shaving Company launches on The Grooming Clinic! This is a great opening to reach a wider, male demographic, especially with an increasing number of men now shopping online due to Bricks and Mortar shops being closed.

We are also in the process of listing Super Facialist for Men and MR. on The Grooming Clinic.



RSC now listed on The Grooming Clinic.

Super Facialist is due to launch on Dayrize

As a company, BA is on a mission to reduce it's environmental imprint.

One way is to partner with retailers and E-tailers with the same ethos. Dayrize is an E-tailer who's a prime example of this, by calculating each product's 'Dayrize score', it will then get ranked on how sustainable each product is so the consumer can make informed purchasing decisions, ultimately leaving a smaller footprint. Super Facialist is due to launch on their site this month and all our brands will follow in order to help make a difference.



Dayrize logo and scoring system.

WHAT'S NEW?

New Employees:

Ross Thompson White - National Account Manager

"I'm excited to be joining BA having worked for the past five years as a career interim in senior sales roles across a variety of FMCG businesses (a diverse mix including Bacardi drinks and Burt's Bees skincare to name just two). Prior to that I worked for quite a while across the health and wellness category, both in sales for Seven Seas vitamins and prior to that as a Buying Manager for Boots at the HQ in Nottingham.

When not sat in front of a laptop, you'll find me slowly renovating an old house in Warwickshire which my wife and I purchased last year or I'll be outdoors, either cycling or walking our four dogs."



EMPLOYEE RECOGNITION AWARD

January

The winner of January's 2021 Employee Recognition Award goes to...

IMOGEN ARCHARD!

Imogen was nominated for "all of her support within the Waitrose sales forecast escalation process. Following some hard meetings before Christmas, Waitrose has since fed back on Imogen's outstanding performance by adopting the Waitrose trackers and making a hugely positive step-change in our communications. Something that they hadn't seen from other suppliers. Imogen's actions are helping smooth out some of the bumps in the Waitrose relationship and she is a massive support with the Argan and SenSpa stock management, making them ready for their relaunch in June." In addition to this, Imogen was also nominated for her hard work in finding a solution to the management of the sales order process by organising the implementation of an automated solution which the business is now benefitting from.

Congratulations Imogen!



February

The winner of February's Employee Recognition Award goes to... **STEPHANIE**

SHAW!

Stephanie was nominated firstly for "developing the Irish United Drug business, bringing a large order in March, and for making sure all the details for the Export team to fully function are delivered on time". Secondly, "for being a great support to the International team. Stephanie is always on hand to give advice and is a calming influence when days are busy. She has stepped up and provided guidance and support to the wider team in recent months which has been greatly appreciated".

Congratulations Stephanie!



March

The winner of March's Employee Recognition Award goes to... **ALEX WALTERS!**

Alex was nominated for many reasons. Firstly, "aside from being an absolute rock for all her team's needs and support, she is the hardest working person they know. She takes on everything people throw at her and is essentially doing 4 job roles. No exaggeration: Business Unit Manager, Brand Manager, Retail Account Manager and FE Sourcing Manager, as well as also managing the artwork process for ALL of Christmas gift on her own in March. She is an inspiration, and her smiling personality keeps the whole team upbeat, even when things get tough". Secondly, "despite unforeseen illness in her team and personnel issues, Alex stepped up in March and through hard work; passion, attention to detail and with a smile, she has continued to deliver on all fronts" and finally "The Root Perfect relaunch looks really classy and will help the business provide a much needed value solution for those of us who need to touch up our roots!".

Congratulations Alex!



AS SEEN IN...

The top media coverage of the quarterly



Super Facialist featured in Bubu's winter blog

Super Facialist media banner spotted on Morrisons.com

Super Facialist launched into Morrisons late last year and has now been spotted on their website.

This is great for the brand as it will increase brand awareness as the Morrison's website is becoming an increasingly important platform, since they can now deliver to '97% of UK postcodes' with their online shopping service.



Super Facialist Rose Scrub and Vitamin C Serum spotted on the Morrisons website from the 29th of Jan till the 11th of Feb



Super Facialist, Vitamin C Oil Cleanser featured in the Waitrose Weekend Magazine.

Super Facialist & Kind Natured on Bubu.com blog

A blog post titled 'Hydration Hype', gave advice for dealing with dehydrated skin over the Winter months. One of the steps suggested to use Super Facialist's Rose Hydrate Radiance Day Cream as it's 'packed with hydrating oils and soothing marshmallow extract' and is a 'nourishing moisturiser you can rely on'.

Super Facialist featured in Waitrose Weekend

Super Facialist, Vitamin C Cleansing Oil featured in Waitrose Weekend in an article titled '5 Ways to Face Up To Spring', discussing products that 'brings back sparkle to your face'. Jo Fairly, the Beauty Editor, described the best selling cleansing oil as a great way to 'melt away makeup and grime while respecting skin's precious barrier function'.

The article then goes onto to describe the active ingredients... 'Vitamin C for a healthy glow, nourishing grapeseed, olive and rosehip oils, Vitamin E, soothing cucumber oil and rosemary oil'.

BRAND ARCHITEKTS SUSTAINABILITY MISSION

in September 2020, we launched our Sustainability Blueprint Code of Conduct, which sought to audit every aspect of our packaging, products, and production, and deliver measurable reductions in our environmental impact.

Our Sustainability Pledge

"To have a world where beauty products do not come at the cost of the planet and people"



of our products are
100% recyclable

6 months into our journey, we are pleased to share some of the progress made on packaging...



FSC certified board for our UK sourced cartonned products and outers



of our 2021 Christmas gifts collection will feature secondary packaging that is recyclable.



recyclable vac forms across our portfolio by end of 2021.



All our Summer 2021 re-launches across Happy Naturals, Kind Natured, Argan and Senpa will use 30% PCR as a minimum.

BA's BEAUTY HACKS

A few of the Commercial team have shared the beauty hacks that have helped them through endless lockdowns...

Jo Hutton - Commercial Director



"I have found having daily baths an absolute must have to get me through lockdown. Its my new daily ritual! My winning combination is Dr Salts Muscle Therapy Eucalyptus salts with the matching Bath and Show gel. You have the calming benefits of the essential oils with the bubbles for added relaxation - it's a winning formula & definitely helped with my Covid symptoms... I'd love to know what your new daily rituals have been since lockdown? Please let Ellice know as it's great to share"

Kim Dibble - Digital Marketing Manager



"Cream products have been a huge savior for me during lockdown! Blusher, bronzer, and highlighter - I've swapped to cream formulas for all three in order to speed up my routine, but still, look 'put together' (despite being house-bound). I've always relied heavily on full coverage foundations in the past, but I've shocked myself by becoming a CC cream convert!"

Steph Clifford - Brand Manager



"Not so much a beauty hack but my skin has really been suffering with Maskne over the last few months so I'm trying my best to be consistent with my daily cleansing routine as well as treating my skin to regular at home facials to help keep any blemishes under control - you can apply it literally just to the area of your face that is suffering with breakouts . When I do have to use a face mask I try to not wear make up as this can make the situation worse."

Ellice McGonnell - E Commerce Assistant



"I've found face mists really help to refresh and hydrate my skin throughout the day. Especially with WFH, it's nice to have a refreshing spritz whether you have makeup on or off. I've found it also gives a natural, dewy finish when applied over makeup."

BA PETS CORNER

An update from BA's Furry Friends...



Last but definitely not least...

It's been a tough quarter for many reasons. Beginning the year with so much uncertainty and COVID still be such a prominent topic in our lives.

However, it's definitely been a time to reflect and appreciate the people around us, especially the individuals who put their life on the line every day to keep us safe while working on the frontline. We received a letter from Nancy, who works in the intensive care unit in the RUH, Bath, explaining how they were desperately short on shaving cream for the long-term patients who are recovering from COVID.

The Real Shaving Company sent in products in order to help ease this problem and to help in any way they could to make someone's recovery just the slightest bit more comfortable. Nancy explained how the shaving cream had been extremely useful.



Nancy, an intensive care nurse from RUH, holding the RSC Shaving cream for the COVID patients.

A look into the next Quarter...

The next Quarter is going to be an extremely busy one for the team at Brand Architekts. With the Super Facialist campaign in full swing by May and new product launches as discussed previously from Super Facialist and Kind Natured by April/May. Then to finish off the Quarter we have whole brand re-launches from Senspa and Argan+.

Looking a little more into the future, this summer you will also be seeing a re-launch from Happy Naturals and re-launches from Dr Salts and Beautopia in the Autumn.

If that wasn't enough excitement, here is another announcement...

NEW DTC MARKETPLACE

Brand Architekts, Head of Digital, Saif Pathan talks about the exciting new plans in creating an online DTC marketplace for all BA brands, it's still early days yet but a lot to look forward to!

"After a detailed search and evaluation of potential agency partners Brand Architekts has partnered with a world-class ecommerce agency with an enviable track record of launching and growing ecommerce beauty brands and working with several blue-chip FMCG brands. They offer a comprehensive, feature-rich ecommerce platform and a wealth of services from development of brand strategy, creative content production and website build through to marketing, trading and logistics on a global scale.

For the first time, all of Brand Architekts' brands will be available on a single marketplace along with a host of new features and services including personal recommendations, bundles and subscriptions. Another key new feature is recruitment and growth of a community to share feedback, advice and information and in so doing, develop a large group of brand advocates. Combined with increased investment in digital marketing and working with our agency partner's marketing team we look forward to the exponential growth of our DTC channel over the next 3-5 years. This is arguably the most strategically important project for Brand Architekts, fulfilling a core pillar of Project 50 and driving Brand Architekts digital transformation into a global omni-channel business.

The development process has already started with a full launch planned for September 2021."