

# BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



Welcome to the third edition of Beauty Digest. This quarter has been extremely busy for Brand Architekts. With our first-ever media campaign from Super Facialist, and planning new launches from Kind Natured, Super Facialist, Dirty Works skincare, Argan+, Senspa, Happy Naturals, Dr. Salts+ and Beautopia. Even though it has been a bustling quarter, the BA team has still made time to contribute and raise money for multiple charities close to their hearts. Please read on to find out more and see sneak peaks of our NPd...

*Ellice McGonnell*

*"Phew - what a quarter, that wraps up year 1 of Project 50!*

*Hopefully, we will soon be fully out of lockdown, so that we can all enjoy the summer with friends and family. However, despite some relaxing of the rules, the last quarter proved very trying and difficult for most of us, so a big thank you to all employees and partners for continuing to work so hard, whilst retaining your sense of humour, passion and creativity.*

*During the last quarter we have implemented several important and exciting tenets of our Project 50 strategy.*

- *Launched Brand Architekts first ever TV campaign - Super Facialist has continued to show strong double-digit growth.*
- *Launched a fully integrated demand planning tool and Power BI to support Brand Managers, so that they can review and monitor Brand Profitability at a touch of a button.*
- *Finalised the relaunch of 7 brands in-between July-October (Kind Natured; Happy Naturals; Argan +; Dr Salts +; SenSpa; Dirty Works Skincare; Beautopia)*
- *Continued to develop our new DTC marketplace - anticipated launch beginning of 2022.*
- *Improved our environmental footprint by increasing the number of PCR products from 0 to 87.*
- *Changed all employee contracts to reflect a hybrid way of working, whilst refitting the Teddington office to reflect a safe, collaborative and creative space.*

*This last year has been a year of transition, severely affected by the pandemic, but we have put in place transformative strategies to accelerate our growth next year and to paraphrase Buzz Lightyear "To 50 & beyond".*

*Quentin Higham, CEO Brand Architekts.*

## TOP NEWS

### SUPER FACIALIST'S MEDIA CAMPAIGN

### SUPER FACIALIST AND THE SOLUTION IRELAND SUCCESS

### SUPER FACIALIST LAUNCHES HEXAPEPTIDE-9 RANGE

### HAPPY NATURALS RE-LAUNCH!

# QUARTERLY REFLECTION

## Jo Hutton - Commercial Director

*"To echo Q, it has been a high octane last quarter. I am really proud of the brands we're about to relaunch, as well as looking forward to the future innovation coming on Super Facialist. Again, I'd like to thank everyone in my team including Sandrine, Sue, all of Operations and finance for making these relaunches happen, it's been a huge team effort. Have a great summer."*

## Kieran Jones - Supply Chain Manager

*"We have welcomed a new addition into our Operations team... welcome Vito Migliore who joined earlier in June and will add some great planning expertise. Vito will add further support in embedding and driving excellence from the newly introduced demand planning system which is a key enabler in the way we bring S&OP to life."*

# TOP NEWS

## Super Facialist TV Campaign!

Have you spotted Super Facialist on your TV screens over the last couple months? If you haven't, check out the media campaign videos on the Super Facialist Youtube channel!

This is the first-ever national TV campaign for Brand Architekts and it's definitely one to be extremely proud of. It targets real women with a ground breaking creative that captures, with a dose of humour, the frantic and often chaotic routines of women's lives as they juggle work, family, commitments, social time, studies, and more whilst also caring for themselves.

The launch commenced on Friday the 7th of May, in Channel 4's biggest entertainment show, 'Gogglebox'.

Overall the campaign targeted and reached 62% of ABC1 Women aged 25-54 on an average of 4 times.



One of the two SF TV Campaigns



The second SF TV Campaigns

# TOP NEWS



BRAND NEW Hexapeptide-9 range



Hexapeptide-9 IG Takeover!

## BRAND NEW Hexapeptide-9 range

In April, Super Facialist launched its first regime in 3 years...The Hexapeptide-9 Anti-Ageing Advanced range, targeting mature skin. The range launched with 3 products, a Cleansing Milk, Firming Serum and Rejuvenating Night Cream.

The Anti-Ageing Advanced complex combines Hexapeptide-9, hydrating Reforcyll<sup>®</sup> and Kakadu Plum to help target the multiple signs of ageing and help reduce the appearance and depth of wrinkles.

You may be thinking what Hexapeptide-9 is?

Hexapeptide-9 is a collagen anti-ageing peptide proven to rapidly decrease the appearance of skin wrinkles whilst enhancing the process of epidermal skin renewal.

The launch started with a teaser campaign, posted on Instagram, similar to the Retinol Eye Cream's campaign the previous month. Emails were sent out from the brand and Boots also sent out an email, announcing the launch. There was also an IG competition to win the bundle and an IG Live Takeover with Beauty Industry expert Genevieve Nikolopoulos in conversation with Broadcaster Jo Good where they explore beauty for 50+ and discuss the new HEX-9 range. Products were gifted to some influencers while others contributed to paid collaborations including @the\_traceydiaries, @whatkathydidnext and @40plusandfab.

Well done to the SF team for achieving yet another, amazing launch campaign!

## Dirty Works brand new gift ranges!

Say hello to our brand new gift sets! We have 4 specially curated collections featuring some Dirty Works favourites you may have seen before and also some with exciting brand-new formulas and accessories.

Perfect for treating someone special- or yourself!

The new gift sets include:

- Out and About Everyday essentials
- Double Hit Fragrance Set
- Feed my Lips! Lip Balm Set
- It's all in Hand, Hand Care Set

These are available in Sainsbury's and [dirtyworksbeauty.com](http://dirtyworksbeauty.com)



Brand new Dirty Works Gift Sets

# TOP NEWS

## RSC featured in Feel Unique's 'men's grooming box'

Earlier this year, The Real Shaving company launched on Feel Unique. Feel Unique create bundles including different brands and products, this time RSC was involved!

The bundle is named 'The Grooming Kit' and includes shampoo, body wash, face cream, cleanser, eye serum, and lastly The Real Shaving Company Shave Cream. This bundle was released just before Father's Day and would be the perfect present! We also featured in Feel Unique's socials and emails. Overall, this will help drive brand awareness by reaching a large demographic.



RSC featured in Feel Unique's The Grooming Kit



Happy Naturals Strengthen and Repair Shampoo and Conditioner



Happy Naturals Haircare range

## Happy Naturals launch in Sainsbury's

Hot off the press! Happy Naturals redesign has just launched in Sainsbury's. Sophie Kay, the brand manager for Happy Naturals shares the details...

"I am super excited to finally announce the launch of our new Happy Naturals haircare range, now available in Sainsbury's. We've spent the past year working really hard on improving our brand proposition, sustainability credentials and design. You'll see we've really shaken up the design and given Happy Naturals a much-needed makeover - which I hope you love as much as we do. Our packaging has improved to be 100% recyclable and include 50% post-consumer recycled plastic.

The new line-up features three ranges to tackle common haircare concerns and uses on trend natural ingredients: Strengthen and Repair with Avocado Oil, Everyday Hydration with Macadamia Oil and Curl Defining with Shea Butter." *Sophie Kay, Brand Manager for Happy Naturals*

# 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.

## Super Facialist Skin Perfecting Primer

"Super Facialist's Skin Perfecting Primer is all about taking trusted skincare ingredients and combining them with colour correcting pigments to create Super Facialist's first skincare/cosmetics hybrid.

The idea for this product came about after we started working from home during the first lockdown of 2020. We knew that people were wearing less make up as they were at home but still wanted their skin to look good with the countless Teams & Zoom meetings they were having. The Skin Perfecting Primer has been developed to answer the desire for less heavy make-up whilst still wanting a healthy-looking complexion.

The multi-tasking primer helps to blur imperfections by counteracting three common skincare concerns of redness, sallowness & dullness, whilst at the same time working to help bring back your skin's natural radiance.

- Hyaluronic Acid - helps hydrate & improve skin's ability to hold moisture
- Niacinamide - helps control oil and improve skin texture
- Cica - helps soothe, comfort & calm

### Colour Correcting Technology

- Green - tones down redness
- Lavender - counteracts sallowness
- Peach - improves dullness

The product was developed to be used after moisturising (& SPF) & can be used alone or as a primer to your make up. As a team, we're really excited about this new innovation and are looking forward to seeing the launch come to life in the next few weeks!" *Steph Clifford, Super Facialist's Brand Manager*



*Super Facialist, Skin Perfecting Primer*

## Argan+

"The redesign of Argan+ will begin to trickle through from mid-June with Washing and Bathing lines already starting to hit Waitrose stores.

Some of the changes include a new jewel-tone colourway with brighter gold accents and indulgent 5-oil imagery with the oil droplet design.

Haircare and Skincare will also see the new design roll out from August with the entire range updated by the start of September." *Jodie Andrews, Brand Manager of Argan+*



*Argan+ haircare range*

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

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## Senspa

"SenSpa will also see a total brand refresh with phase 1 of washing and bathing launching at the start of July and the remaining lines along with haircare launching in August.

This design aims to bring the brand back to its heritage of the New Forest, with dark green branding reflecting the nature of the forest and natural formulations paired with pure white to enhance the spa look and feel. We have also introduced new oriental-inspired illustrations for each regime which adds to the Thai influence of the Spa." *Jodie Andrews, Brand Manager of Senspa*



Senspa Relaxing range

## Kind Naturesd

"It's finally here!

Introducing the new Kind Naturesd lineup, with a new design inspired by abstract nature and patterns, improved formulation and more eco-friendly packaging. The new range spans from Haircare, Footcare and Washing & Bathing categories, and are all created with all created with our key mission in mind - kind to people planet and self.

All our products are 100% recyclable, tubes are made from a minimum of 30% recycled plastic, all cartons are FSC approved, plus we're still a minimum of 97% natural, ingredients, vegan friendly, and with lead sustainable ingredients. The new lines are rolling into selected Boots stores from Mid-July.

PLUS read on for exciting news on Kind Naturesd's new partnership!!" *Kirsty Corcoran, Kind Naturesd's Brand Manager*



A sneak peak Kind Naturesd's Colour Protect Kind Shampoo and Conditioner



A sneak peak Kind Naturesd's Awakening Kind Cleansing scrub bar

# EXPORT NEWS

## HUGE success in Ireland!

With the help of our Irish Partner, United Drug, we have had huge success and achieved a fantastic implementation of distributing 10 of our brands in Ireland. In particular, Super Facialist is now across 426 stores and The Solution in 219! There has also been a huge PR and social media push which gifted the Vitamin C range to 200 key media, press, and influencers including Katie Jackson, Louise Cooney, and Mark Rogers.

A hero moment from the press drop was when socialite and nutritionist Rosanna Davidson, sent a private message to the SF Instagram explaining how she loves the products. The results from the influencer activity meant that 291.9K were reached just via IG grid posts, 1.2million were reached via IG Stories and the Super Facialist Ireland account gained 438 new followers in the past 7 days of the campaign.

As well as the huge success in the press drop, Super Facialist and The Solution also won awards in the Hi Magazine Beauty Awards! SF Vitamin C Cleansing Oil was awarded 'Best Budget Cleanser' and The Solution was awarded 'Best Budget Body Brand'.

Amazing results from the Export team and United Drug!



IG Grid Post from @maiholisticlife



IG Story from @michellefoxmua



Winners in the Hi Beauty Awards!



The Solution's demonstration stand



Content on Instagram from send-outs

## Continued success for The Solution in New Zealand!

The Solution launched in New Zealand in Mid-April and it has been a huge success!

So far the brand has featured in Reginal's May/June trade mailer, including a full-page feature in their annual Gift Catalogue which is already generating pre-orders for the Xmas period.

They've also had great content produced on socials from send-outs and being included in Beauty Garage's (DTC website) monthly beauty box. This has been shared on an Instagram account that is especially for The Solution New Zealand.

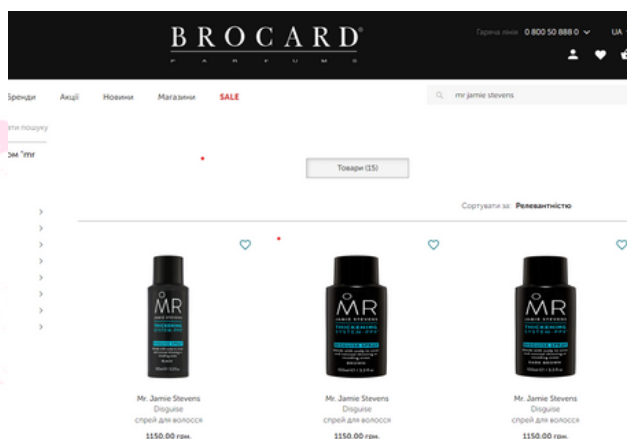
On top of all of this, Life Pharmacy in Auckland created in-store demonstrations featured front of store in a busy mall.

# EXPORT NEWS

## New listing in Ukraine!

MR Jamie Stevens has entered in all major online stores in Ukraine, including Make-Up, Rosette, Parfums, Hello, Brocard and Leta.

In July, it will launch in a Hairdressing salon and multiple other stores. Also, following the good sales in Brocard Parfums, we will be able to launch in even more Brocard stores in August.



## CHERRYBOX Forever Young Bag

Scoring ●●●●● | Product code: 007956  
Evaluate the product →

**36,00 €**  
You can earn 30 Points if you register!

**Description**  
The bag contains:  
Youth Lab Wrinkles Erasure Cream 50ml  
Zeta Curves Titanium Microneedle Face Roller 540 0.3mm  
Pharmosept Cleria Lift Effect Serum 30ml  
Gerovital H3 Classic Nourishing Eye & Lip Cream 15ml  
SUPER FACIALIST Retinol+ Reviving Tonic Lotion 200ml  
Secret Age Reverse Cupra Mask Single Sachet 28g  
All together in a lovely transparent purse!

## Super Facialist promotion in Greece

In May-June, Super Facialist was included in a promotion with a big beauty e-tailer in Greece called Cherrybox.

The Super Facialist Anti-Ageing Retinol Toner was included in Cherrybox's 'Forever Young Bag' which was a sell-out!

## New Market in Bulgaria!

In May, Dirty Works launched in Bulgaria! This was followed by a special feature in Bulgaria's Glamour magazine!

In August, Dirty Works will continue the launch in 100 Lilly Drogerie stores.



Dirty Works featured in Glamour Bulgaria



## Winners in Mexico!

Kind Natured Relaxing Body Wash has won In Style magazine's BEST BEAUTY BUYS 2021 with it being the editor's pick.

It was described by the beauty editor Andrea Sanchez as 'A gel texture that flows very well, I can immediately feel the hydration and my bathroom smells spectacular'.

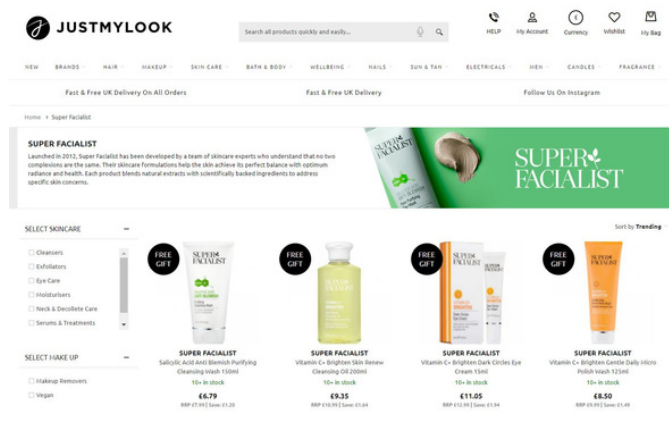


# LISTINGS NEWS

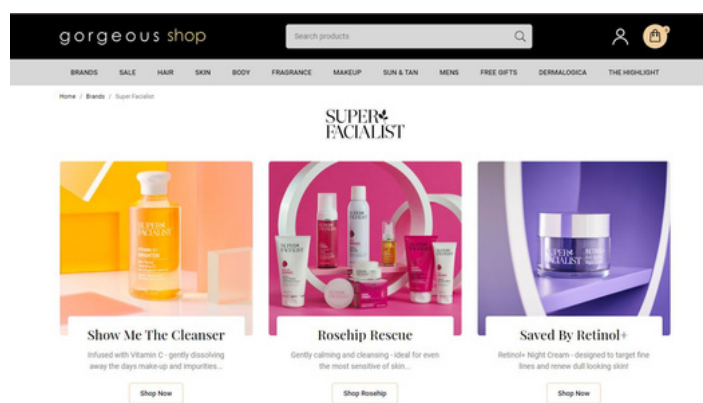
## Super Facialist launches on Justmylook

Super Facialist launched onto Justmylook in early April. It's been an exciting partnership for the brand since we have already been part of multiple marketing promotions.

Justmylook and Super Facialist organised an Instagram competition as part of the launch plan. The winner could win the whole Vitamin C+ range, all they had to do was like the post, follow both Instagram accounts and tag their 'skincare' besties. This was a success with over 2500 entries!



Super Facialist products on Justmylook



Super Facialist on Gorgeous shop

## The Gorgeous shop and Beauty Flash launch!

Super Facialist, Super Facialist for Men, The Solution and Dr Salts have all launched on The Gorgeous Shop and Beauty Flash e-tailer websites.

Both companies are part of the Gorgeous Retail Group and have a large database of customers. The likes of L'Oreal and ELEMIS are also stocked there!

We will also be involved in their marketing plans, social activity and competitions in order to reach the best potential and keep customers engaged.

## WHAT'S NEW? New Office Layout

Since BA has a new, hybrid way of working it calls for a new office layout...

The aim for the new office layout was to make a creative meeting space and a place we can show clients our exciting products. It includes multiple desks with monitors for day-to-day working, raised tables were employees are able to stand and work and also meet. 2 meeting rooms with one showcasing all of our brands and products. There's also a sound proof phone box as a place to make confidential calls and a chill-out sofa area. Finally, a pod will be added as a space for smaller meetings.



# WHAT'S NEW?

## New Employees:

### **Eleana Macauley-Rowe - Customer Coordinator**

"I recently graduated with a MSc in Project Management. Alongside my studies, I worked for Bobbi Brown cosmetics as a Retail Make-up Artist. As much as I enjoyed the artistry, I felt it important to put my studies to good use! The Customer Co-Ordinator role has given me the opportunity to move into the business side of cosmetics. I am really buzzed to work at BA, my skills and knowledge have really grown in the little time I have been here. I have had an amazing time working with the export team and look forward to seeing the UK side in a short while. (Also, thank you to the whole of BA for such a warm and supportive welcome!)"



### **Vito Migliore - Supply Chain Coordinator**



"I joined BA the 1st of June after working for 10 years in a Healthcare company where I covered various roles from Product Development to Stock Management and part of Account.

I really enjoy the Supply Chain role and I am very happy to be part of the team here at BA.

Outside of work I like swimming, playing guitar and going to the park with my family. Used to play table football until 2 years ago on a high level and travel around England and Europe with my teammates for national and international tournaments.

Hope to meet you all very soon."

### **Kerry Beauchamp - High Street Account Manager**

"I joined Brand Architekts as a National Account Manager last week. I'll be looking after Boots and Superdrug accounts as well as some others that are in the pipeline.

I've worked in retail head office for around 15 years, most recently as an Account Manager at Rodial Group/Nip+Fab and previously as an International Account Manager for JML.

I'm really keen to get stuck into my role at Brand Architekts at such an exciting time for the company. Everyone I have met so far has been really friendly and helpful. I'm looking forward to meeting more of you in person in the coming weeks and seeing what the future at BA holds!"



# EMPLOYEE RECOGNITION AWARD

## April

The winner of April's 2021 Employee Recognition Award goes to... **JOAO ASSUNCAO!**

Joao was nominated for "his excellent work on managing Accounts Receivable and supporting our net cash balance and operational excellence strategic pillar. Joao inherited some historical outstanding transactions on the AR ledger and has worked hard to investigate and tidy up these old balances. In addition to this, Joao manages the Amazon ledger which is complicated by the various deductions and charges that Amazon debit from the account. He has set up a process to ensure that all deductions and charges are captured, recorded, and approved in a timely manner, making it a much smoother process and easier to manage and track. Finally, Joao was recommended for being one of BA's silent stars, who unassumingly get things done and lets the others shine in the limelight."



## May

The winner of May's Employee Recognition Award goes to... **ELLICE MCGONNELL!**

Ellice was recognised for "her excellent work contributing to e-tailer listings and support. Managing the company newsletter, along with showing her versatility by helping Kim on her digital tasks. She's always happy to help and tackle new tasks showing initiative and fast learning. Whether the tasks are menial or creative, Ellice always delivers to a high standard." She was also recognised for "her cheery helpful disposition; her creative eye and eagerness to learn and improve". Finally, Ellice was nominated for "showing great resilience, patience & creativity - especially given BA is her first job since leaving University".



## June

The winner of May's Employee Recognition Award goes to... **FIONA NOSSITER!**

Fiona was nominated by 6 employees, some reasons being... "her excellent organization skills in making sure everything is in right place, at the right time and everything is working smoothly during the new office refurbishments. Beforehand, lots of sorting out, lots of tidying up has been done with always a smile on her face. Then the implementation and coordination have been smoothly done for day 1 opening of the office. Well done! And a big thank you for all of us for making it happened." Fiona was also recognised "for being the ultimate multi-tasker, on-call 24 hours a day. Always smiling, maintaining a positive attitude despite any behind the scenes sadness. Whether it's an HR query, an office equipment issue, technical support, or just a shoulder to cry on- you're always there!". Fiona was also nominated for "the incredible job with the new office. It was not a simple brief, and she has executed it with incredible speed and efficiency. She's a huge asset to the business".



# AS SEEN IN...

The top media coverage of the quarter

## Super Facialist Retinol Eye Cream featured in the Daily Mail

The brand new Super Facialist Retinol+ Eye Cream has featured in the 12th of April's Daily Mail, print and online. The article is titled 'Elsa McAlonan's Beauty Upgrades: How to prepare to wear sandals with feet fixers'. The SF Retinol Eye cream featured under '3 of the best: New Eye Creams' saying it should be used 'In your 70s'.



Super Facialist Retinol Eye Cream featured in The Daily Mail



**31.** Established in 1953, **The Real Shaving Company** embodies high-performance, professional yet affordable skincare, designed to introduce ease and simplicity to your daily grooming routine. Their pioneering age-defence complex targets the appearance of fine lines, dryness and the effects of stressful modern living. Prices start at just £3. Explore the full range at [realshaving.com](http://realshaving.com) and follow [@realshavingco](https://www.instagram.com/realshavingco) on IG.

RSC feature in June's GQ magazine.

## RSC featured in GQ magazine

This is our first ever GQ magazine feature! The Real Shaving Company was featured in their 'Fix Up Look Sharp' feature in the June edition. The brand was described as 'high-performance, professional yet affordable skincare, designed to introduce ease and simplicity to your daily grooming routine'.

## Super Facialist for Men featured in The Telegraph

Super Facialist For Men Anti-ageing Moisturiser featured in an article in The Telegraph titled 'The best anti-ageing face creams for men under £10'. It was described as a moisturiser that 'won't break the bank, but gets the job done properly'.



Super Facialist for Men featured in The Telegraph

## VOGUE

SKINCARE SUNDAY

### 10 Of The Best Affordable Skincare Brands To Try Now

Here is the British Vogue beauty team's pick of 10 of the best affordable skincare brands to try now.

#### Super Facialist

From face wash to eye cream, Super Facialist offers a broad range of skincare products categorised by skin issue. For those who want to encourage luminosity back into the skin, the Vitamin C range is a good choice (the **Brighten Booster** can be mixed with your moisturiser for supercharged results), while the blemish prone will love its Salicylic Acid line, which utilises salicylic as its star ingredient – the **Face Purifying Clay Mask** is a stand out.

Shop Super Facialist below:



Super Facialist featured in Vogue.co.uk

## Super Facialist featured on Vogue.co.uk

Super Facialist were featured in Vogue.co.uk, in May. The article was titled '10 Of The Best Affordable Skincare Brands To Try Now'. Super Facialist were described by the British Vogue's beauty team as a brand that 'offers a broad range of skincare products categorised by skin issue. For those who want to encourage luminosity back in the skin, the Vitamin C range is a good choice,...while blemish-prone will love its Salicylic Acid line, which utilises salicylic as its star ingredient...' They select the Brighten Booster and Pore Purifying Clay mask as 'stand out' products in the collection.

# A Quaterly Catchup

*In this edition, Sandrine Sylva, head of New Product Development & Consumer Insights, discusses wellness, environmental self-connection, and what beauty trends are next.*

## Get to know...



**Sandrine Sylva**

**Job role:** Head of New Product & Consumer Insights

**Current obsession:** Mindful Running

**Can't wait to try:** Wild Beauty from Rhug Estate

**Thinks next big buzzword is:** Adaptogens

**Can't go a day without:** Reading Well + Good

## What do you think will be topics at the forefront of 2021?

Health and wellness experts will be talking about self-care, underpinned by the desire to create emotional and personal connections; building a more desirable and sustainable future through greater authenticity and transparency from brands; and the obsession with adaptogens, which should spike as we see progress in how to promote better sleep and relaxation.

Additionally, I'm intrigued by data-driven beauty. Intuitive, skin-sensing wearable devices will get smarter and act as a personal skin, health or mental "advisor." Such devices will read and analyze data to new levels, from tracking UV exposure and alerting users to get out of the sun or apply SPF protection to tracking moisture levels in the skin and alerting users to re-hydrate.

## What other beauty trends do you think are next?

As the beauty industry pivots to include more wellness-inspired products for consumers, I believe we will see more home-grown brands, local sourcing and experimentation with new 'skinintelligent' ingredients (natural and science-backed) to boost effectiveness and deliver benefits beyond topical application. I expect a resurgence of aromatherapy-inspired offerings.

Sustainability, fuelled by the growing demand for transparency initiatives, will also continue to drive innovation and be on everyone's agenda. I also foresee that sustainable packaging will become as crucial as sourcing sustainable ingredients for many companies and consumers.

## What sparked your growing interest in wellness and environmental self connection?

Even before the pandemic, workplace stress cost businesses billions every year. I see corporate wellness becoming a business necessity and, to some extent, a corporate social responsibility, with more companies offering in-house mindfulness sessions or developing technological solutions to limit excessive screen time and promote healthier work habits.

The pandemic has provided an opportunity to create more meaningful interactions with people, our community, our families and not least our bodies. Consumers are seeking more authentic, meaningful experiences and re-thinking their values. The craze for expensive training equipment and high-impact exercises will make way for outdoor activities that offset the rise of the home office. Watch for the likes of tree workouts or dance-focused classes, which help lift spirits and enhance body awareness to make you feel more connected with yourself. Interesting conversations are happening around air quality and how to emulate, in the home, the effects of fresh air on your mind to trigger a range of emotions — happiness, energy, peace.

# Exciting partnership for Kind Natures!

Kind Natures is delighted to have the opportunity to partner with Be Kind Movement (Charity no. 1161876), a charity focused on promoting the development of emotional intelligence skills in children and young people through acts of kindness.

As a part of this partnership, we have decided to provide a contribution that is based on % of net sales for all products sold. You'll also be able to see their logo on the front of our products!



Be Kind logo on the bottom right of the products

In May, Be Kind Movement took on the run for heroes 5k may challenge for the #bekindmovement. They invited the Brand Architekts team to take part. Luckily, the weather held out for us and some of the BA team met up on a sunny Friday afternoon and walked 5k around Bushy Park in Teddington.



A few of the team enjoying the sunshine at Bushy Park



The BA team enjoying a glass of bubbles after the 5K walk

### **A note from the CEO & Founder of Be Kind Movement:**

"We are delighted to be partnering with Kind Natures who are a unique beauty brand that put people and planet at the heart of all they do, something which resonates deeply with all of us at Be Kind Movement. Every penny raised from Kind Natures's sale of products will help us reach more children and support them to develop vital emotional intelligence skills that in turn helps to build a kinder, fairer and happier world." *Premila Puri, CEO and Founder, Be Kind Movement*

# BA PETS CORNER

An update from BA's Furry Friends...



Olive, enjoying her ice cream with a view



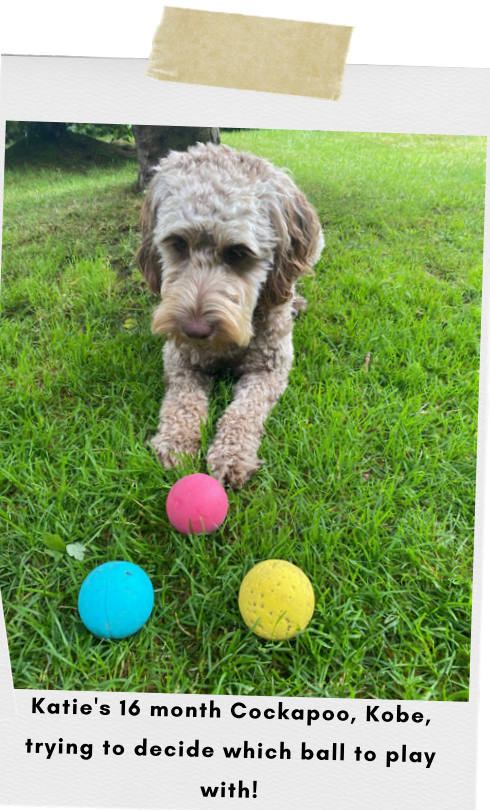
Rudy celebrating his first birthday!



Fleur, just popping out to the shops



Ross's dog, Brush, enjoying a Sunday afternoon chill



Katie's 16 month Cockapoo, Kobe, trying to decide which ball to play with!



Spencer won Fonthill Bishop's Dog show's class for "most beautiful eyes"!

# Last but definitely not least...

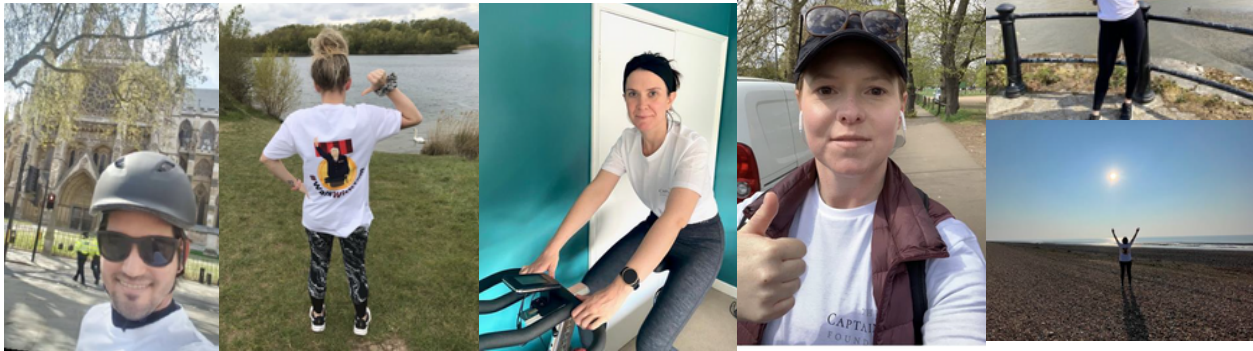
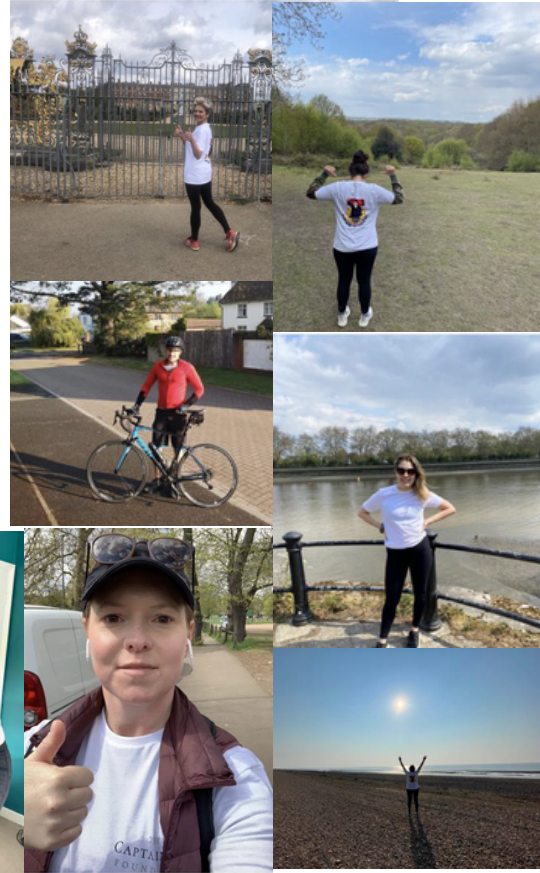
## The Captain Tom Foundation -100 Challenge

As part of The Captain Tom 100 challenge some of the BA team accumulatively ran, walked, and cycled 220 miles! This is the equivalent of 8.3 marathons!

The main focus was to raise as much money for The Captain Tom Foundation, which supports adult and children's mental health while also continuing to fundraise efforts that Captain Tom started last year.

All of this hard work paid off on the first May bank holiday weekend and the team rose £2,692 (£3,111.25 including Gift Aid).

Amazing work from the individuals involved!



## A look into the next Quarter...

We have many NPD launches for this next quarter. As seen previously, we have launches from 7 brands in the next couple of months! You'll see brand new products from Senspa, Argan+, Dirty Works, Dr Salts, Happy Naturals, Kind Natured and Super Facialist just in July and August!

We also have plans for new launches from Mr. and Beautopia in the Autumn.

Furthermore, our digital team has been working tirelessly for the first ever D2C marketplace for Brand Architekts. Read on to hear a little update on this incredible project...

## DTC UPDATE

Head of Digital, Saif Pathan, shares exciting updates about the DTC marketplace and a what to expect!

"Progress continues at pace on project Athena with multiple teams working to build an exciting new marketplace. Whilst we can't share specifics we have chosen a name and the website domain. We are busy making decisions on details such as the fonts and colours to be used and waiting to see logo designs. The new site brings with it a huge demand for content, everything from product and lifestyle images to editorial content, blogs and videos. We are working with several partners to produce this and ensure the site is both visually appealing offers useful and interesting information. The next phase of the development is concerned with the user experience to ensure the site is easy to navigate and truly showcases all our brands and products. Behind the scenes teams are busy working on operations and technical site details in preparation for all logistics processes and the site build itself. Exciting times ahead stay tuned for the next instalment!"

*Saif Pathan, Head of Digital*