

# BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



"Implementing transformational strategies is always challenging, but as we start a new calendar year, I would like to thank you for helping us make considerable progress over the last 18 months. Together we have relaunched over 70% of our brands/products; we've launched an integrated DTC marketplace and we have started to see the benefits of operational efficiencies. As we return from the much-needed Christmas break, the world is facing several unforeseen and difficult challenges - these range from the well documented global cost price increases (raw materials, labour & components); significant increases in Far East container shipping costs; production headwinds..... all under the constricting cloak of Covid and flu. However, we have the right strategy to get us through and if we continue to live by our corporate values - collaboration, passion, agility and innovation, we know that the business will excel and continue to prosper.

Over the next few months, we will be prioritising the creation and implementation of digital assets across all brands; we will invest and grow The Unexpected email database and its community; we will collaboratively work with suppliers and customers alike in managing external cost price increases and we will be announcing several new brand reach opportunities in due course.

I wish everyone a healthy, happy & prosperous year ahead - if 2021 was the year of reset & reflection." **Quentin Higham, CEO Brand Architekts**

Welcome to the fifth edition of Beauty Digest. Happy New Year! You might be thinking how is it 2022 already!? Me too. It's already been a whole year since the first Beauty Digest was published and what a year 2021 was! So much has been achieved and all in the midst of a pandemic with a lot of uncertainty. All this success is down to the incredibly resilient and positive Brand Architekts team, a huge well done to them! This edition will go into detail about the last quarter of 2021. We've had amazing success with multiple awards, launches on new retailers and continued success for the export team! Please read on to find out more.

*Ellice McGonnell*  
Editor

## TOP NEWS

**DIRTY WORKS  
LAUNCH IN PERU**

**LAUNCHED IN THE  
PERFUME SHOP**

**LAUNCHED ON LOOK  
FANTASTIC**

**WINNERS OF  
MULTIPLE AWARDS**

# QUARTERLY REFLECTION

## Jo Hutton - Commercial Director

"We are heading into 2022 with a much clearer view of our goals and ambition, I'm certainly encouraged by the number of opportunities we are currently in the process of landing across our lead brands. The brand strategies are strong, we have some killer NPD in the pipeline and our relationship with our lead retailers is improving, this looks set to be a good year for UK retail."

## Charlotte Lee- Financial Controller

"The external challenges over the last 18 months are well known but we are continuing to focus on internal process refinement to ensure we have the strength of foundation to build our growth upon. This quarter we've launched new reporting tools, simplified our forecasting process and invested in new ways to collaborate with our partners. 2022 will be the year where we start to feel the efficiencies we have made which I know everyone is looking forward to!"

# TOP NEWS

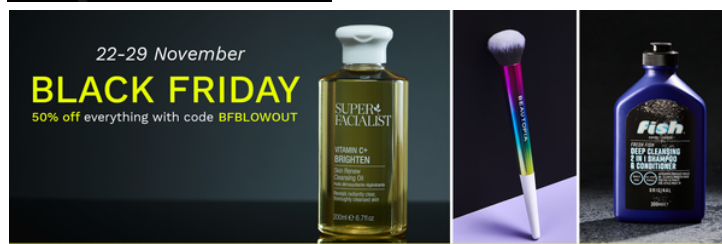
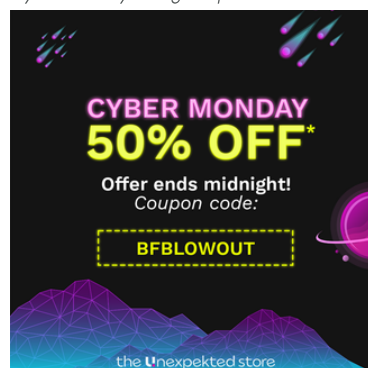
## Black Friday success on The Unexpected Store

Saif Pathan, Head of Digital explained, "Black Friday was very successful for the Unexpected Store with good uplifts on all key performance indicators versus the prior year. We launched our campaign early to get ahead of other brands and retailers and this tactic certainly paid off with a 265% increase in sales on the first day compared to the prior year. We achieved a 15% increase in total sales for the period and 30% increase in site traffic. We also added a number of new subscribers to our email database many of whom went on to purchase using the promotional discounts on offer."

Black Friday Email Banner



Cyber Monday Instagram post

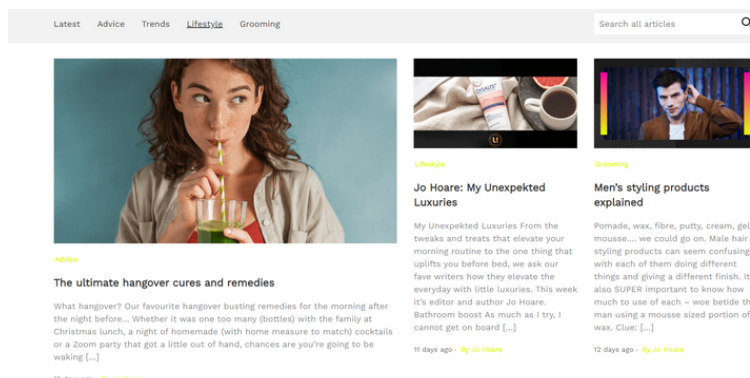


Black Friday Website banner

## The Edit - The Unexpected

We have a brand new features section on The Unexpected Store website! 'The Edit' already contains 10 articles from a combination of Jo Hoare- our new editor- and three other contributors. 10 more will follow this month so watch this space!

Jo Hoare will be joined by Lauren Wigley, a Vegan Beauty and Lifestyle Expert, Thambi Mkandla, a celebrity MUA and Tara Ledden, a Beauty Editor.



The Edit on The Unexpected Store

# TOP NEWS

## The Solution and Super Facialist win at Women&home Beauty awards

Back in October 2021, Super Facialist and The Solution, both won awards in the Woman&home Beauty awards!

The Solution Hyaluronic Acid Hydrating Body Lotion won 'Best for plumping skin' in the body care section. It was described by the senior beauty editor, Fiona McKim as "Smell[ing] light and fresh, soaks in effortlessly. A great everyday body lotion!".

While in the skincare section, the Super Facialist Hexapeptide-9 Anti-Ageing Advanced Extra Firming Serum won 'Best for plumping' within this section. Described by one of the judges, Steph Maylor as 'Punch[ing] well above its price bracket - a little goes a long way, and my skin immediately felt soft, silky and plumped.'

This leads us onto the next winners...



2 wins at the Woman&home Beauty awards 2021



Sainsbury's Beauty Awards

## Winners at the Sainsbury's awards

We've had some great results from the Sainsbury's Beauty Awards. Super Facialist Vitamin C Cleansing Oil won the Best Skincare Award!

Happy Naturals Strengthen and Repair Shampoo was also a runner up in the Conscious Beauty Choice category behind Burt's Bees lip balm.

## Winners at the Pure Beauty Awards

A few members of the BA team attended the Pure Beauty Awards ceremony in London, there was some tough competition with but... Super Facialist made us proud yet again and won 'Best New Premium Anti-age product'. It was the Hexapeptide-9 Advanced Anti-Ageing Serum that took the trophy! Released in April 2021, the Hexapeptide-9 range is continuing to do well and gain popularity.



Steph, Jo and Sandrine at the Pure Beauty Awards ceremony with the trophy!



Pure Beauty Awards Gold Winner logo

# TOP NEWS

## Shortlisted for ASOS Beauty Awards

We received the incredible news that 6 of our products have been shortlisted for the ASOS Beauty Awards 2022!

This includes 3 Super Facialist products shortlisted in 4 category's...the Salicylic Acid Cleansing Wash in the Targeted Skincare Solution category, the Vitamin C Cleansing Oil in the Cleansing Champion category and the Skin Perfecting Primer in the Make-Up Must-Have and Scroll Stopper category. We also have the Dr Salts+ Calming Therapy Epsom Bath Salts shortlisted into the Wellness Essential category and The Solution's Salicylic Acid Clear Skin Body Gel in the Bath & Body Breakthrough category.

This is a huge opportunity for our brands as it could give us the opportunity to get our products listed on ASOS! Some of the BA team will be attending the awards ceremony at Magazine London. Wish us luck!



ASOS Beauty Awards 2022



Dirty Works featured in the Boohoo advent calendar

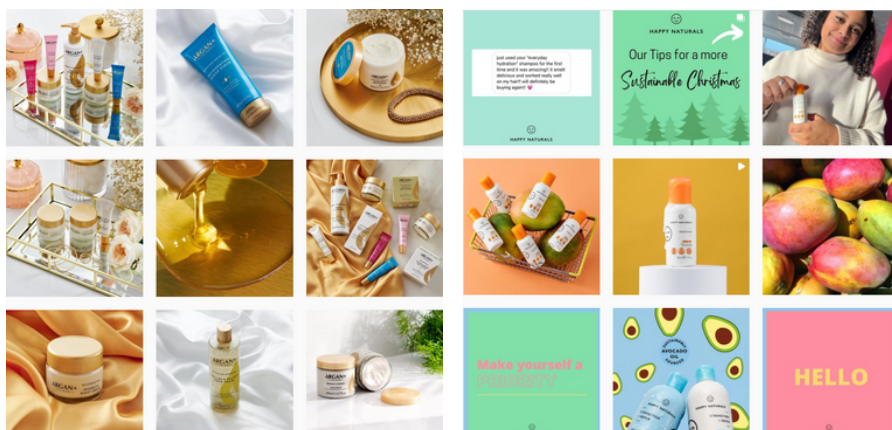
## Boohoo advent calendar

Dirty Works featured in Boohoo's Beauty Advent Calendar 2021! The Cube Tropicana bath fizz bar and Anti Bac to basics were both available in the £60 sold out advent calendar which also featured brands like Bondi Sands, Eylure and Beauty Works.

The whole Dirty Works range is due to launch on Boohoo at the start of this year, so this advent calendar was a great opportunity to expand our brand reach and attract potential customers.

## Happy Naturals and Argan+ Instagram launch!

Happy Naturals and Argan+ have both finally launched on Instagram! Now that Argan+ and Happy Naturals have re-launched and are available to buy from our online store, it was time for an Instagram page to be created for each brand. This is a great opportunity to attract new customers and to give the brands a little more personality. Follow @arganplusbeauty & @happynaturals\_



Argan+ Instagram

Happy Naturals Instagram

# EXPORT NEWS

## Dirty Works promotion in Romania

There was a very eye catching and successful campaign for Dirty Works in the top 13 Kendra shops in Romania. The campaign included window advertisements of the Dirty Works products, including the Tropic Like it's Hot Hand Cream and Shower gel. The campaign started in November which was in perfect time for the lead up to Christmas.



Dirty Works Window displays in Romania



Dirty Works in Idea Belleza in Italy

## Dirty Works in Italy

Dirty Works launched in its first bricks & mortar store in Italy! It can now be found in 60 stores in the perfumery chain, Idea Belleza.

## Dirty Works continues to grow in Bulgaria

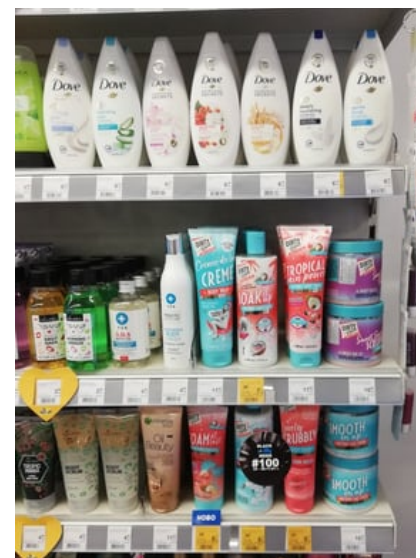
In Bulgaria, Dirty Works continues to grow and can now be found in multiple stores, including, Lilly drogerie, Remedium, Fantastico and more! Dirty Works even featured in the Lilly Drogerie November Brochure.



Dirty Works seen in the Lilly brochure



Dirty Works gift sets in a Remedium store



Dirty Works seen in the Lilly Drogerie store

# EXPORT NEWS

## MR in Ukraine

MR Jamie Stevens received a fantastic response from Ukrainian subscribers and customers on the Brocard Instagram. The post received over 30,000 views!



MR on Brocard instagram page



Super Facialist in Dunnes, Ashbourne.

## Super Facialist's continued success in Ireland

Super Facialist continues to conquer Ireland! Now in 400 stores including all main retailers in Ireland; Tesco, Lloyds, McCauley and Dunnes.

## Continuous media coverage in Ireland

Multiple BA brands have been featured in many Irish publications over the Christmas period, including the Irish Independent and Belfast Telegraph.

Super Facialist Vitamin C Cleansing Oil was featured in the Irish Independent. In an article titled 'Face wipes begone - for the good of your skin and the planet', Louise McSharry, the Irish Independents Beauty Editor, describes the Super Facialist cleanser as doing 'a great job for a pocket-friendly price'. It was compared with the likes of Clarins Total Cleansing Oil and Shiseido Essentials Perfect Cleansing Oil, both over double the price of Super Facialist.

The Solution's Hyaluronic Acid Hydrating Body Lotion has also featured in the Belfast Telegraph. The article was titled, 'Winter Skin Wonders' and discusses products that are great to soothe dry skin. The article described the body lotion as 'The hydrating body lotion helps the skin hydrate and nourish. With active natural ingredients for the skin, 100% Recyclable and tubes made of recycled plastic and the entire collection from the brand is also vegan friendly.'

Belfast Telegraph News Opinion Business Sport Life Entertainment Travel

### Winter skin wonders

There are plenty of products available to soothe those with dry skin



Dry skin needs additional protection in the winter months. Credit: Getty Images/Tetra images RF

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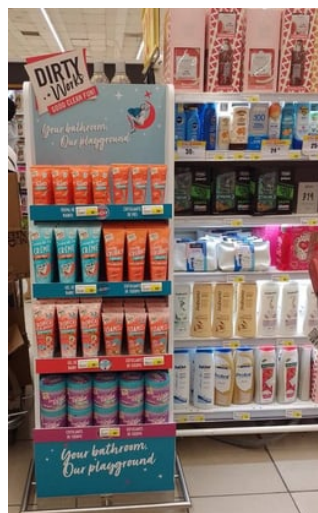


The Solution featured in the Belfast Telegraph

# EXPORT NEWS

## Dirty Works launched in Peru

Dirty Works has launched in Peru across 4 different pharmacy chains. This includes Aruma, Metro, Pharmax and Wong stores. The initial launch will be in a total of 68 stores, which will continue to grow over the next few months. From the photos you can see the fantastic marketing in the Aruma stores.



Dirty Works in Aruma, Peru

# LISTINGS NEWS

## Super Facialist launches on Look Fantastic

Look Fantastic is Europe's number one online premium beauty retailer and SUPER FACIALIST is now listed there!

This is an amazing opportunity for Brand Architekt as Look Fantastic is 'one of the most successful beauty websites globally' and over time hopefully more of our brands will join Super Facialist on their site!

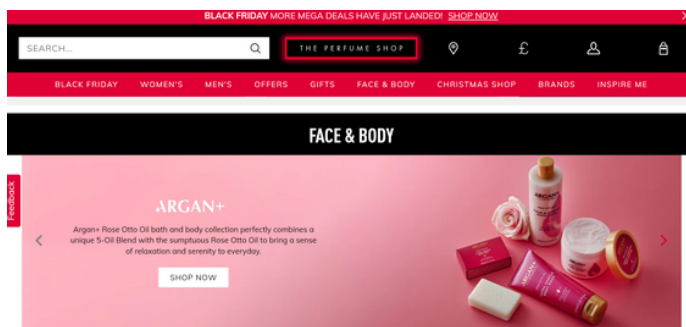
### INTRODUCING SUPER FACIALIST

Discover scientifically-proven skincare, powered by nature for a super-facial experience.

SHOP NOW



Super Facialist launch on Look Fantastic



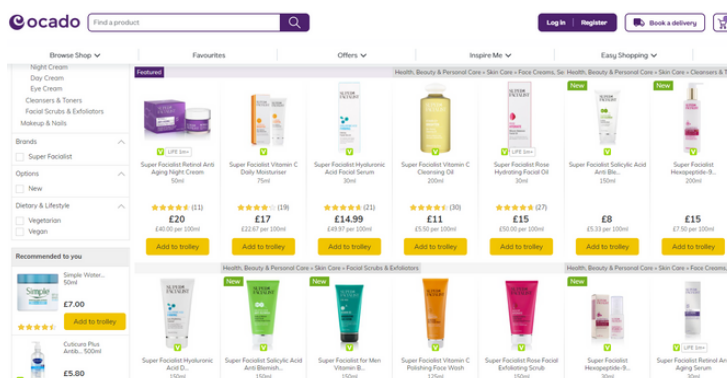
Argan+ banner on Face & Body section of The Perfume Shop

## Argan+, Senspa and Super Facialist launch in The Perfume Shop

Super Facialist, SenSpa and Argan+ are now live on The Perfume Shop website. The launch took place at the end of November and the Argan+ Rose Otto range featured on the Face & Body homepage banner.

## Super Facialist for Men and the whole Super Facialist range on Ocado

The full Super Facialist range of 26 products, and the men's range, which is a further 4 products is now on Ocado! We have also implemented paid advertisements on Ocado through Citrus Ads which is showing great success.



Full Super Facialist range on Ocado

# A Quarterly Catchup

*In this edition, Steph Clifford, the Senior brand manager of Super Facialist....*

## Get to know...



**Steph Clifford**

<b>Job role:</b>	Senior Brand Manager
<b>Current obsession:</b>	Morning walks with a tea, whilst listening to The Power Hour – sets me up perfectly for the day!
<b>Can't wait to try:</b>	Happy Naturals Hair Mask
<b>Can't go a day without:</b>	Super Facialist Salicylic Acid Purifying Cleansing Wash – my absolute fave

## How long have you worked at BA for and what are some of your favourite aspects in working here?

I've been working at BA for 7 years now, so have seen the business go through many transitions. I love that no day is ever the same – our roles as Brand Managers are so varied – one minute we might be developing some new product ideas and then we're planning social content, designing up POS or developing campaign plans! I also think we have one of the best teams around – everyone is so willing to help out when something needs doing or someone needs some extra support which is great!

## What's been one of the highlights while being the brand manager for Super Facialist?

Without a doubt my biggest highlight was the Super Facialist ad campaign which we ran in May of 2021. It was the first time we'd ever done anything like that for the brand and as a business generally. It was such an amazing experience to be a part of from the pitch process, through to attending the filming of the adverts and up to launch night. It's truly an experience I won't ever forget.

## What's the typical process in launching a new product?

It generally starts with Sandrine, our head of NPD, & I sitting together to brainstorm new ideas for the brand, looking at the market to see what's going on & internally reviewing our line ups to see if there are any gaps. Once we have an idea of what we want to develop next, I then brief a design to our agency & the formulation to the NPD team, whilst working with the commercial teams to get things like forecast, margin etc. (all the stuff that we need to be able to get sign off internally!). We'll receive formulation samples & once we're happy with those the formulation goes on various tests which takes 12 weeks. Once everything is signed off internally & we have interest from retailers we place a PO. Once artwork is signed off, the brand team are then focussed on building the launch plan to ensure that we make the product launch as successful as possible. The entire process from concept to launch takes around 12 months, so a lot of the things we're working on now will be launching in 2023!

## Can you give us any sneak peak info with what is next for Super Facialist?

We have a lot coming up on Super Facialist in 2022! We're planning our campaigns for International Women's Day & Mother's Day in March. Super Facialist celebrates it's 10th birthday at the end of 2022 so I want to do something to commemorate & celebrate that too! We're also in the early stages of a project for 2023 which is super exciting. We've also got 3 launches planned for the Spring & Summer so plenty to be talking about!



JAN 2022

# WHAT'S NEW?

## EMPLOYEE RECOGNITION AWARD

### October

The winner of October's 2021 Employee Recognition Award goes to... **KIERAN JONES!**

Kieran has been nominated "for all his hard work managing the Xmas Gift deliveries into DMW from the FE and then working with the UK retailers to receive orders and deliver stock to them as quickly as possible. The process is complicated every year but with the current shipping issues plus UK driver shortages this has been hugely exacerbated and has taken a lot of time to work through and manage efficiently. The retailers have been pleased with the open & clear communication which has meant that we've had no push back from them and all orders have been secured!" Kieran has also been nominated for "Being a real team player, always here to support my team and never complaining at what is thrown at him despite the challenges to work with a completely new team and ways of working of some of our suppliers. He goes the extra length to provide detailed insights into queries brought to his attention and puts in the hours to ensure matters are dealt with efficiently. He is a pleasure to work with and his calm methodological thinking is being appreciated."



### November

The winners of November's 2021 Employee Recognition Award goes to... **FILIP JANOCKO** and **VITO MIGLIORE.**

The whole operations team were nominated twice for "their help and support in processing 250+ individual Super Facialist and Dirty Works sample orders for Sainsbury's sampling activity. This was in a very tight time frame, so the activity could go live in December". Then Filip and Vito received individual nominations. Filip was nominated for, "always being so helpful and a great help in emailing back and forth with Indigo when working on TJ FOB orders to amend PO quantities and confirm dates to make sure we are all aligned. He has also been a great help with TJ product spec sheets by contacting Indigo and passing on information which needed completed. He is great to work with as he is always so responsive!" Secondly "for his work on the TK account. He took the account on at an extremely busy time and after lots of back and forth, he has managed to successfully get orders under control and DMW floor cleared."

Finally, Vito was also nominated for, being "so helpful and quick to contact UK suppliers when some regulatory files need updating or information is needed from suppliers (VOC%, EU manufacturers certification...). He clearly has a great relationship with UK suppliers, which is reflected in how efficiently he has been able to obtain information from them" and secondly "for his help across order processing and covering Eleana. He is always forthcoming and eager to learn all sides of operations and is a real asset to the team!"



### December

the winner of December's employee recognition award goes to... **ELEANA MACAULEY-ROWE!**

Eleana has received 3 nominations. She has been nominated for "being incredible and supportive since I've joined BA. She has time for everyone no matter how busy she is, absolute pleasure to work with.". Eleana was also nominated for "settling into her new role seamlessly. Always willing to help and remains calm when you know that she is under pressure with deadlines to meet." And last but not least she has been nominated for her "... sunny disposition, attention to detail, willingness to help all departments (ops, export and brand) and for her doing such a fantastic Happy Natural Instagram reel."



# AS SEEN IN...

The top media coverage of the quarter

## Super Facialist Hexapeptide Night Cream on OK.co.uk

OK.co.uk featured the Super Facialist Hexapeptide-9 Night Cream since it had been nominated and won 'Highly Commended Mass market night creams (under £40)' by The Real Beauty awards. It featured in an article titled, 'Younger skin after just one sleep!' The night creams loved by the Real Beauty Awards'. The article wrote that a tester described the night cream as "THE most softening night cream I've ever used- my skin felt like velvet from the very first use. It had a very good effect on lines".

HIGHLY COMMENDED: Super Facialist Hexapeptide 9 Anti-Ageing Advanced Rejuvenating Night Cream, [£18.75 here](#)



Super Facialist Hexapeptide-9 featured in OK.co.uk

## The Solution featured on Olivia Buckland's instagram!

The Solution had an amazing paid advertisement with Olivia Buckland on Instagram. Olivia is famous from being on Love Island 2016 and has built up a huge following of 2.6 million followers. She did a full Instagram story using all 5 of the products and also posted an image on her grid, this received nearly 9000 likes and in the first 24 hours the IG post generated 271.3k impressions leading to The Solution gaining more followers from Olivia's post.



The Solution featured on Olivia Buckland's instagram

## Super Facialist Vitamin C Cleansing Oil featured in Marie Clare

In an article in Marie Clare titled, 'The Beauty shop, what our editors are buying this week', Demi Abajingin, Marie Clare's Affiliate Account Manager says how she 'loves to double cleanse, especially now that I'm out out and back to wearing a full face of makeup, it's a must. I've been using Super Facialist Cleansing Oil for years and I keep coming back because it removes every morsel of makeup and leaves my skin feeling notably soft.'



4 / 11

VITAMIN C+ BRIGHTEN SKIN RENEW CLEANSING OIL, £10.99 at SUPER FACIALIST

"I love to double cleanse, and especially now that I'm out out and back to wearing a full face of makeup, it's a must. I've been using Super Facialist Cleansing Oil for years and I keep coming back because it removes every morsel of makeup and leaves my skin feeling notably soft."

Dami Abajingin, Affiliate Account Manager

Super Facialist featured on Marie Clare

# BA's WINTER BEAUTY HACKS

A few of the BA team have shared the beauty hacks that they recommend for the colder months...

**Kerry Beauchamp** -National Account Manager



"My skin is combination and in the winter I really feel the extremes, I need to feel hydrated but also to tackle problem skin. I use the Super Facialist Salicylic Face Wash both morning and night as it's gentle and helps with problem skin. I use Nip+Fab Salicylic Concentrate directly in the problem areas around my chin and jaw line and I alternate between Elf Hyaluronic Eye Cream and Super Facialist Vit C Eye Cream to hydrate under my eyes eliminate my dark circles. I alternate between Inkey List Hyaluronic Acid and the Super Facialist Hyaluronic Acid Firming Serum to lock in moisture and fill in those fine lines! I don't use a heavy moisturiser on my face as it exasperates oil production for me, but I have been using Dirty Works The Big Softie Body Butter all over legs and arms after bathing this year to avoid dry skin on my body."

**Cat Bricknell** - Intern



"I love putting a hair mask in my hair a couple of hours before I wash it. I always find that my hair feels so much softer after I wash my hair and after I blow dry it. My favourite one is the Argan + rescue and repair mask and it smells so good!"

**Eleana Macauley-Rowe** - Customer Coordinator



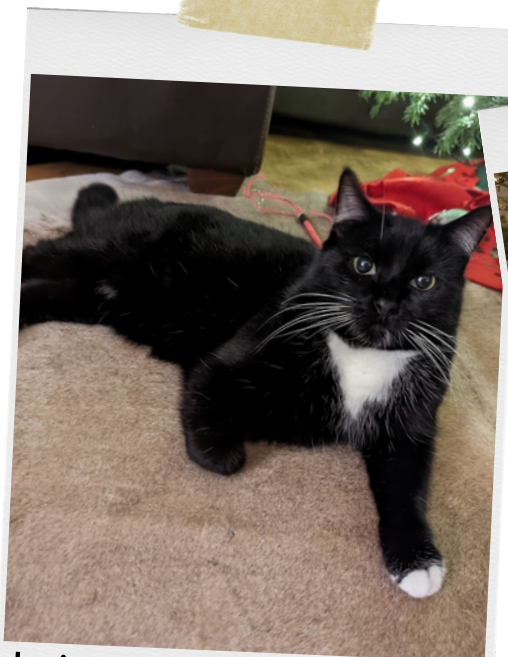
"Throughout the winter months I find my skin can become dry and dull. Tinted moisturisers keep your skin looking hydrated and fresh throughout the day. You don't have to spend a bomb as you can also make your own, mixing your favourite moisturiser & foundation. I find Vitamin C moisturisers are great for this as it gives extra radiance to the skin!"

# BA PETS CORNER

An update from BA's Festive Furry Friends...



Can you spot Thomas snoozing under the Xmas tree!?



Junior posing for his Christmas card debut



Pippa being snuggled by Kim's boys under the Christmas tree



Olive welcomes the new addition to her family over Christmas, Margot...not sure she's best pleased!



Rudy, looking very smug and handsome after eating the Christmas tree lights!



Sue's early Christmas present, Pip!  
How cute is she!

# Last but definitely not least...

## PURE PR Charity event

Cat Bricknell, BA's intern, went to help out at Pure PR's charity sale. Here's what her day entailed...

"I went to work with our former PR firm, Pure PR, for two days in November. They were hosting their annual charity sale, to which BA had generously given a large number of items. The first day was spent organising all of our products and helping with set-up for the sale. The sale took place at St Margret's church. On the day of the sale, we promoted the event on Oxford street and worked the stall, selling the products. The money raised was donated and split between two charities. Little Lifts, a charity which provide gift boxes to women going through chemotherapy and fighting cancer, and Hestia which supports adults and children during times of crisis. Lots of BA products were sold, and the day was really fun!"



Images from Pure PR's annual charity sale

## Brand Arhcitekts updated values

During our Autumn conference, one of the aims was to come up with Brand Architekts company values. After being split off into groups and after much discussion the whole team came up with many suggestions. However, a lot of these suggestions overlapped which shows how the team are all wanting to achieve success in a similar route. We then took part in a vote and narrowed it down to four values – Collaboration, Passion, Agility and Innovation.

**brandarchitekts**  
collaboration. passion. agility. innovation.

BA's company values

# A look into the next Quarter...

2022 is here! We have many exciting plans for this year, most of which you will find out in due course...

The main aims for the next quarter is to create and implement digital assets across all brands, this will be extremely beneficial in growing social engagements and followers which will ultimately lead onto increased brand recognition. These assets will also be crucial on the Unexpected Store in order to provide engaging content which is a great way in growing our community. Another way to grow this community is by investing and growing The Unexpected email database and by continuing to provide daily features in our brand new section – The Edit.

We also have plans to grow and grow on retailers, from brick and mortar to e-tailers. We want the products that we are extremely proud of to be found and recognised at ease by our customers.