

BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



"The last few months have continued to be challenging from a geo-political and macroeconomic perspective. Our thoughts and prayers go out to all Ukrainian citizens and those effected by the war, but in particular to our Ukrainian distribution partners. We also send our best wishes and support to our Far Eastern manufacturers, who continue to be adversely affected by Covid. Despite these challenges we continue to focus on our four transformational strategic pillars and as you will read further on in this quarter's Beauty Digest, we are delighted with all our distribution gains, both domestically and internationally, as well as all our Beauty Awards - congratulations to one and all.

We have a number of new employees, whom I'm sure will add great value to the business and embody our corporate values of collaboration, passion, innovation and agility. Finally, in belated recognition of Mother's Day - a big thank you to all our working mothers, for their indefatigable strength in juggling multiple roles."

Quentin Higham, CEO Brand Architekts.

Hope you all had a lovely Easter break!

What a great start to the year we've had! 2022 has opened the doors to brand new listings on VERY.com and secured more listings in Tesco's. We've already seen new launches from products and even more site features on The Unexpected store! AND we've won multiple awards. Volume after volume, it always shocks me how much the Brand Architekts team has achieved in such a short space of time. The team is continuing to grow with new and exciting expertise joining and we're getting closer to our ultimate goal of Project 50.

We are always open to suggestions and recommendations so please do contact myself if there's anything you would like to see in the next Beauty Digest.

Ellice McGonnell

TOP NEWS

**SUPER FACIALIST
LAUNCHES ON VERY**

**WINNERS AT THE
ASOS AWARDS**

**THE LAUNCH OF
FRIENDS OF THE
UNEXPECTED AND THE
UNEXPECTED CLUB**

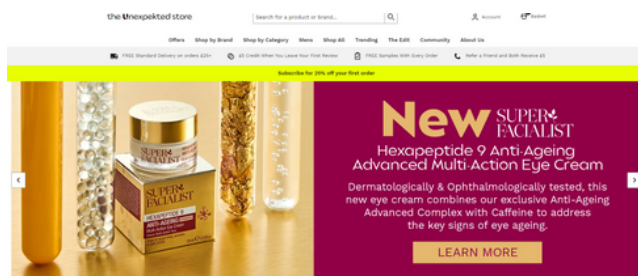
**SUPER FACIALIST
HEXAPEPTIDE-9 EYE
CREAM LAUNCHES**

TOP NEWS

Hexapeptide-9 Eye Cream Launch

Super Facialist has launched a new addition to the Hexapeptide-9 regime, the Anti-Ageing Advanced Multi Action Eye Cream. This gentle but powerful eye cream combines Super Facialist's Anti-Ageing Complex with Caffeine to address key signs of skin ageing around the eyes including wrinkles, puffiness and dark circles. This is the perfect addition to the range which already consists of a Cleansing Milk, Firming Serum and Night Cream.

The eye cream launch is an Unexepected exclusive which is a great way to promote more traffic to our site.



The Hexeptide-9 Eye Cream launch on The Unexepected



Hexapeptide-9 Eye Cream



Hexapeptide-9 Full range

Winners at the ASOS awards!

Super Facialist won at the ASOS Beauty Awards in February. We went home as winners of the Scroll Stopper category for the NEW Skin Perfecting Primer.

Many of the team attended the annual event in Greenwich, with everyone taking the opportunity to get glammed up for the occasion. We were up against many brands, big and small, including Nivea, Dove, Glow hub and DR Jart+.

Brand Architekts were nominated for 6 awards overall across Super Facialist, Dr Salts & The Solution and came home with 1 winner and 2 highly commended with The Solution Salicylic Acid Body Gel in the Bath & Body Breakthrough category and the Super Facialist Skin Perfecting Primer in the Makeup Must Have category.

So, overall it was a very successful evening!



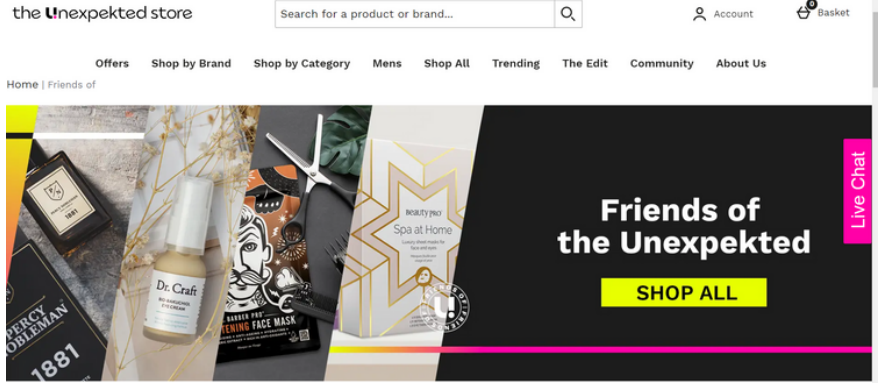
The BA team at the ASOS awards



TOP NEWS

Friend of the Unexpected

The Unexpected Store has launched a brand new section called, 'Friends of the Unexpected', this includes brands outside of the Brand Architekts portfolio that we have partnered up with. These are several British beauty brands that complement the Unexpected offering. Brands that share similar ideologies - whether it's product innovation; sustainability; excellent value and performance; or sensorial experience and wellness. The brands launched are an array of men's grooming, face masks and sustainable skincare including BARBER PRO, BeautyPro, Dr.Craft and Percy Noblemen.



Friends of the Unexpected



Beauty PRO



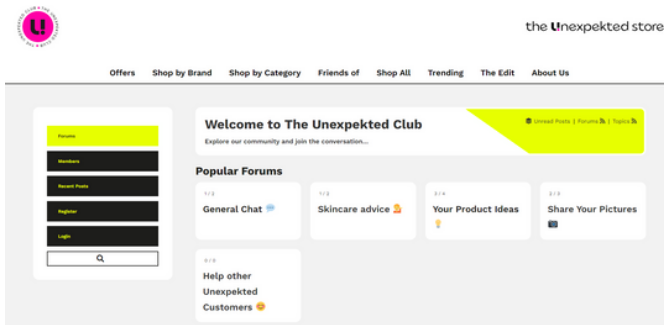
Dr. Craft

Brand on The Unexpected Store

The Unexpected Club launches

We caught up with Kim Dibble, BA's Digital Marketing Manager who shared the new development on The Unexpected Store; "This quarter, there was an exciting development for The Unexpected Store - the launch of a brand-new community destination called The Unexpected Club.

One of the key objectives for Brand Architekts in general, and The Unexpected Store in particular, is to take away the mystery and hierarchy of traditional beauty brands and bring customers closer to the developers and creators behind our brands. A very important part of this journey is to provide customers with a forum where they can engage in conversation with us and the rest of the community, empowering them to influence what comes next. Tapping into their wants and needs by taking new product recommendations and using our learnings from the most asked questions to steer future content production; we believe the community will become a vital tool for us as a business to get closer to our customers and deliver on our promise."



The Unexpected Club



The Unexpected Club Logo

Dirty Works Skincare launch

Dirty Works has launched a brand new skincare range called Good to Glow, focusing on boosting radiance, glow and energizing tired complexions. This range consists of 6 products including face wipes, under eye masks, cleanser, face scrub, face mask and moisturiser. All products combine Vitamin C and Hyaluronic Acid to help brighten and enhance the skins natural radiance.



Dirty Works Good to Glow Skincare range

TOP NEWS

Winners of multiple Beauty Bible awards

Yet again...we've done it! We've won multiple Beauty Bible awards. This year we have won 6 awards across Super Facialist, Dirty Works, Argan+, Senspa and Kind Naturesd. The awards are as follows:



Super Facialist
Vitamin C+ Brighten Skin
Renew Cleansing Oil
SILVER & BEAUTY STEAL in
Cleanser - Oil category



Dirty Works
The Big Softie Body Butter
BRONZE & BEAUTY STEAL in Body
Butter category



SenSpa
Relaxing Body Wash
SILVER & BEAUTY STEAL in Body
Wash category



Super Facialist
Rosehip Hydrate Calming
Creamy Cleanser
BRONZE & BEAUTY STEAL in
Cleanser - Cream category



Argan+
Moroccan Argan Oil Super
Creamy Body Wash
BRONZE & BEAUTY STEAL in Body
Wash category



Kind Naturesd
The Hydrating Kind
Shampoo & Conditioner
SILVER, BEST NATURL & BEAUTY
STEAL in Shampoo &
Conditioner Duo - All Round
category

Beauty Bible awards



Highly Commended at the Marie Claire Hair Awards!

The Happy Naturals Curl Defining Shampoo won Highly Commended at the Marie Claire Hair Awards in the Curly Hair Shampoo category! This is a huge opportunity for Happy Naturals to gain exposure to the Marie Claire demographic which is the perfect fit for the brand.

Happy Naturals featured in February's GLOSSYBOX

February's GLOSSYBOX was 'Generation GLOSSYBOX Limited Edition'. Inside were 11 must-haves for all the 'young beauty-loving Glossies'. The whole box was worth over £115 and contained 8 full-size products, as well as 3 deluxe mini's. Included in this box was the Happy Naturals Reset Body Lotion. It was described as, a fast absorbing lotion that moisturises and conditions skin, 'let the soothing scent of lavender and sandalwood instantly transport you to a place of zen too. Because happy skin = happy you!'

This is a great way to spread the Happy Naturals spirit and reach a whole new demographic.



Happy Naturals in GLOSSYBOX

EXPORT NEWS

Promotional activity in Normal stores across Europe

At the start of the year, Root Perfect was included in promotional activity in Normal stores across Denmark, Sweden, Norway, Finland, France and Netherlands. This included window posters, instore TV slide show, visibility front of store and social media posts.



Root Perfect promotions in Normal stores across Europe



Dirty Works in secondary space in Peru Dirty Works in send outs in Peru

Dirty Works continued success in Peru

After the launch of Dirty Works in Peru, there has been great merchandising and secondary space for the range! As you can see from the store images to the left, the shelves are eye catching with the bright Dirty Works packaging standing out, overall this is creating great sales results. There was also a partnership with a popular influencer @maricarmenmarins with 2.8 million followers, she featured Dirty Works on her Instagram stories which is great publicity for the brand

Dirty Works launched its large sizes across the world!

Dirty Works venture into large sized products! With two 600ml jars of Body Butter in the Signature and Tropic Like it's Hot range, two 600ml Body Scrub (salt and sugar), and 1 litre Signature body wash. This product range is currently selling in TJMAXX. However, it has also opened the opportunity of getting the attention of retailers such as Costco, Makro and Sam's club in Mexico. This large size is an excellent opportunity to create more awareness of our brand in the US and reach and attract potential customers.



Dirty Works large sized products



Dirty Works large sized products seen in TJMAXX



Winners of the HiStyle Best Beauty Buys 2022

Winners of 6 Beauty Awards in Ireland!

Hot off the press! Super Facialist has won 6 awards in the HiStyle Best Beauty Buys 2022! This was across 6 categories and up against some well known brands like Nuxe and La Roche-Posay. These awards included the Rosehip Creamy Cleanser in best cleanser, the Salicylic Acid Scrub in best exfoliator, the Salicylic Acid mask won the best face mask and the list goes on! This is an incredible result and will only contribute even more towards the continued success of Super Facialist in Ireland. A huge thank you to United Drug for helping to build the brand across Ireland. Take a look at all of our winnings here: [Hi Best Beauty Buys 22 - Skincare, Cleansers, Spritzes, Serums and gadgets - Hi Style.ie](https://www.hi-style.ie)

A Quarterly Catch-up

In this edition, we'll be catching up with Stephanie Shaw, BA's Head of Export...

Get to know...



Stephanie Shaw

Job role:	Head of Export
Current obsession:	Getting new straps for my hand bag to match my outfit or mood!
Can't wait to try:	The new Super Facialist Hexapeptide Eye cream
Can't go a day without:	Dr Salts Calming shower gel, scent is delightful!

Tell us a little about yourself...

For those of you who don't know me, I am French originated from South of France (Hottest city in France!), I met my British husband in Germany and then moved to the UK 20 years ago. I was welcomed in the BA team 3 years ago as international development was key in the agenda for BA. I have been working for the past 25 years in the Cosmetic industry, it has always been my passion. During my career, I have worked for a mix of Prestige brands (Including YSL and Parfum Givenchy), and small family run companies. I have had various roles such as Key Account management or business development, but also in a large number of markets with UK focus and international accounts. It is such a great experience to work with such a fantastic team and a beautiful portfolio of brands, where you can offer our customers a one stop shop experience, particularly as logistics costs are rocketing and for distributors to maximise their transport cost. It is very rewarding to build relationships with customers in various parts of the world, some with whom we see as friends.

I have always loved travelling and the change of doing it also for work, is very appealing and what I enjoy! As a result, my favourite quiz category is geography and capital cities! During my free time, I enjoy spending it with my family, going for long cycle rides or walks in Bushy Park.

What's been a career highlight within your time at BA?

The Highlight of my time so far has been to see the development of our presence in new countries and integrating new valuable team members to strengthen our position. We always give Ireland as a good example, since what we have managed to achieve there, is a similar representation as in the UK model with multi brands and Omni channel distribution, good use of A&P for strong brand building. We are so proud to have Super Facialist represented in 400 stores in ROI.

Explain what a typical day to day is in your role?

Not a single day looks the same! Our role is so varied ranging from purely commercial responsibilities, to marketing support, PR, Social media, merchandising, Training, logistics, compliance etc.... we are never bored.

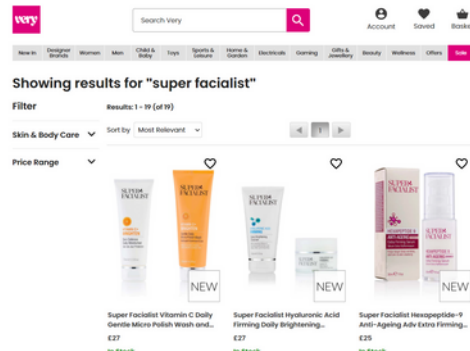
Any exciting international listing news coming in the next few months?

The team is working hard in prospecting new territories, we have already achieved to be in 40 countries. In Export it always takes a long time before ranging a brand and find the right partner! We have many hurdles to overcome before our products can be sold in stores. However watch this space as countries in Central America, Israel, Korea, China, etc....are on the cards.

LISTINGS NEWS

Super Facialist launches on VERY

Super Facialist has now launched on VERY.com. Within the listings there are also some bundles of Super Facialist products in order to reach their minimum RRP of £13. This is an exciting opportunity and we will continue to work with the buying team to arrange promotions and raise brands awareness to the VERY customer.



Super Facialist launch on VERY



Dirty Works in Beauty Outlet stores

Dirty Works launches in Beauty Outlet

Dirty Works has launched in Beauty Outlet stores! These stores are normally located in outlet type locations across the UK. As you can see from the image in store, Dirty Works stands out on shelf and the merchandising looks really impressive and sleek.

Super Facialist secures listings in Tesco's stores!

Super Facialist had initially launched into Tesco's Beauty World stores as a trial with SKUs from the Vitamin C+, Rosehip and Salicylic Acid regimes. We have exciting news that we have secured the listing in the core Tesco estate with distributions ranging from 209 stores to a massive 558 stores for our Vitamin C+ Cleansing Duo. In addition, we will also list the additional 5 products at the same time - taking a couple of additional SKUs in Salicylic Acid & Rosehip & 3 products from the Retinol+ regime.



Super Facialist in Tesco's stores

Super Facialist's secondary space in Boots!

Super Facialist and Super Facialist for Men have gained amazing secondary space in Boots stores. The tray will be in over 200 stores and the Super Facialist for Men tray in around 50 stores! This trays looks extremely eye catching and insightful which will should attract new customers to the brand.



Super Facialist Secondary space tray in Boots

WHAT'S NEW?

New Employees:



Anna Palmgren-Houel - Marketing Director

"I am beyond pleased to have joined Brand Architekts as Marketing Director! The brand foundation is amazing and I am thrilled to, together with all the amazing colleagues, take the company to the next level. I bring over 25 years' experience from corporates, SMEs and scale-ups in 30+ markets. Companies include Britvic, Coca Cola, E&J Gallo, Moët Hennessy, Tommee Tippee and Miele. Most of my roles and assignments over the last 10 years have been around building consumer-centric and commercially savvy teams (marketing, digital, innovation & insights). Outside of work, I am a food lunatic who in some circles goes under the name "Anna Ten Dishes". I walk several hundreds of kilometres every year, spend a serious amount of time in my garden and I tend to drive people crazy with my eco-friendly living projects."

Giulia Aniekwe - Compliance and NPD Assistant

I'm a Pharmaceutical & Cosmetic Science graduate. I've had some experience in working within a Regulatory affairs role. I am passionate about Cosmetics product development and all things relating regulatory and compliance."



Katarzyna Korzeb - Supply Chain Coordinator



"I grew up in Poland and moved to the UK to study at St Mary's University. Since graduating, I have been working in the supply team at LSA International. I really enjoy supply chain and I'm looking forward to collaborating with other teams and getting to know them better. I love cosmetics (I'm a big Dirty Works fan!) and I'm excited to transition into the industry to learn and display my supply chain knowledge. I love cooking so will no doubt be sharing some traditional Polish recipes with you all!"

Nita Aduama- National Account Executive

"I previously worked at Global Brands Group, one of the world's leading branded apparel, footwear and brand management companies as an Account Manager.

I've also worked with companies such as H & M and Knomo.

Fun fact about me ! I own and Etsy store where I sell personalised flower frames , in which I make the flowers by hand from card ! You can find me at GiftsByNaStore on Etsy.com 😊"

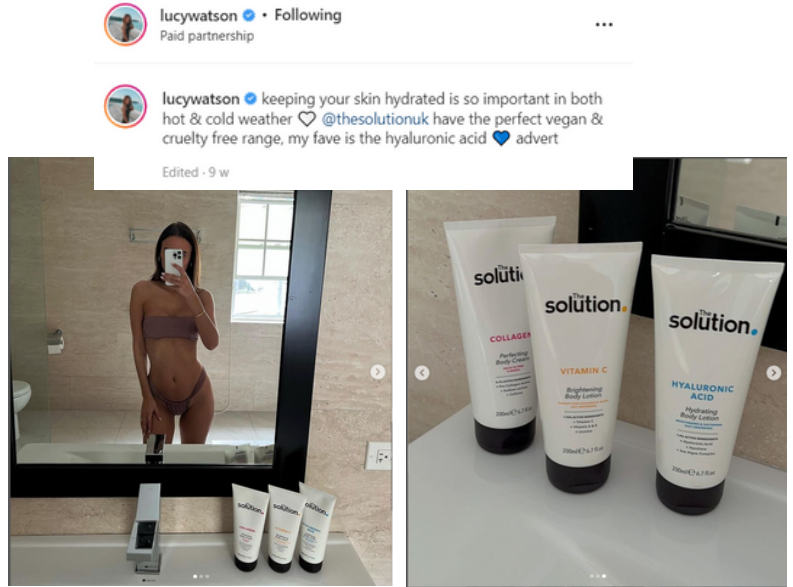


AS SEEN IN...

The top media coverage of the quarter

The Solution partnered with Lucy Watson

The Solution partnered up with Lucy Watson in January. Lucy Watson is best known for starring on Made In Chelsea and is now a well known vegan influencer. The post generated 246.7k impressions with 10.5k people engaging with the content. Lucy did a post and Instagram story all in the aesthetic as her profile, as you can see from the images to the right. This has been the most successful partnership of our paid influencer campaigns with The Solution, with increased engagement and followers, hitting considerably higher than the target.



Lucy Watson's post on Instagram

Super Facialist featured in the Independent

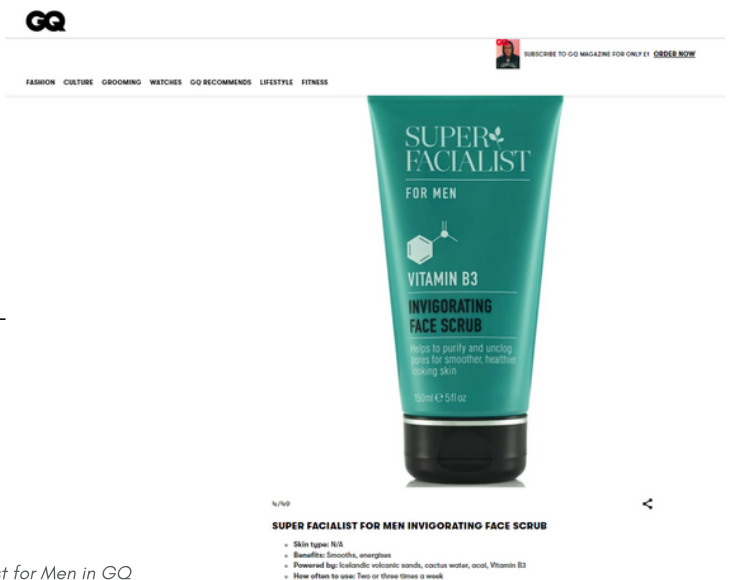
In an article titled, 'This is the only cleanser I trust to take my make-up off, and it's currently on sale in Boots', Super Facialist Vitamin C Cleansing Oil featured! Lauren Cunningham explains how she is extremely fussy with skincare products but with this cleanser, she's used twice a day, everyday for eight weeks without fail and loves it. 'As an antioxidant, it protects skin from free radicals, UV exposure and inhibits melanin production, meaning less hyperpigmentation, brown spots and a more even skin tone. And I have to say, it seems to be working for me.' Cunningham then goes on to explain, 'This cleansing oil has been a gamechanger, giving me clean, soft and supple skin with minimal effort.'



Super Facialist Vitamin C Cleansing Oil in the Independent

Super Facialist for Men Face scrub featured in GQ

In a GQ article titled, 'The best men's exfoliators and face scrubs to eradicate dead skin cells', Super Facialist for Men featured in the round-up of the best exfoliators for men. Coming in at no.4 out of 49 the Super Facialist for Men Invigorating Face Scrub is recommended as a 'performance-driven cleanser...that does exactly what it says on the tin (or tube, to be accurate)'. It buffs away dead skin cells while shea butter and soothing almond oil nourish and hydrate.



Super Facialist for Men in GQ

BA's favourite TV shows...

A few of the team have shared what they're watching at the moment, whether it's their choice or not...

Lisa Fenton - Accounts Payable



Suits

"Suits is my go to at the moment! I love the drama and above all the clothes. The outfits are my go to for inspiration"

Kieran Jones - Supply Chain Manager



Picard

"I'm currently watching the second series of "Picard" - yes, it is a bit geeky however you can't beat a bit of sci-fi! Everyone has their favourite Star Trek captain that they can relate to whether it be the very fact-based and process-lead (that's the Picard in you) or whether it be the loving a bit of drama, randomly breaking rules and making it up as you go along (that's the Kirk in you!)"

Miguel Guevara - International Business Manager



Hey Duggee, Numberblocks, or Ninjago

"Well in my case with two kids at home I barely have a chance to watch a TV show that is not Kids related... Hey Duggee, Numberblocks, or Ninjago, it's my repertoire. Why I love them? because it helps us to control the children"

Robert Anderson - E commerce National Account Manager



Peppa Pig

"Millie likes the bright colours and splashing puddle sounds, storyline is a bit complex at the moment, hopefully we will pick it up! CBBC is also a favourite for night time to calm down before bed."

Last but definitely not least...

EMPLOYEE RECOGNITION AWARD

Jan - March 2022

The winner of this quarters employee recognition awards goes to...**KIM BALDWIN!**

Firstly, Kim was nominated for "always going out of her way to help anyone that needs it, even if it has nothing to do with her own brands. She is an invaluable member of the team". Secondly "after returning to a new BA, Kim has hit the ground running, taking on two highly focussed brands (MR being particularly tricky to manage!). She is a pleasure to work with, is a great support to the Brand Team, not only with her invaluable experience but the fact she can make you smile (and maintains her smile) even when things are tough!" Finally, Kim was nominated for demonstrating "great diligence, perseverance and an appreciation for wider brand comms. Kim has shown great spirit and out of the box thinking".



Congratulations Kim!

A look into the next Quarter...

There's many projects to look out for in the next few months! Super Facialist is expanding the Salicylic Acid regime with a moisturiser and spot gel that will be leaving your skin smoother and clearer in no time! Due to a popular demand you'll also be seeing some original Dirty Works skincare products appearing on The Unexpected Store. Come Clean Cleanser and Detox Mud Mask can already be found on site and even more will be joining including favourites like the Miracle Cream, Stop Puffy Eyes Eye Cream and Pore-fect Face Scrub. Even more will be revealed in Volume 7 of Beauty Digest!



A day in the life of Kim Dibble, our Digital Marketing Manager

8.45am - Consumed my second (pint of) tea of the morning. Sorted through my inbox, wrote my to do list for the week, and mapped out key actions by day.

9.20am - Community management for The Unexpected Store social channels.

9.40am - Squeezed in a bit of social post scheduling and updated the content calendar.

10am - Worked on some brand page updates, including refreshed imagery and copy.

11.30am - Caught up with our agency on outstanding trading actions.

12pm - Lunch-time! Took the dog for a long walk and got some much needed fresh air.

1pm - Ticked off some of the smaller tasks on my to-do list.

2pm - Designed a teaser email for a new product launch.

4pm - Caught up with our Head of Digital.

4.30pm - Had an internal catch-up with our senior team on key actions for the week.

5.30pm - Briefed some additional brand page updates.