

BEAUTY DIGEST

Brand Architekts Quarterly Newsletter



"What a team effort! I would like to thank everyone for embodying our corporate values of collaboration; passion; agility and innovation. These have helped the business navigate another challenging quarter, which had been severely impacted by the well documented socio-economic & geo-political factors. We were able to benefit from strong International gains, notably on Dirty Works in Latin America and The Solution in Europe and to benefit from the roll out of Super Facialist into Tesco. However, I am delighted that we have been able to successfully complete the merger with InnovaDerma Plc. This was a monumental effort by all team's employees, partners and their advisors and brings together two great teams, a complimentary portfolio of brands and cross functional skills. Two years ago, we launched our Project 50 vision, which we stated would be driven by organic growth and through M&A. This merger helps to address some of the issues of scale and reach. We are now half-way to achieving our goal and so we are working very hard to transform the Group by realising the strategic and financial benefits. Our immediate priorities are implementing an effective integration plan, focussing on an omni-channel sales approach (domestic and internationally) and delivering both companies' strategies. We remain focused on developing our brand development, brand reach & environmental strategic pillars, which we believe will ultimately enable the Group to reach its Project 50 goal and "exceed the expectations of everyday beauty".

Quentin Higham, CEO Brand Architekts.

Welcome to Volume 7 of Beauty Digest. As always, another busy quarter! This time the team has expanded rapidly along with the brand portfolio all due to the exciting merger with InnovaDerma. The merger will be a gradual process but the whole team is very excited for the future of the company and the journey it is on. It is still business as usual and this can very much be seen by the many achievements of the last quarter and what there is to come in the next few months! This issue will go into more details about the merger and also the new brands in our portfolio. I also want to say a huge warm welcome to the team at InnovaDerma!

Ellice McGonnell

TOP NEWS

**BRAND ARCHITEKTS
MERGES WITH
INNOVADERMA**

**DIRTY WORKS SUCCESS
IN SOUTH AMERICA**

**SKINNY TAN FAKE IT
DON'T BAKE IT
CAMPAIGN**

**SUPER FACIALIST
LAUNCH NEW
SALICYLIC ACID
PRODUCTS**

QUARTERLY REFLECTION

Alex Walter- Head of Brands and Gift

"Where have the last 3 months gone...?! Looking back, we've had another extremely busy period in the Brand team with lots of exciting changes; the main one being the appointment of our new Marketing Director Anna, who has brought in significant energy and focus.

Thankfully, the Christmas gifting development peak has come and gone, and I am pleased to say that after a monumental effort, over 1.2 million gifts are now in transit, ready for launch in September. Watch this space...

Not to forget the recent merger with IDP, bringing nervous anticipation for the future ahead as well new brands and faces-welcome to the team!"

Charlotte Lee - Financial Controller

"Never a dull moment here at BA... The merger has brought lots of excitement and opportunity, there is no doubt both businesses will benefit from the other but integrating the two is sure to have many challenges, especially at the speed we aim to move.

Thankfully with the investments made into our processes and systems over the last 12 months we start that integration from a solid foundation that was planned to be built upon.

We're extremely lucky to have such a talented and committed team, both at BA and those who have joined us from ID, who will all no doubt take the challenges ahead within their stride and I look forward to celebrating with them all once we make it out the other side!"

TOP NEWS

Brand Architekts merge with InnovaDerma

As many that are reading this may be aware, Brand Architekts and InnovaDerma completed its merger at the end of May. This is an extremely exciting time for both companies as it will result in one group that has greater scale, strong financial foundations and capabilities to accelerate its growth strategy.

Of course, the addition to IDP's brands will scale the brand portfolio rapidly. The new additions of Skinny Tan, Roots, Nu Thing and Charles + Lee enables us to reach the tanning and hair removal worlds whilst also expanding these brands internationally due to BA's strong export focus.

IDP's strong D2C strategy in digital customer acquisition by its powerful marketing for Skinny Tan is one that can be learnt and implemented for other brands in order to accelerate D2C sales and engagement across the board. Its appointment of Love Island's Liberty Poole as their brand ambassador was a brand highlight as she markets Skinny Tan to her 1.5 million followers.

The merged business will now offer a wide range of products from our brand portfolio of 18 brands. All appealing to different socio-economic demographics, whilst providing wellness and problem-solving solutions. Our female portfolio now consists of Super Facialist, Skinny Tan, Dirty Works, The Solution, Argan+, Senspa, Dr Salts, Roots, Kind Naturesd, Nu Thing, Beautopia, Happy Naturals and Root Perfect. In the Men's grooming category the portfolio includes Super Facialist for Men, MR, Fish, Charles + Lee and the Real Shaving Co.

The merger will give us many opportunities to grow and learn from one another whilst also cross-selling amongst the portfolio. Our aim is to continue to focus on implementing its four strategic pillars, enabling us to reach the Project 50 goal.

Introducing...

SKINNY TAN

Skinny Tan is a market leading skincare-focused tanning brand created by real women, for real women. With thousands of five-star reviews and a loyal global community of millions, it has become the tan loved by women everywhere for the flawless, streak-free, natural looking results it provides - every single time. With vegan friendly, cruelty-free, skincare active infused formulas and 'skinny' natural ingredient lists, Skinny Tan guarantees to deliver a flawless, easy to achieve tan every time. Skinny Tan is supported with extensive digital investment, in particular through social media. Most notably, in October 2021, InnoVaDerma appointed Love Island's Liberty Poole as a Skinny Tan ambassador to market the brand to her c. 1.5 million Instagram followers.



NU THING

Nu Thing is an innovative brand tackling the tedious task of hair removal. Nu Thing (pronounced 'nothing') adds shimmer, fruity scents and skin nourishing ingredients to many hair removal techniques, like waxing, removal jelly and sorbets. Every product is also Vegan-friendly, cruelty free and dermatologically tested, with the choice of amazing scents from Pineapple & Coconut to Watermelon & Strawberry.



CHARLES + LEE

Charles +Lee was founded by two Melbourne locals who were frustrated by the men's skincare ranges. It sets out to to give men the tools to keep their skincare neat. Their aim was to create effective & affordable products without the fancy marketing jargon but with natural and organic ingredients instead. All products are still made in Melbourne and are all cruelty free.



roots

Roots Double Effect addresses two hair care issues in one product: one being reducing hair loss for thicker, healthier looking hair, the other being anything from dandruff to colour care to hydration for dry hair. The Roots team found out that over 65% of all hair loss users were unhappy with the available treatments so this is exactly where Roots fits in. It's an effective, affordable and easy to use portfolio of products targeting each hair necessity.



TOP NEWS

Super Facialist Salicylic Acid additions

Super Facialist is bringing 2 new additions to the Anti-blemish Salicylic Acid range. Due to the popularity of the range with the award winning purifying cleansing wash, the team at Super Facialist has decided to add a Clarifying Gel Moisturiser and a Clarifying Gel for targeted spot treatment. All your clear skin wishes have been granted with this exciting new range!



Super Facialist Salicylic Acid Clarifying Gel Moisturiser and targeted gel

Skinny Tan's Fake it don't Bake it campaign

"Skinny Tan has teamed up with skin cancer charity Melanoma UK to encourage us all to 'fake it, don't bake it' this summer. It is estimated that there are 168,000* new skin cancer cases in the UK every year; that's more than breast, prostate and lung cancers combined. And if you thought this was on the decline, you'd be wrong: over the last decade, rates have shockingly increased by around a third.

Our ambassador Liberty Poole is also fronting the campaign, which encourages us to stay safe in the sun and opt for self tanners over damaging UV rays, due to a recent personal skin cancer scare. Star of Love Island and Dancing On Ice, Liberty is known for her flawless glowing tan 365 days of the year; she knows better than most the risks and worry associated with sun beds and sunbathing. Liberty says:

"When I came out of Love Island I had this weird mole pop up on my tummy, so I went to the doctor to get it checked out. I was worried it could be skin cancer. The doctor says it's best I get it removed in case it turns into something. I'm really passionate about sun safety, especially after my scare, so I'm excited to be partnering with Skinny Tan and Melanoma UK to encourage everyone to fake it this summer!"

The campaign will span the entirety of summer (June-September) and run across social, PR, web, email and Liberty's own channels.

To celebrate the partnership, we've launched a 'Fake It Don't Bake It' bundle on www.skinnytans.co.uk which features our summer heroes; £1 from every sale will be donated to Melanoma to help them continue their work." - **Hayley Hall (Skinny Tan's Global Head of Communications)**



Liberty Poole with the Protect Glow SPF 30 spray



Georgie Narr with the Protect and Glow SPF 30 Spray

Skinny Tan Limited addition Mousse bottle for CoppaFeel

Skinny Tan is launching a limited addition tanning mousse bottle in partnership with CoppaFeel. £1 is donated from every purchase to the charity and there is also a QR code on the reverse which links to our CoppaFeel web page for more info. The campaign consists of 'T*TS & TANNING THURSDAYS' where we are encouraging the Skinny Tan community to check their boobs while they tan before the weekend. This launches on the 21st of July.



Skinny Tan limited addition bottle

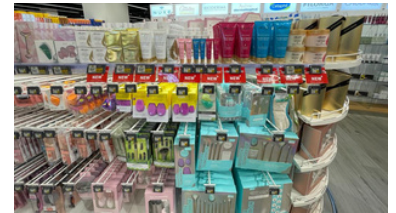
EXPORT NEWS

Argan+ launched in Qatar

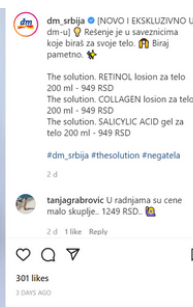
Argan+ has launched in Qatar! This launch has started in multiple Monoprix stores around Qatar and will feed into more over time. As you can see from the store images, the products look strong on the top shelf and end of aisle fixtures, as the luxuriousness of the brand stands out next to competitors.



Argan+ in Monoprix, Qatar



The Solution on the DM socials



The Solution in DM stores

The Solution launch in DM, Serbia

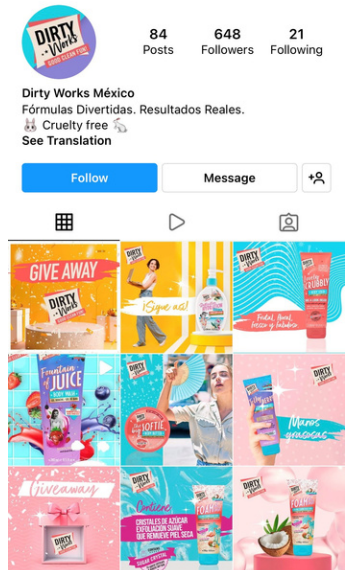
The Solution launches in Serbia! The brand has initially launched in the European pharmacy called DM. It has launched in 120 stores and also on the distributors D2C. The products were promoted on DM's socials who have 387k followers and the distributors socials (18k followers) as you can see from the images to the left.

Dirty Works South America success

Dirty Works is continuing to conquer South America. Across Peru, Chile and Mexico. Dirty Works as been included in strong social media activity and influencer campaigns across all of these countries as you can see from the images to the right. Mexico even has it's own Dirty Works Instagram page where they offer Giveaway's and competitions.



Dirty Works in Mexico!



Dirty Works Mexico Instagram



Roots in Clicks, in South Africa

Roots success in South Africa

Roots Double Effect has launched in South Africa in multiple retailers. This includes two independent pharmacies and Clicks which is a larger, well-known retailer in South Africa. As you can see from the images to the left, the brand has achieved top shelf positioning, as the sleek, clean designs stand out on shelf.

EXPORT NEWS

Kind Natured promotions in Denmark

At the start of July, promotions across Kind Natured started across Normal stores in Denmark. As you can see from the photos to the right, Kind Natured looks amazing on shelf and its bright packaging colours really stand out compared to competition.



Kind Natured in Normal stores across Denmark

LISTINGS NEWS

Morrison's Father's Day Gifting fixture

Groom Room secured a strong, eye catching fixture for Father's Day in Morrison's. As you can see from the photo to the right, Groom Room can be found on the 2nd shelf. The unique and exciting packaging really stands out on shelf next to competitors. The range includes a beard grooming kit, body care trio and the grooming collection which can be found in a paint bucket style packaging.



Groom Room seen in the Father's Day fixture in Morrison's

SNEAK PEAKS

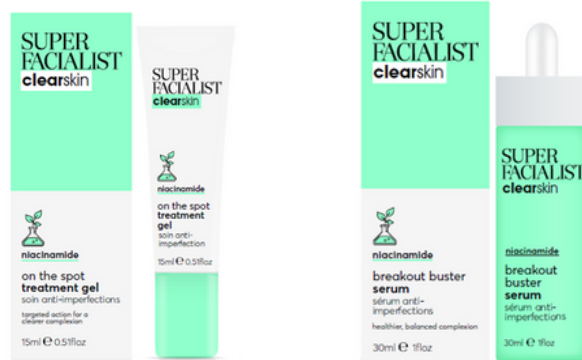
Super Facialist Clear Skin range

Super Facialist is launching a brand new range aimed for teen skin called Clear Skin. After much market research, the team found there is a gap in the market for a trusted and effective challenger brand within the medicated skincare sector. The target consumer for the range will be 16-24 yrs females and males and the shopper will be targeted towards parents. The range will consist of 5 products, On the spot treatment gel, Breakout buster serum, Pore-fect daily moisturiser, Pore Clarity exfoliator and Clear Out clarifying mask, all ranging from an affordable £6-£8. The 'Skin balancing complex' will include Niacinamide, Tea Tree and Prebiotics, all dermatologically tested, naturally fragranced, vegan and cruelty free. The range will launch digitally on The Unexpected website and Amazon.

SUPER FACIALIST
clearskin



Sneak Peaks on Super Facialist Clear logo



Sneak Peaks on Super Facialist Clear skin Spot Gel and Serum

AS SEEN IN...

The top media coverage of the quarter

Dr Salts+ featured in Red Luxe Beauty Box

Dr Salts+ Recharge Therapy shower gel was featured in Red Magazine's Luxe Beauty Box, 'Carefully curated for you by Red's beauty editors and featuring 12 beauty stars'. The box included £422 worth of beauty products with the likes of Ren, This Works and Murad. The box is available to buy for £61.



Dr Salts+ in the Red Luxe Box

Skinny Tan featured in Liberty Poole's social media

Liberty Poole is in partnership with Skinny Tan, this means every month she will share Instagram posts and stories, along with Tik Toks. This last quarter, Liberty has jetted off to multiple incredible destinations including Mallorca for Love Island's After Sun where she has taken her fave Skinny Tan products with her. This was a great way to promote the 'Fake it Don't Bake it' campaign which included the Protect & Glow SPF tanning range.



Liberty Poole's Instagram Reel



Liberty Poole's Instagram stories

Dr Salts and SenSpa in Waitrose Weekend magazine

The Dr Salts Recharge Therapy Shower Gel and SenSpa Relaxing Soap Bar was featured in the Waitrose Weekend magazine. In a section titled 'Time for a bit of TLC' 2 BA products were featured amongst names like Aveeno, Nip + Fab and Neal's Yard.



Dr Salts+ in the Waitrose magazine

Skinny Tan featured on Isabella Kate's Tik Tok

The Skinny Tan Dry Mist Finishing Spray was featured in Influencer Isabella Kate's Tik Tok on a 'holiday must-have' video. She explains how this is her go-to tan finishing spray and it is a great way to set her fake tan without leaving a sticky residue. With 321k followers this is an exciting opportunity for Skinny Tan to reach new consumers.



Skinny Tan Dry Mist Finishing Spray featured in Isabella Kate's Tik Tok



Favourite Holiday destinations

As many of us have taken some time to staycation or go abroad, let's talk to the team about their favourite places to go...

Filip Janocko- FE Shipping & Supply Chain Co-ordinator



Dubai

"The pearl of the Middle East, Dubai is really worth visiting and you should consider going. Beautiful, shiny skyscrapers, state of the art buildings and beautiful beaches and sand dunes; fine dining; fabulous accommodation options, shopping at Dubai Mall and adrenaline filled experiences all make Dubai a fantastic tourist destination."

Emma Marlow- UK Financial Controller



Northern Ireland

"One of my favourite holiday destinations is Northern Ireland; apart from the sometimes truly terrible weather, it is one of the most beautiful places I've ever seen! Everyone is really friendly, there are hardly any tourists, you can drive on the same side of the road and you don't even need to change your currency."

Amy Newman- Head of Sales & Marketing UK & Europe



Mauritius

"I was lucky enough to go to Mauritius earlier this year and instantly fell in love - it's a magical, tropical island full of lush greenery, hidden waterfalls and incredible wildlife, all surrounded by crystal clear seas. "

Giulia Aniekwe - Compliance and NPD Assistant



Los Angeles

"My favourite holiday destination would be LA, because of the perfect weather, entertainment capital and to just experience the luxury lifestyle"

PETS CORNER

An update from BA's Furry Friends...



Douglas looking very happy as he takes over the sofa



Sunday spoon for Margot and Olive



Fleur's big day at Jodie's wedding



Rudy is ready for his lads holiday to Benidorm



Ollie posing away for the purrfect Instagram post



Chester celebrating his 1st birthday with a glass of 'Barker Bay' wine

Last but definitely not least...

A day in the life of...

Dora Teodoro - Office Admin Manager

"Because of the time differences, typically I start my day early by checking any residual UK and US Customer Service escalations from the previous night.

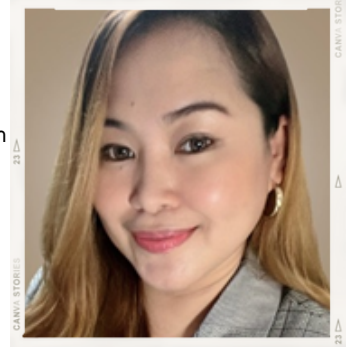
I will then go through emails and action any internal requests received. I will also conduct a random check on our customer service emails for the different brands making sure our Team is up to speed with the responses. Following this, I'll check with IT if there are any pending issues or queries to address.

Next on my list is checking if all our Shopify stores are up and running and that there are no issues with the backend stores and the websites. I will then proceed to go over our ERP (Business Central) and do a quick check if we have any syncing errors and make sure jobs are being processed as scheduled. This is monitored all throughout the day for any errors that can potentially affect the syncing.

After that, I will check on pending AU escalations that has come in from the morning and make sure these are actioned. I would also have a regular catch up call with the Customer Service and Admin Team to discuss any issues, updates etc.

My afternoon/evening, will be focused on checking on new UK escalations from Customer Service as well as the ones from the Comms Team (FB and Insta). I will also regularly monitor our Inventory reports to check if we have any backorders for AU, US and UK.

In between all these I would have chugged down 2 batches of Black Coffee that I have ground and brewed myself"



BA's Charity contributions

Over the years, Brand Architekts has supported many local charities by donating many beauty products. As a company there are numerous charities that we continue to support:

- The Hygiene Bank based in Twickenham
- Ruils Independent Living (just 2 doors down in Waldegrave Road)



In addition, we have recently sent out some SenSpa products (as seen in the image to the right plus a Body Butter) which are 50ml (travel size), plus some other products that have been loose in the warehouse, or no longer sold.



Charities included:

- Richmond Carers Centre
- Royal Marsden Cancer Charity
- The Mulberry Centre (based at West Middlesex Hospital)
- MamaHaven



Please do let Fiona or myself know if there are any other charities close to your heart that would benefit from our donations.



A look into the next quarter...

With just finishing a huge quarter, you would think the next will be a little quieter. But of course, this is never the case for BA. As revealed earlier, Super Facialist Clear Skin range will be launching on Amazon and The Unexpected Store in early September which is a really exciting concept for BA. Dirty Works is also launching brand new gift ranges in August. This will include 'Fizzin' Around Bath Bomb Quad', 'Sleep Easy Night time Duo and 'Wash, Rinse, Repeat Body Wash Collection'. These will be great additions to the already strong Dirty Works Gift Line up. So keep your eyes out for these exciting new additions, along with even more!