



BIOREPUBLIC
SKIN CARE

EXECUTIVE SUMMARY

- Natural masstige sheet mask line
- Unique positioning within the market
- Consumer focused
- Premium on design, value, performance
- Validated in luxury spas and 50,000+ consumer testimonials
- 1.5M samples planned for 2016
- MSRP from \$5 to \$10 per treatment



WHO WE ARE

NATURALLY AUTHENTIC

Our products are purpose-built to address key consumer needs with targeted, natural solutions:

- brightening
- soothing
- purifying
- revitalizing
- under eye repair
- anti-aging





PROFESSIONAL PERFORMANCE

We set out to create a great retail line...
And ended up with professional grade products validated daily in some of the world's
leading natural spas and resorts.

THE GOODNESS OF NATURE

We hand pick the best natural remedies to solve real consumer problems.

- No Animal Testing
- No parabens, sulfates, pthalates, or triclosan
- Only biodegradable or recyclable materials



EMPOWERING OTHERS

Through our partnership with Dress for Success Atlanta, we've provided over one thousand free facial treatments to ambitious women seeking better lives.



WHAT WE DO

OUR CONSUMER

Meet Jessica:

- 25-45 years old
- Always connected & on the go
- Prioritizes her health with boutique fitness classes, natural/organic foods & personal care products
- Concerned about cosmetic ingredients, reads ingredient labels on the products she buys
- Loves to pamper herself when she has time
- Seeks value when she splurges
- Increasingly associates health with beauty

How can Jessica balance her demanding lifestyle with her desire to look and feel healthy?

INTRODUCING

SIX NEW WAYS TO HIT PAUSE AND SAY YES TO SELF-CARE



AFTER SUN

Aloe Rescue Revitalizing Fiber Mask



SOOTHING

Cucumber Breeze Soothing Fiber Mask



DETOX

Green Tea Detox Purifying Fiber Mask



BRIGHTENING

Pomegranate Crush Illuminating Fiber Mask



ANTI-AGING

No More Years Eternal Radiance Mask



TRAVEL

Lost Baggage Under Eye Emergency Repair Mask

- No parabens, sulfates, phthalates, or triclosan
- No animal testing
- 100% biodegradable or recyclable materials
- Convenient at-home spa experience
- Potent botanical actives
- No harsh preservatives
- Dermatologist tested

Natural Fiber Masks



Biocellulose Hydrogel Masks



Natural Fiber Masks

Natural, every day solutions to common skin dilemmas

- 40gsm natural fiber mask material.
- 7+ botanical actives.
- Deeply hydrating.
- 50,000+ testimonials from real consumers, publicly available on [birchbox.com](https://www.birchbox.com) and [ipsy.com](https://www.ipsy.com).
- All masks rated at 4/5 stars or higher.
- Over 1.5M distributed to date

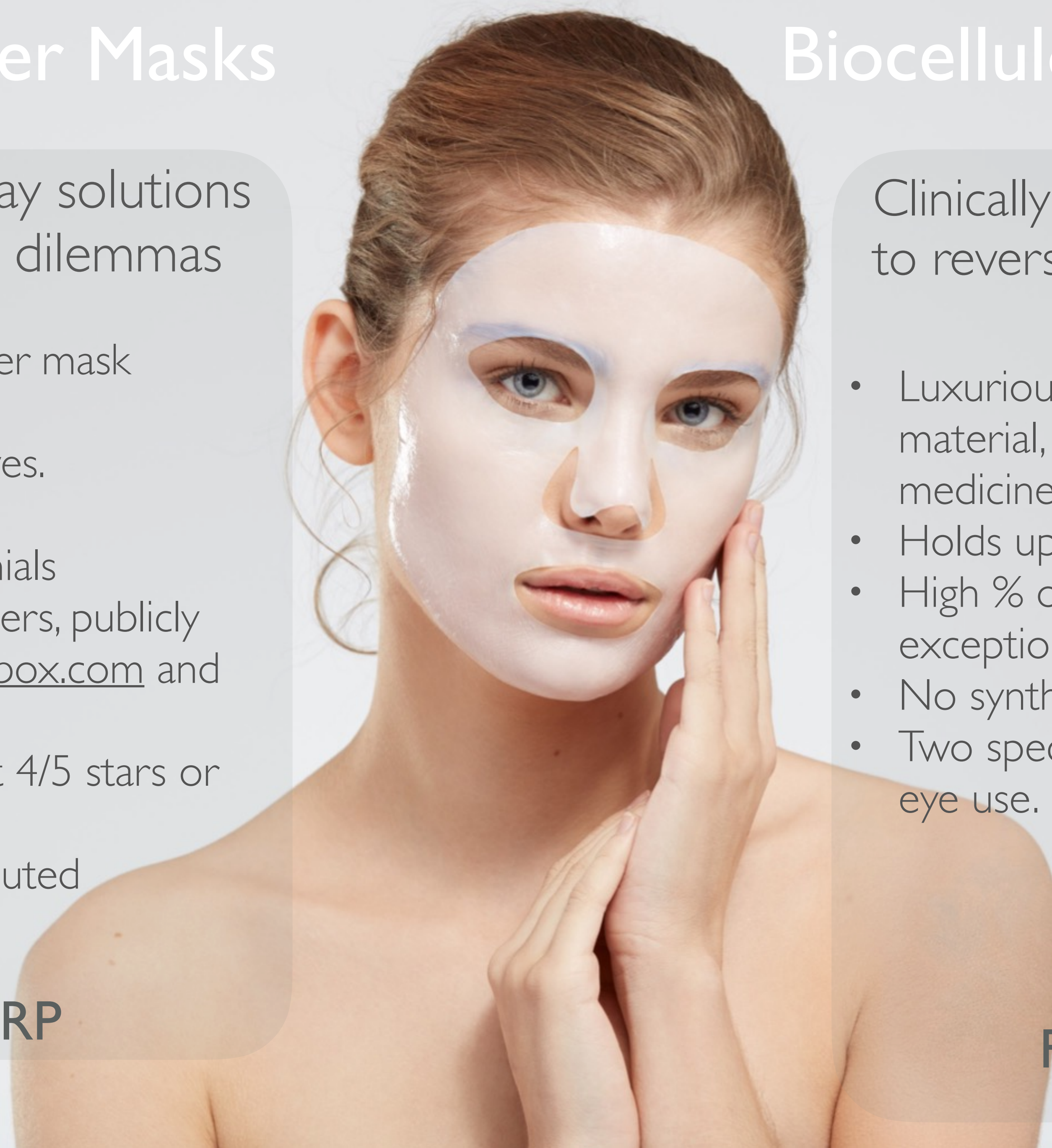
\$5 MSRP

Biocellulose Hydrogel Masks

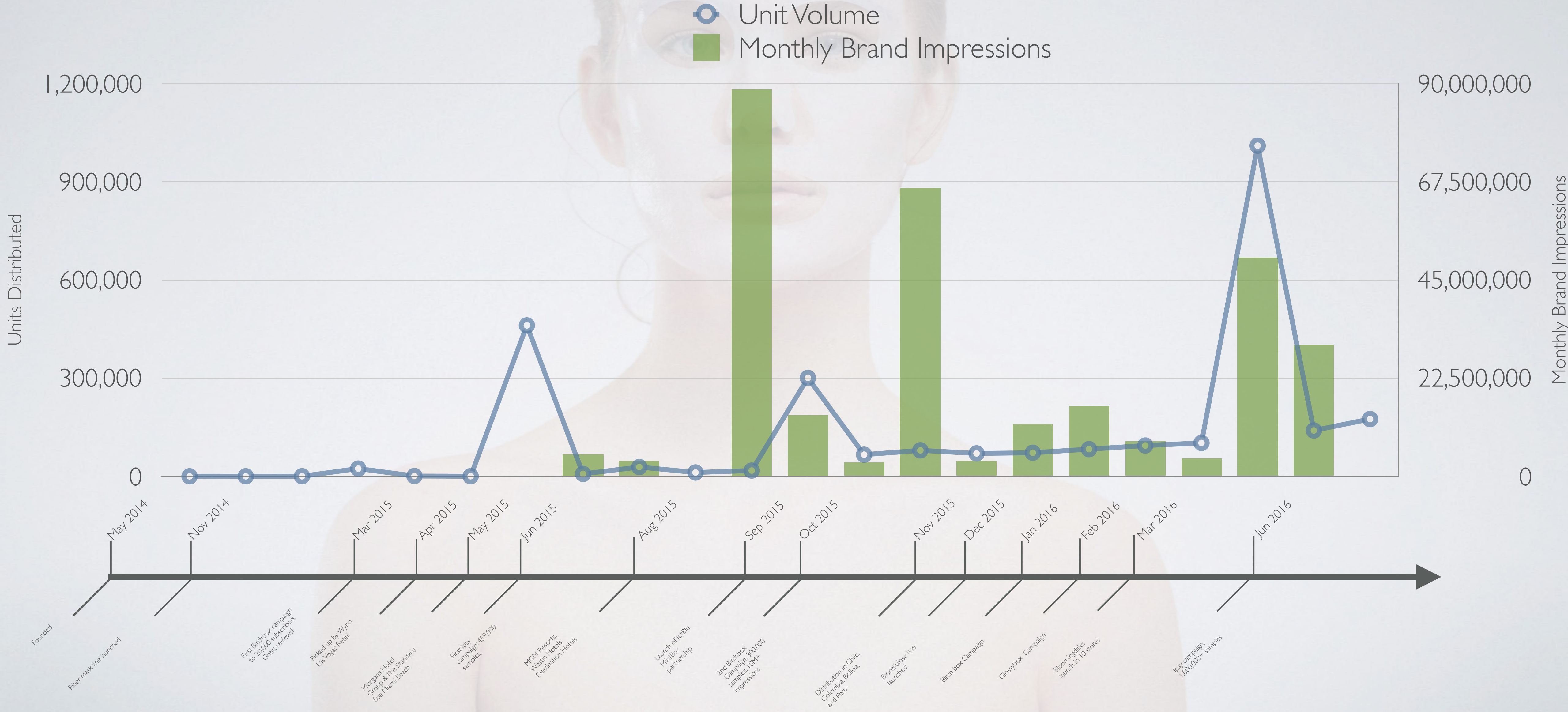
Clinically designed, natural treatments to reverse the signs of stress and aging

- Luxurious natural hydrogel polymer mask material, originally developed for transdermal medicine delivery.
- Holds up to 200x its weight in water.
- High % of active ingredients deliver exceptional results.
- No synthetic fragrance or preservatives.
- Two specialized formulas for face and under eye use.

Eye Mask: \$5 MSRP
Face Mask: \$10 MSRP



ORGANIC GROWTH



OUR OPPORTUNITY

NATURAL // PRESTIGE MASKS OUTPERFORM CATEGORY

Natural Skin Care CAGR vs.
Overall 2014-2019^{1,2}

9.8% vs. 1.7%

Facial Mask CAGR through
2019¹

6.1%

Prestige Facial Mask CAGR vs.
Mass 2015-2019¹

7.5% vs. 2.2%

- 60% of American women claim to search ingredient labels for “harmful” ingredients³
- 40% of all women 18+ intend to increase purchases of natural beauty products³
- 50% of millennial women plan to increase consumption of natural beauty products³
- Intent to purchase natural products largely focused on skincare (39% of survey respondents)³

Market Research Sources:

Skin Care in the US - Euromonitor International, May 2015¹

Organic Personal Care Products Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2014 - 2020, Transparency Market Research, March 2015²

U.S. Women Boosting Natural Beauty Spend, GCI Magazine, August 2015³

NATURAL + MASSTIGE = GROWTH

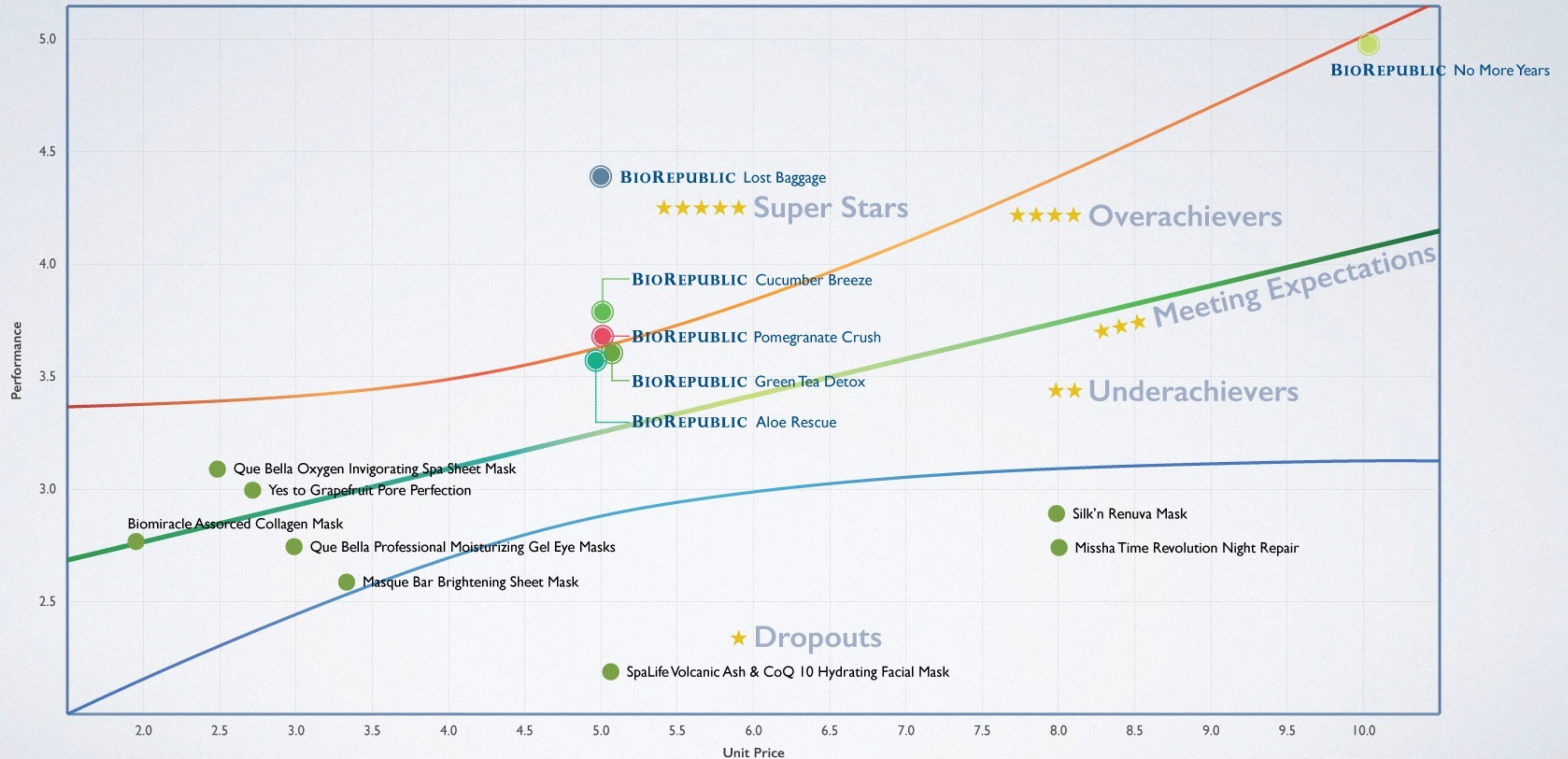
Positioning



Brand positioning broken down by natural vs. clinical, prestige vs. mass. Products drawn from Target.com current assortment. Created on 2/15/2016.

DELIVERING EXCEPTIONAL VALUE THROUGH SUPERIOR PRODUCT, DESIGN, AND EXPERIENCE

Value Curve (Unit Price vs. Performance)



Unit Price vs. Performance. The marks are labeled by Product. Products pulled from Target.com assortment. Created on 2/15/2016. Products scored on fragrance, feel, packaging, ingredients, and mask material (0 - 5).

QUESTIONS?

Contact:

Paolo Mentonelli

Head of Sales

paolo@biorepublic.com

+1 (404) 723-3396

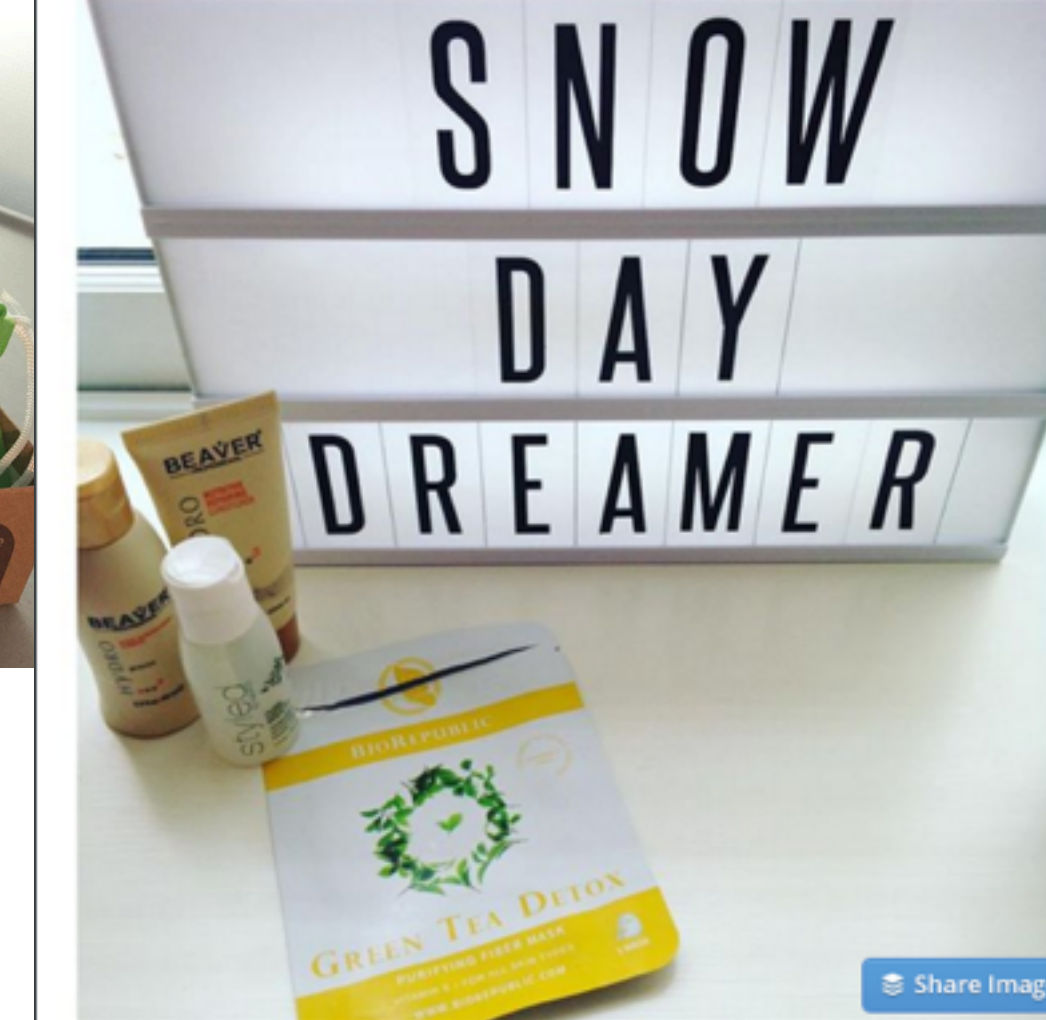


APPENDIX

14 Indie Beauty Brands You Need to Know About

Twenty One Pilots, Rosie Assoulin, and *The Grand Budapest Hotel*—there's something gratifying about discovering an indie hit before it gets big, and the same goes for beauty brands. Here, 14 under-the-radar beauty companies you'll want to try right now (you know, for bragging rights).

BY IRMA ELEZOVIC



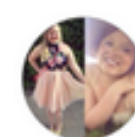
Last week during the blizzard I was finally able to clean out my makeup drawer and try out some of my @birchbox samples and reorder others - definitely definitely ordering the green tea detox masks by BioRepublic because it was PHENOMENAL! So happy I've got Hayadi's Pure Happy Smooth back in my life - I've missed that and it makes my hair so silky soft. Just bummed that I can't find Beaver Professional's Hydro pH balanced shampoo or conditioner anywhere
#birchbox #typolightbox #hayadi #biorepublic

3 Ways to Turn Your Flight Into a Spa Session

Step 1: Once you're airborne, moisturize with a healing, aloe-infused sheet mask like BioRepublic Skincare's Aloe Rescue Revitalizing Formula, leave for 30 minutes, ignore your neighbors' funny looks, then remove and pat excess product into your cheeks and forehead.

OMG I'm living for the BioRepublic Cucumber Breeze soothing fibre mask in the JetBlue MINT Birchwood amenities kit - pop in fridge and I swear to you your skin is fierce especially after a hangover LOVE THIS PRODUCT and I'm not even paid to say so ... I bought 20 of these babies on Amazon #biorepublic

themadbrynlookbook mentioned you in a comment: I LOVE these masks they are from @biorepublic and I have the Pomegranate Crush mask. It comes folded in a pack and all you do is wash your face, unfold the mask, leave it on for 20 mins, and VOILA! Clean, moisturized, soft skin



BioRepublic Skincare Aloe Rescue Revitalizing Fiber Mask Set
★★★★☆ (127)
\$14.50



BioRepublic Skincare Cucumber Breeze Soothing Fiber Mask Set
★★★★☆ (114)
\$14.50



BioRepublic Skincare Green Tea Detox Purifying Fiber Mask Set
★★★★☆ (232)
\$14.50



BioRepublic Skincare Mask Set Variety Pack LyssM
★★★★☆ (13)
\$19.00

Danigirl



BioRepublic Skincare Pomegranate Crush Illuminating Mask Set
★★★★☆ (116)
\$14.50

All products rated min. 4 stars on birchbox.com

Jasmine

★★★★★ Love February 16, 2016 **Sampled**

This is the best mask I have ever used! Smell and texture are everything to me and this smelled blissful and was extremely soft!

★★★★★ Smooth fresh feeling February 15, 2016 **Sampled**

I just used this product a few minutes ago. My face feels clean and hydrated. The scent is very soothing. I'm obsessed with this!

★★★★★ Awesome product February 15, 2016 **Sampled**

So excited to find a face mask that actually leaves my skin and face feeling refreshed, brighter, and smooth! This mask is awesome! My skin was feeling dull and dry before the mask, after applying the mask, my face instantly felt refreshed and hydrated while wearing it, once I took the mask off, my skin felt brighter, fuller and more plump around my eyes for the rest of the day! I can't believe how quickly my face felt refreshed. It brightened up my skin and left me feeling like I had smooth glowing skin all day and it smells awesome as well. I will be using this product weekly!!

★★★★★ Soothing AND Clearing February 16, 2016 **Sampled Purchased**

This mask is fantastic. The formula is gentle and effective. It calms redness and de-congests pores. Great for all skin types.

13 OF 15

BIOREPUBLIC

ALOE RESCUE

REVITALIZING FIBER MASK

WITH VITAMIN E • FOR ALL SKIN TYPES

WWW.BIOREPUBLIC.COM

PARABEN FREE

MADE IN USA

PREV **NEXT**

BioRepublic Skincare
Atlanta, GA

We're crazy about **sheet masks** here at Allure. So when we heard about BioRepublic Skincare, a Georgia-based line that specializes in cruelty-free sheet masks sans parabens, sulfates, phthalates, and triclosan, we practically lost our minds. The **Aloe Rescue Revitalizing Fiber Mask** is amazing. Leave it on for 15 minutes and you'll look like you



BIOREPUBLIC
SKIN CARE



UNMASK
BRILLIANCE

Product display featuring stacks of Biorepublic sheet masks and a central informational card.

- ALOE RESCUE** (Green accents)
- GREEN TEA DETOX** (Orange accents)
- POMEGRANATE CRUSH** (Red accents)
- CUCUMBER BREEZE** (Light blue accents)
- LOST BAGGAGE** (Light blue accents)
- NO MORE YEARS** (White accents)

ALOE RESCUE

- Aloe Vera Leaf Juice helps to soothe dry or irritated skin.
- Natural fiber sheet mask and soft skin.

GREEN TEA DETOX

- Green Tea Extract provides cooling and antioxidant properties to the skin.
- Natural fiber sheet mask.
- For oily, sensitive, and matured skin.

POMEGRANATE CRUSH

- Pomegranate Extract provides an even skin tone.
- Natural fiber sheet mask.
- For radiant, fresh, and balanced skin.

CUCUMBER BREEZE

- Cucumber Fruit Extract soothes irritated skin and reduces inflammation.
- Natural fiber sheet mask.
- For calm, rejuvenated, supple fresh skin.

LOST BAGGAGE

- Clinically designed under eye treatment that repairs wrinkles, improves the signs of aging, and reduces discoloration under eye mask.

NO MORE YEARS

- Suspended exfoliant treatment designed to show the signs of aging.
- Luxurious Decollline facial sheet mask.