

ESSENTIALIST

INC.



Natural. Clean. Essential.

Changing the Game

Empowering the Consumer.

Like others, the traditional approach to skincare wasn't working for our founder Madina. Plagued by cyclical breakouts and heightened sensitivity, she knew there had to be a better way forward. Madina challenged the "more is best" industry narrative and the treatment of skin as a series of fragmented concerns. By abandoning the aggressive and symptom perpetuating tactics, her skin was given a chance to heal.

Her mantra: do less, expect more.



The Problem

The skincare industry is built upon the myth that the care of skin is complicated. Instead of solving our problems it perpetuates them in order to sell more product. We're here to change that.

The Demand for Minimalism

Consumers are abandoning multi-step routines in favor of more simplistic approaches, sometimes referred to “skiminalism.” (Intel, 2021)

WHY?

- Multi-step routines are confusing.
 - "48% of skincare users feel overwhelmed when shopping for skincare, which can lead to decision paralysis" (Intel, 2021).
- During COVID-19 consumers have become more knowledgeable about skincare, in particular about their skin barrier and how it can be disrupted by multi-step routines.

What Is Skiminalism?

The newest trend in skincare is scaling back. But is it at odds with a beauty industry that believes more is more?

(Town&Country, 2021).

The Year's Biggest Beauty Trend Involves Throwing Away Your Skincare Products

Are you brave enough to try “skiminalism”?

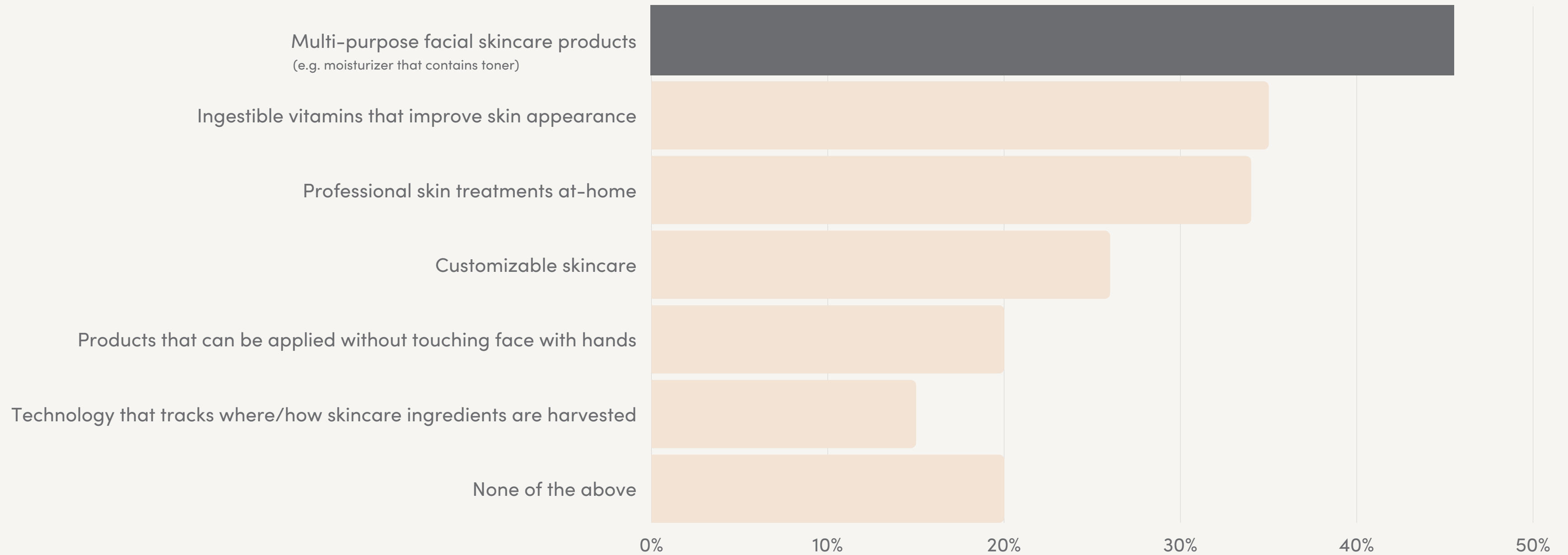
(InStyle, 2021).

When It Comes to Skin Care, Maybe It's Time to Try Doing Less

By Parizaad Khan Sethi

(The Cut, 2021).

"Which of the following skincare trends/innovations are you interested in?"



Base: 1,536 internet users aged 18+ who use certain skincare products at home.

Source: Lightspeed/Mintel
Fieldwork: March 2021

The Fix:

Multi-Tasking + Active Forward + Highly Concentrated Formulas

Essentialist is meeting the growing demand by creating a simple and transparent path to attaining healthy skin. Our multi-tasking essentials help streamline routines and make the care of skin burden free.

We're delivering better results in fewer steps because of the way we formulate.

Essentials Only

Our essentials aren't basic, they're edited.

We believe that simplicity is at the root of well-being and it starts with filtering out the excess. The result? Distinctly pure, potent, nutritive, and balanced formulas. We don't dress up the INCI list. Every product has been distilled to include essentials only and every ingredient has been used at concentrations necessary for optimal results.

Designed to support a healthy microbiome, our products are anti-aging focused while being safe for sensitive and breakout prone skin.



Essentialist Standards

Though the focus is really what's inside our bottles, our exclusions matter too. Going beyond the rigorous Canadian safety standards we have an extensive ingredient blacklist. Our formulations address a multitude of skin concerns without ever compromising safety. We've created non-toxic, pure, and potent formulas that are effective, gentle, and non-irritating. Trust us, we've got you.

We've made it our priority to reduce our impact on the environment by using glass bottles, 100% recyclable packaging, and partnering with One Tree Planted.



Natural



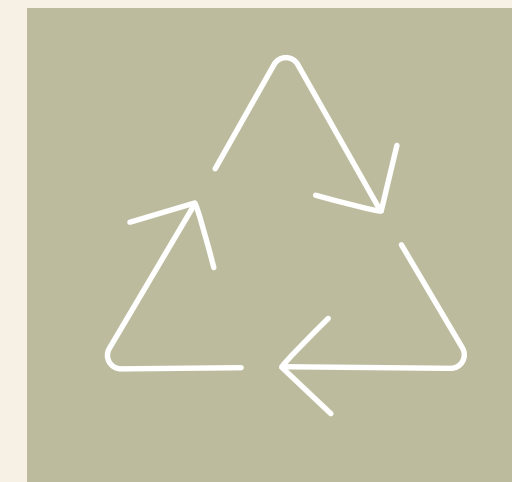
Non-Toxic



Sustainably
Sourced



One Tree Planted
Partner



Recyclable
Packaging



Leaping Bunny
Certified

Our Essentials



Daily Renewal Facial Oil



Fresh Faced Exfoliating Peel

*AVAILABLE FOR PRE-ORDER ONLY

Est. Delivery Spring '22



Agate Guasha Tools



Weekly Reset Mask

*AVAILABLE FOR PRE-ORDER ONLY

Est. Delivery Summer '22

Daily Renewal Facial Oil

Our hero oil is an anti-aging treatment, antioxidant serum, and hydrator in one. With super fruits, argan, and bakuchiol it is a rich, nutritive, and restorative blend of 100% natural botanical oils delivering the phytonutrients, ceramides, vitamins, and essential fatty acids healthy skin needs. Our balanced hydration system supports a clear and glowing complexion. No toxins, dyes, fragrance, preservatives, or any junky stuff. We've harnessed the healing power of natural oils because we know that mother nature has given us gold.

Ingredients: Argania spinosa (Argan) Oil*, Vitis Vinifera (Grapeseed) Oil*, Fragaria ananassa (Strawberry) Seed Oil*, Punica granatum (Pomegranate) Seed Oil*, Opuntia Ficus-Indica (Prickly Pear) Seed Oil*, Vaccinium macrocarpon (Cranberry) Seed Oil*, Passiflora edulis (Passion Fruit) Seed Oil*, Psoralea Corylifolia (Babchi / Bakuchiol) Seed Oil*, Rubus Fruticosus (Blackberry) Seed Oil*, Ribes nigrum (Black Currant) Seed Oil*, Hippophae rhamnoides (Seabuckthorn) Fruit Oil*, Rosmarinus officinalis L. (Rosemary) CO2 extracted*, Pelargonium roseum x asperum (Rose geranium) Oil* (*Certified Organic)



30ml/1 oz

Hydrate. Nourish. Soothe.

Fresh Faced Exfoliating Peel

Our peel is an exfoliator, anti-aging treatment, dark spot corrector, and hydration booster in one. The potent but gentle AHA blend of 3% Lactic Acid and 5% Glycolic Acid, with Hyaluronic Acid & Vitamin C works to speed skin cell turnover, eliminate texture and congestion, refine complexion, reduce hyperpigmentation/prevent future dark spots, and boost skins moisture content. It's a more soothing approach to the traditional peel that still gets the dirty work done. Gentle can be effective too, we believe that it doesn't have to hurt to work.

Ingredients: Aloe Barbadensis Leaf Juice*, Glycerin*, Lactic Acid, Vaccinium Myrtillus, (European blueberry) fruit extract, Saccharum Officinarum (sugarcane) extract, Magnesium Ascorbyl Palmitate*, Acer Saccharum (sugar maple) fruit extract, Citrus Sulcis (orange) fruit extract, Citrus Limon (lemon) fruit extract, Glycyrrhiza Glabra (licorice) extract*, Propanediol, Carica Pappaya Fruit extract, Acacia Senegal Gum, Xanthan Gum, Citric Acid, Tartaric Acid, Citrus Medica Limonum (Lemon) extract, Citrus Aurantium (Neroli) oil*, Gluconic Acid, Sodium, Hyaluronate (Hyaluronic Acid).

*Certified Organic

Clarify. Brighten. Refine.



30ml/1 oz

Weekly Reset Mask

With hand-harvested Canadian Glacial Clay, Green Tea extract, Hyaluronic Acid, Vitamins B3, C & E this multitasker is a deep cleanser, resurfacing treatment, vitamin booster, and moisture builder in one. It will detox while hydrating and replenishing, unlike classic clay masks that tend to strip and over-dry skin. Designed to take away the bad and boost the good, it's gentle on the microbiome and skin barrier. Great for sensitive and breakout prone skin. Perfect for regular at home maintenance because you can't get a facial every week.

Ingredients: Aloe Barbadensis Leaf Juice*, Sea Silt (Canadian Glacial Clay), Glycerin*, Caprylic Capric Triglyceride*, Charcoal (Bamboo) Powder, Cetearyl Olivat², Carthamus Tinctorius (Safflower) Oleosomes (Hydresisa SF2), Sorbitan Olivat², Camellia Sinensis (Green Tea) Seed Oil*, Gluconolactone², Trichilia emetica (Mafura) Seed Oil*, Cucumis Sativus (Cucumber) Seed Oil*, Niacinamide (Vitamin B3)³, L-ascorbic Acid (Vitamin C)³, Sodium Benzoate², D-alpha-tocopherol (Vitamin E)³, Acacia Senegal Gum, Sodium Hyaluronate (Hyaluronic Acid), Boswellia Serrata (Frankincense) Oil*, Xanthan Gum, Lavendula Angustifolia (Lavender) Oil*, Citrus Aurantifolia (Lime) Oil*.

*Certified Organic **Ecocert Approved **

Purify. Resurface. Restore.



50g/1.7 OZ

Agate Guasha Tools

EDGY/ WAVY

Made from 100% genuine agate, sourced in Brazil, hand cut and polished in China, each stone is like a piece of art. Developed under the guidance of a Doctor of Chinese Medicine, our stones are as functional as they are stunning. Like everything in nature, they are one of a kind therefore color selection is not available. Agate is grounding, has deep healing properties and powerful energetics, which align with our ethos of beauty from the inside out.

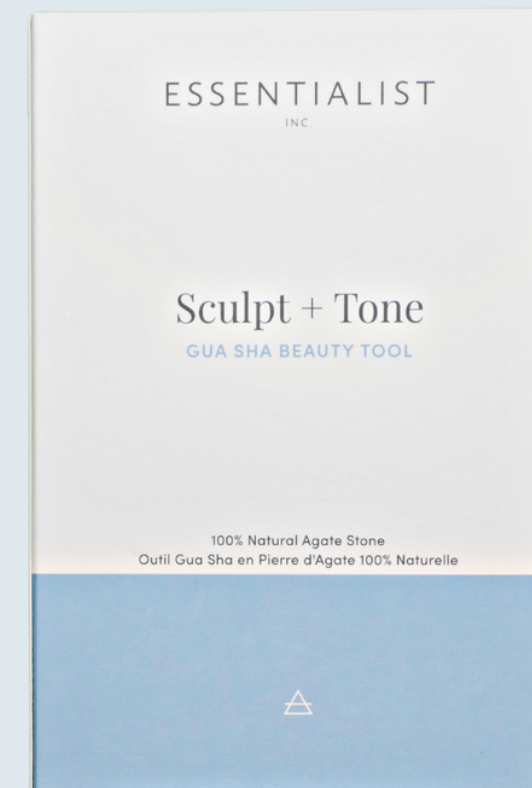
Sculpt & Tone



Edgy Guasha



Wavy Guasha



Products Featured In

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BNA#

TATTLER

THE
GLOSSY
PODCAST

SPA & BEAUTY
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BEAUTY



SANFTES UPDATE für die Morgenroutine: 1 Das „Blossome Journal“ hilft, die Gedanken zu sortieren und den Fokus **STOCKER**, 44 €, über Blossomejournal.com. 2 Das Duschgel „Chance Body Cleanser Eau Fraîche“ vitalisiert mit Zitrus-**CHANEL**, 200 ml 48 €. 3 Die Gesichtspflege „Balancing Facial Essence“ regeneriert mit Aloe und Apfelstammzellen. Vo 95 €, ges. bei Niche-Beauty.com. 4 Das milde Körperpeeling „The Ritual of Jing Body Scrub“ mit Heiligem Lotus und Jujü Von **RITUALS**, 200 ml 15 €. 5 Die Kerze „Fantastic Woods“ erfrischt mit Aromen von Lavendel, Rosmarin und Grapefruit. 6 Der Gua Sha „Wavy“ aus Achat fördert die Durchblutung. Von **ESSENTIALIST**, 54 €, ges. bei Genuinselection.cor Oil Cleanser“ mit japanischem Shikwasa-Extrakt reinigt und hinterlässt ein zartes Hautgefühl. Von **SHISEIDO**, 125 ml Essentials Plus“ stärkt Körper und Geist mit hochwertigen Inhaltsstoffen wie Ashwagandha. Von **SUNDAY NATURAL**,



VOGUE

SUBSCRIBE

SKIN

Why You Need to Start Paying Attention to Your Skin Microbiome—Especially Now



Essentialist Daily Renewal Facial Oil

ESSENTIALIST \$110

SHOP NOW

FASHION

BYE-BYE, BOTOX

In recent years, there has been a surge of 20-somethings flocking to doctor's offices for injectable neurotoxins, like Botox, to prevent whispers of crow's feet and other expression lines from turning into larger folds or from happening in the first place. Facialist Joanna Czech is big on staving off lines and wrinkles but warns against the continuous freezing of muscles, especially if it is started at an early age. "I always talk about prevention, but I don't understand preventive muscle paralysis," she says. With neurotoxin treatments only lasting around three to six months, a few too many needles released into major areas, like your forehead, could have unwanted—and aging—consequences, she notes. Overuse of injectables can lead to a weakening of the tissue over time, spurring the recruitment of surrounding muscles when you make facial expressions. Translation: finding yourself needing even more injectables you didn't anticipate for those newly hired muscles down the road. The skin expert's go-to alternative to expression-smoothing injections? Regular and thorough facial massages that work to stimulate muscles and spark cell energy as a result.



Sculpted from cooling zinc and aluminum alloys, this face roller, which was designed to make manoeuvring around the contours of the face easy, brings Czech's signature massage technique to your vanity. **Joanna Czech Facial Massager**, \$240



Gua sha stones are beloved for their ability to improve circulation and lymphatic drainage. This iteration gives a serious massage that targets deeper lines and wrinkles. **Essentialist Edgy gua sha stone**, \$70



Utilizing sonic vibrations, this tech-powered tool works to soften facial lines when you apply pressure and glide it around your face. **Nurse Jamie NuVibe RX Amethyst Massaging Beauty Tool**, \$125

A BWB Guide to Being Your Own Facialist

BY CLÉMENCE VON MUEFFLING, TERESA DEELY AND CELESTE BISCHOFF

An Oil to Trust

The Essentialist Daily Renewal Facial Oil is a clean, organic, cruelty-free oil that makes your skin glow.

The formula does it all — from actively promoting microbiome and skin barrier protection, stimulating cellular regeneration and collagen production, to delivering deep lasting hydration. You'll get the extra help you need to prevent fine lines and wrinkles, diminish hyperpigmentation, and protect against environmental pollutants, toxins, and UV damage.

It's thick texture takes a while to absorb, which makes it perfect for gua sha.

I like to use it on my neck and décolletage as well to give my skin an immediate glow. When you can't see your facialist, this is a staple for facial massage lovers everywhere.

BYRDIE

"This is easily the best-smelling face oil I've ever tried. It's extremely viscous and takes a while to absorb, which makes it perfect for gua sha; it was designed to be paired with Essentialist's tools. The amber color gives my skin an immediate glow, and after some gua sha or face-rolling, it sinks in for an illuminated, non-greasy finish. This is a staple for facial massage lovers everywhere."

Our Social Community

@essentialist_inc



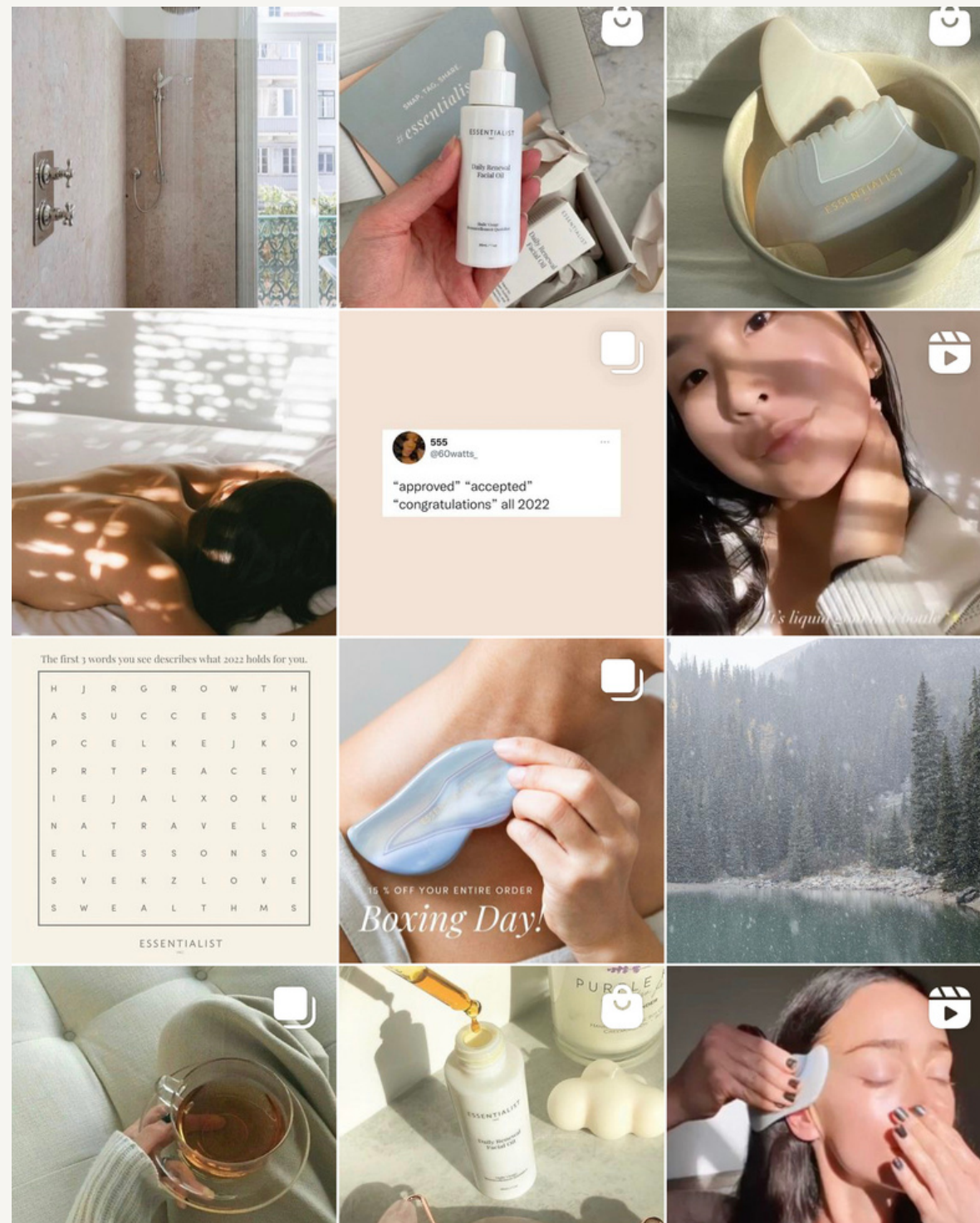
100K Avg Monthly Views
500 Avg Monthly Saves



4K Followers
20% Engagement Rate
50,000 Monthly Impressions



50K+ TikTok Views
1700 Video Likes



Main Demographic

95%

Woman Followers

70%

25 - 44 Years Old

Audience Located

37% United States

35% Canada

5% United Kingdom

3% Australia

Influencer Collaborations

We work with diverse influencers of all ages and ethnicities in the skincare and wellness space that align with our values to help showcase our products to their audiences.



@stephflockhart

IG Followers: 95K

TikTok Followers: 115K



@thisorganicgirl

IG Followers: 45K



@odyessa

TikTok Followers: 230K



@face.goddess.yoga

IG Followers: 95K

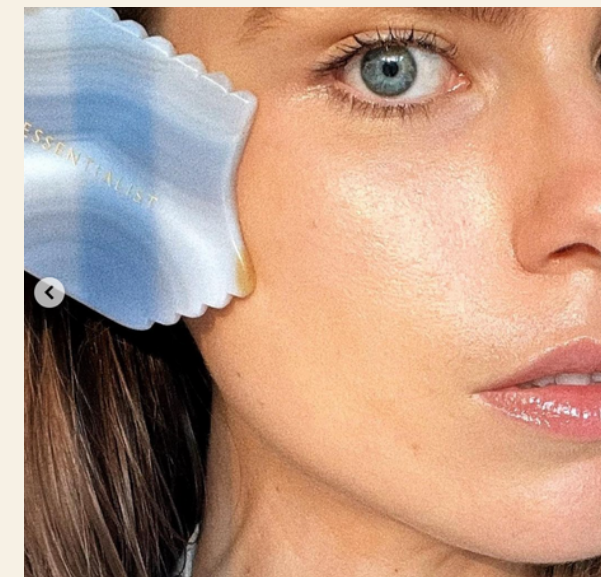
Testimonials

"This is easily the best-smelling face oil I've ever tried. It's extremely viscous and takes a while to absorb, which makes it perfect for gua sha. The amber color gives my skin an immediate glow, and after some gua sha or face-rolling, it sinks in for an illuminated, non-greasy finish."

Kathryn Vandervoalk, Editorial and Strategy Director at Byrdie

"The Essentialist Daily Renewal Facial Oil is a clean, organic, cruelty-free oil that makes your skin glow...I like to use it on my neck and décolletage as well to give my skin an immediate glow. When you can't see your facialist, this is a staple for facial massage lovers everywhere."

Clemence Von Muefelling, Beauty and Well-being Founder, daughter and granddaughter of past French Vogue Editors



Maripat

An amazing MUST HAVE!



"I have been using the Daily Renewal Facial Oil for a month and at 61 years young my skin looks and feels amazing! No other product hydrates, smooths and renews my skin like this. I use it everyday with my facial gua sha practice and am NEVER going to use anything else. I only wish I had this 40 years ago!"



Debbie

THE BEST GUASHA TOOL EVER!



"As someone who has worked closely with guasha and guasha tools, I've used almost ever tool available on the market. They all have their strong points separately but I found myself using at least two different ones for every time...that was until I discovered this guasha tool. Its unique shapes/edges really works to fit my guasha needs."



Kayla

Best Quality and Multi faceted!!



"IMO this is the best Gua sha stone I've come across. I love the jagged teeth of this stone best and how it's not just on one part of the stone. Feels sturdy and high quality and ergonomic in my hand. I love my new stone!!! I'm so happy and grateful for your company to make these"



Mary-Anne

Glowing Skin!



"I'm usually hesitant to try new skincare because my face can be sensitive but decided to give this facial oil a shot! I'm so happy I did because it's really made a difference. I've been using it for a few weeks now and my skin looks better and overall healthier. I love how glowy my face looks now."

