

INSTANATURAL V+T



V5 | 1.25.22

OBJECTIVE



To create a distinct and expressive Voice and Tone for InstaNatural that allows it to transcend the clean beauty category, and become a lifestyle offering to a larger range of consumers.

WHY A VOICE AND TONE? WHAT IS IT?

Brand are inanimate and neutral.
Consumers are living breathing beings.
A Voice and Tone humanizes a brand.



THE PROCESS

01

First, we evolve the **BRAND PILLARS** into human **CHARACTERISTICS** of the brand
WHO THEY ARE | THE SOUL

02

Then we use the **CHARACTERISTICS** to draw out the **PERSONA** of the brand
WHAT THEY'RE LIKE | THE FLESH AND BLOOD

03

Then we use the **PERSONA** to inform **VOICE**
HOW THEY THINK | EXPRESSION, THE MIND

04

Then we evolve the **VOICE** into a **TONE**
HOW THEY SPEAK IN DIFFERENT SITUATIONS | THE MOUTH



THE BRAND FOUNDATION



WHERE YOU STARTED

ACCOUNTABILITY

EFFICACY

TRUST

TRANSPARENCY

AUTHENTICITY

WHAT WE HEARD

Realistic

- Be realistic about where this fits in the routine

Transparency

- Education, clear messaging, not hiding behind anything
- Educating customer on the category (clean & natural) so consumers know what to choose and why & if IN does it right they are meeting that customer need (reactive / proactive)
- Transparent on ingredients (without sharing formulation) will not add ingredients you don't need & that aren't good for you
- Informative
- Educational

Direct

- Giving customers direct information, teaching them, showing them, being direct is a proactive form of transparency
- Do not over-complicate where you don't need to -- break apart the bullshit Transparent & accessible ladders up to direct

Rewarding

(wellness / self-care, need to wash face, focus on self)

- Products at this price point don't feel like a good experience, how can InstaNatural make this feel more luxurious - tap into the self care element

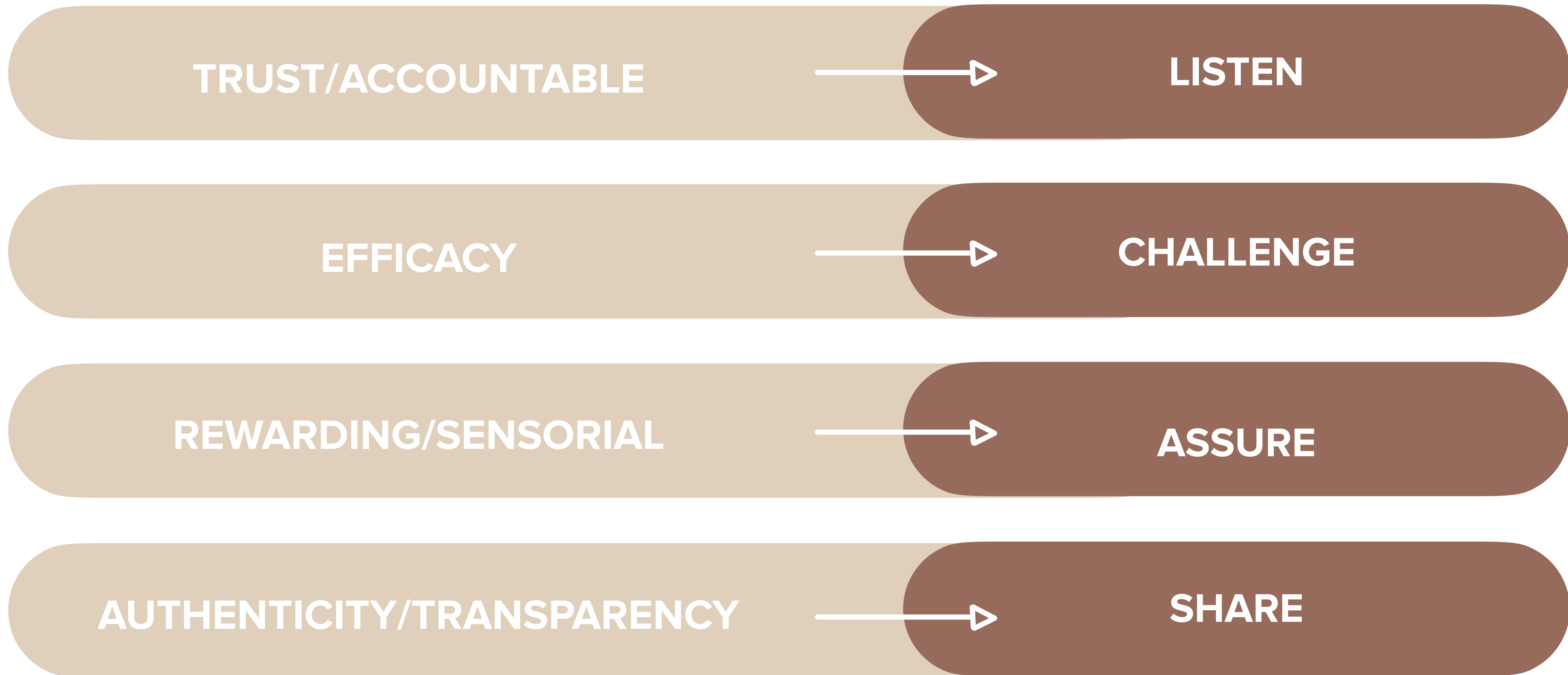
Accessible

- Price point
- Availability
- Comprehensible

Sensorial Experience

- Value - brands and products are too expensive want to be able to reward themselves but also want to treat themselves, this customer is value driven
- This category -- clean, safe, effective -- should be available to everyone and want a value with an experience
- Do we have the “sensorial tactile experience” ie feel of the lotion, etc.

EVOLUTION OF PILLARS



NEW PILLARS IN ACTION

Break down the fourth wall between her and the brand

- Create a fast, insightful diagnostic that asks questions beyond skin. Into lifestyle & “time-style”.
- Give meaningful reasons why and provide a feedback loop on whether their regimen is working and adapt!
- Demonstrate how you are easier to shop/navigate, easier to connect with.

Reward the Smart Choice

- This isn't your mother's skincare...or your daughter's skincare.
- Give reward points for reviewing, referring and buying. Make it competitive.
- Challenge people to get involved

Feel Good About Your Choices

- Lasting Confidence > Indulgence
- Once you know better, you do better.
- Update packaging to be aesthetically and ergonomically 'better'.

Share Everything

- Integrate all your activities so the disclosure goes deep and wide. (use UI as an assist)
- Educate by having, category, product and ingredient x-rays updated in real time so you can trace the development and usage process of ideas and products.

Represent Real Women With Real Skin and Real Lives

- Deputize women to speak HONESTLY about their experiences with the brand. Recruit them to weigh in on products in development and personal use cases.

Challenge Convention as You Inform

- Through a series of rhetorical questions that invite discussion.
- Why is Vitamin C important as a catalyst, not just an ingredient?
- *When is too much of an active ingredient too much?*
- When is a pump a good choice?

THE INSTANATURAL BRAND PLATFORM IS...

PROOF NOT PROMISES

As the de facto creator of the accessible clean skincare segment, InstaNatural listens to what consumers want and always pushes harder, demands more and digs deeper to deliver it.

It's about effective formulas and satisfied consumers. The ratings and reviews provide the most powerful proof.

There's nothing to hide and no need to make false promises.



THE DISTINCTION OF PROOF NOT PROMISES

Most now and next generation skincare brands fall into one of two categories:

1 Attitude-by-numbers
With not much more than lip service to back them up Youth to the People

2 Clinical
With only their latest/greatest place in the claims pack to distinguish themselves The Ordinary

>> **But beauty has a rational and an emotional aspect, so these brands ultimately face market challenges over the long term.**

Proof Not Promises is a platform that delivers science with an attitude.

A point of view that's competitive from a claims point of view, but has latitude to create a relatable personal connection. *At a time when safety and efficacy are more important than ever*, Proof Not Promises carves out a distinct category position for InstaNatural that will let it draw in new consumers.

THE NEW CONSUMER

***Their skin is changing. Their life is changing.
Their skin's needs are changing. It's their
personal care a-ha moment.***

They're becoming aware that they need to do more.
They know they need to make smarter choices.
They don't have unlimited time, desire or resources to
over invest in skincare or to become skincare
obsessives and skincare junkies.

They may not know everything there is to know about
skincare yet,
But they know better than to overpay.
They need effective, uncomplicated, good-for-you
products that are proven to perform.

From brand that meets them where they're at.



BRINGING
INSTANATURAL
TO LIFE
IN LANGUAGE



From Pillars to Characteristics

PILLAR

MEANING

CHARACTERISTIC

LISTEN

Antenna always up.
Seeing everything...even what's next.
Able to distinguish the good from the bad. The real from the fake.
Instinctively understanding the spoken and unspoken issues around skincare.

ALERT

CHALLENGE

Taking initiative. Pushing boundaries.
Taking on overlooked and taboo topics.
Questioning things considered unquestionable.

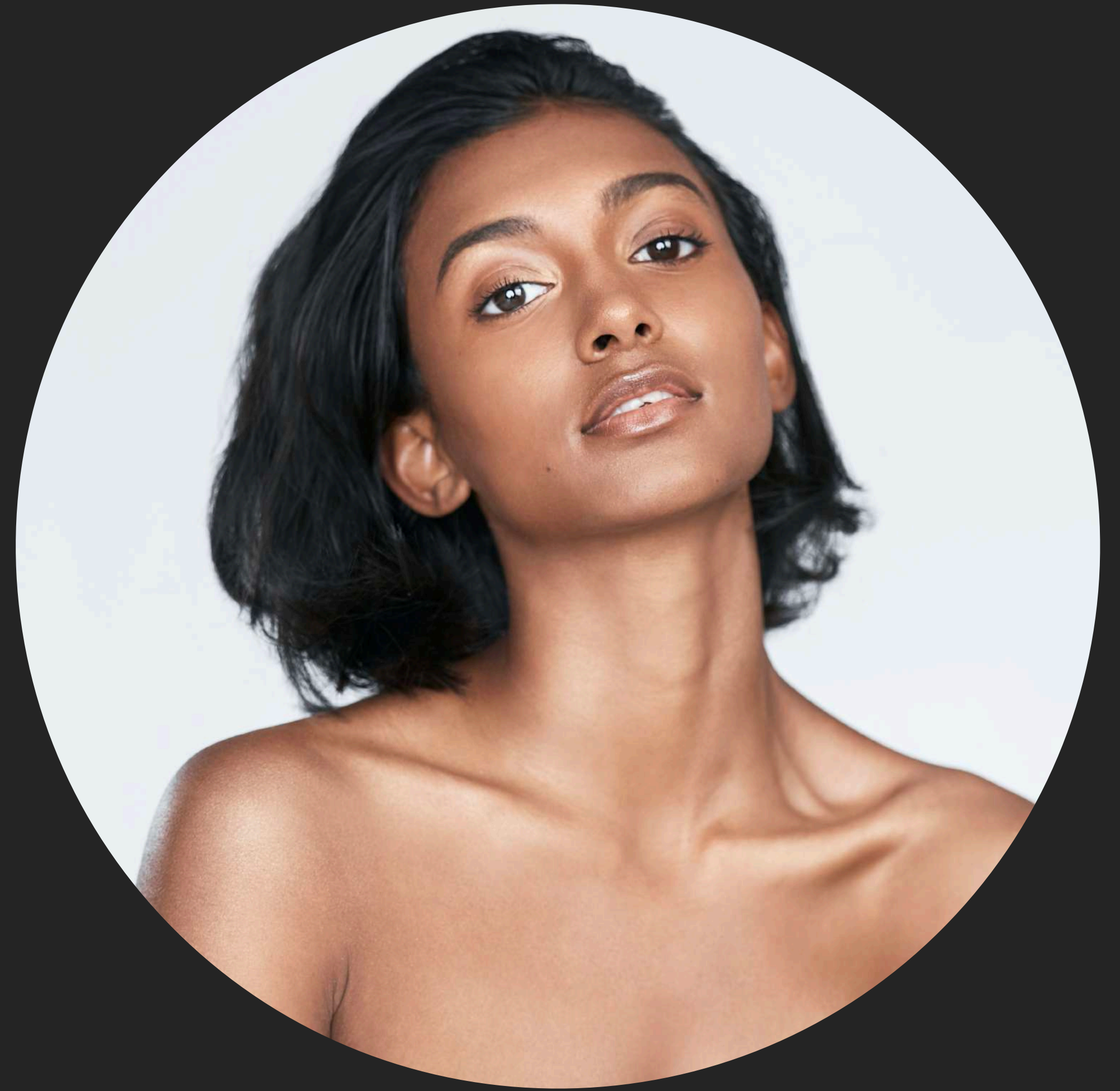
BOLD

SHARE/ASSURE

Celebrating community.
Wanting to know where you're coming from. Willing to share straight from the hip. Being there for you every step of your journey.

ATTENTIVE

WHO IS THE
PERSON THAT
EMBRACES THESE
CHARACTERISTICS?



The Journalist - The Everyman

THE JOURNALIST PERSONA

THE JOURNALIST gets in your head—in the best way possible. Quick thinking, quick witted and quick to act, they fill you with information you didn't know in a way that's so original and unstudied, it never feels like you're being lectured. Able to view circumstances from many different angles, they see possibilities where others see challenges. They understand where you're coming from and meet you there. They gather information and experiences that mean something to you, then put it all out there to motivate and inspire, not force. Being with THE JOURNALIST gives you the fuel to do for yourself, think for yourself and grow. And that's a beautiful thing.

Alert

Bold

Attentive

Too broad and functional no humanity

- Start from an emotional not vocational place
i.e. the older sister who lived in ny for 10 years
- We need a character, not a book title
Jennifer Lawrence, All-American with an edge

The Journalist's Language

THE VOICE

THE JOURNALIST tells it like it is. They deliver facts with feeling and facts that make you feel. They're able to boil ideas down to the bare truth and deliver them with a twist of wit. THE JOURNALIST leads with intriguing and attention-getting hooks. They share bracing insights in no-nonsense, relatable language—instead of polite industry jargon—to replace confusion with clarity. Their cut-through perspective on everyday topics and fast-paced delivery rings out over the chorus of beauty voices. It creates lightbulb moments that immediately get you up to speed about the subject at hand. Listening to THE JOURNALIST makes you take ownership of the choices you make—you'll look at your products...and you face...in a confident new light.

THE TONE

Declarative

Down to Earth

Edifying

IT IS/ISN'T

Definite — Dictatorial

Fast paced — Clipped or short

Explanatory — Overly complicated

Unexpected — Controversial/Shocking

Quick-witted — Cliche

GUIDELINES

NOTE: Each piece of messaging should have at least one of these qualities-engaged, reaffirming, specific. It may have more, but likely will not have all. Bear in mind the topic, the audience and the channel.

CHARACTERISTIC	MEANING	DO/DON'T	CURRENT/RECO EXAMPLES
<p>Declarative</p>	<p>Assertive and Unequivocal</p>	<p>DO: Get straight to the point. DO: Get in the consumer's head. Choose topics they would choose. DO: Keep sentences simple and short. DO: Use verbs. Fewer adjectives. DO: More 'you' less 'us'</p> <p>DON'T: Ask simplistic questions. DON'T: Be a dictator. DON'T: rely on euphemisms, metaphor or idioms.</p>	<p>REGIMEN BUILDER/CURRENT: Find Your Personalized Skin Care Regimen We believe that your skin care regimen should be customized to address your unique needs while enhancing your well-being.</p> <p>REGIMEN BUILDER/RECO: FOUR NOT MORE. Find Your 4 Step Results Regimen</p> <p>WELL BEING/CURRENT: The Year of You - Tips for Keeping Your Resolutions & Taking Care of Your Wellbeing</p> <p>WELL BEING/RECO: SELF CARE SHOULDN'T TAKE ALL DAY Get a Fast Fix...for face and mood.</p> <p>EFFICACY STATEMENTS (NOTHING EXISTS CURRENTLY) OVERACHIEVING SKINCARE THAT DELIVERS RESULTS Clean and performance can coexist in one bottle. 9 years and 40 products prove it. WE KNOW YOU KNOW IF IT'S WORKING OR NOT.</p>

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CHARACTERISTIC	MEANING	DO/DON'T	CURRENT/RECO EXAMPLES
<p>Down to Earth</p>	<p>Practical and reasonable</p>	<p>DO: Take products off their pedestal.</p> <p>DO: Give products power and personality.</p> <p>DO: Always look for the most active and visually suggestive word to get the point across.</p> <p>DON'T: Be humble or self effacing.</p> <p>DON'T: Use high minded concepts or cliché cosmetic language.</p>	<p>PRODUCT PROMO</p> <p><i>CURRENT:</i> IT'S HERE. 10% AZELAIC ACID MOISTURIZER The gentle skin clearing solution for acne and aging concerns. CURRENT: Ready for clear, nourished skin? Our new 10% Azalaeic Acid...</p> <p>RECO: <i>GET CLEAR HERE</i> 10% AZALEIC ACID MOISTURIZER. THE EQUAL OPPORTUNITY SKIN REFINER. HIGHLY POTENT. COMPLETELY GENTLE. FROM ACNE TO AGING, THERE'S NO SKIN ISSUE IT CAN'T HANDLE. AND NO SKIN THAT CAN'T HANDLE IT.</p> <p>FORMULA</p> <p><i>CURRENT:</i> C Botanical Blend Leveraging the scientifically-proven power of Vitamin C through nutrient-rich botanicals for skin that is healthy, vibrant and youthful.</p> <p>RECO:</p> <ul style="list-style-type: none"> • C BOTANICAL BLEND. WHAT'S IN IT. WHAT'S IN IT FOR YOU. • THERE ARE A LOT DIFFERENT VITAMIN Cs. BUT ONLY OURS HAS BOTANICAL CATALYSTS TO AMPLIFY SKIN'S YOUNG, HEALTHY QUOTIENT.



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CHARACTERISTIC	MEANING	DO/DON'T	CURRENT/RECO EXAMPLES
<p>Edifying/ Clear</p>	<p>To make something understandable</p>	<p><i>This is the WHY. Clearly say why you're doing what you're doing.</i></p> <p>DO: Look to life, not other brands, to explain things. DO: Give information you share relatable context.</p> <p>DON'T: Use 'We believe' DON'T Be afraid to raise a few eyebrows. DON'T: Regurgitate dry facts. DON'T: Bash other brands</p> 	<p>ABOUT US/CURRENT: InstaNatural is a personal care brand from humble beginnings with a simple mission to create natural and effective skin care products. As we grew, our mission evolved to so much more. We've built our line of beauty products for the modern consumer who is equipped with the knowledge and resources to make better choices in their everyday life. We believe that everyone deserves access to natural and safe personal care, and we strive to empower consumers to recognize that they have a choice in their beauty and wellness routines.</p> <p>ABOUT US/RECO: Skincare has gotten out of control. . It takes too long to figure out. Too long to label read. Too long to use. And too long see things happen. So we're bringing it back to reality. By making Overachieving Skincare for impatient people. Real, clean formulas that deliver real results in real time. Safe, simple and strong solutions for everyone who doesn't have time to decipher every label but knows good from bad, natural from fake. The ones who want more for their skin and are ready to get it. Who haven't got all day to think about their skin but believe that great things can happen to it overnight.</p> <p>CLEAN/CURRENT: Our Core Clean Promise. We Believe In Clean Beauty At InstaNatural, we are on a mission to be a global leader in natural and accessible skin care products by harnessing botanical ingredients alongside scientific actives to deliver real beauty results. We aim to do this by educating and empowering consumers to recognize that they have a choice in their beauty and wellness routines.</p> <p>CLEAN/RECO: <i>WHAT CLEAN REALLY MEANS</i> In the world of skincare, clean doesn't have a meaning. So gave it one that meets our standards. And yours. Clean means first, do no harm. Leaving out the ingredients that science says are unsafe. Plus the ones you told us give you problems. It means decoding the numbers games, to find the best concentration of active ingredients; not necessarily the highest. It means combining ingredients to amplify the benefits of every drop, but always using the fewest ingredients possible. Basically, it means always putting you and your skin first every time we formulate.</p> <p>CURRENT: OUR C BOTANICAL BLEND C Botanical Blend Leveraging the scientifically-proven power of Vitamin C through nutrient-rich botanicals for skin that is healthy, vibrant and youthful.</p>

NAME EVALUATION
&
RECOMMENDATION



NAME EVALUATION

Given that InstaNatural has been established in the market for a few years and does have a proven track record, there is equity in the InstaNatural name.

Therefore, changing the brand name would require an expenditure of resources to regain the traction you've earned—which may not be justified given the very crowded and competitive nature of the market, and given the fact that the core nature of the brand has not and will not change significantly enough to make news.

Additionally, given that 'Natural' isn't always a clear proposition in terms of efficacy, and given the fact that it may ultimately be limiting in terms of formulation, doing a name exploratory around natural may not be the best course of action.

Most recently, due to increased economic competition and our voyeuristic zoom/tinder screen culture; more real men and women than ever are starting to realize that they need skincare that delivers benefits, too.

As a result, the modernity, gender neutrality and implication of speed in the InstaNatural name dovetails with the new positioning and conversation.

At this time, we recommend leaving the InstaNatural name intact and supplementing its meaning with a resonant and descriptive tag line. We also have explored a monogram that creates a shorthand to recognize the brand by; which can make the brand more visible and memorable in this era of short attention spans.

To underscore the results driven aspect of the line, we recommend using INSTANATURAL SKINCARE across the board consistently and eliminating INSTANATURAL BEAUTY.

PRINCIPLES

Reassure
about clean

Emphasize
skincare vs
beauty

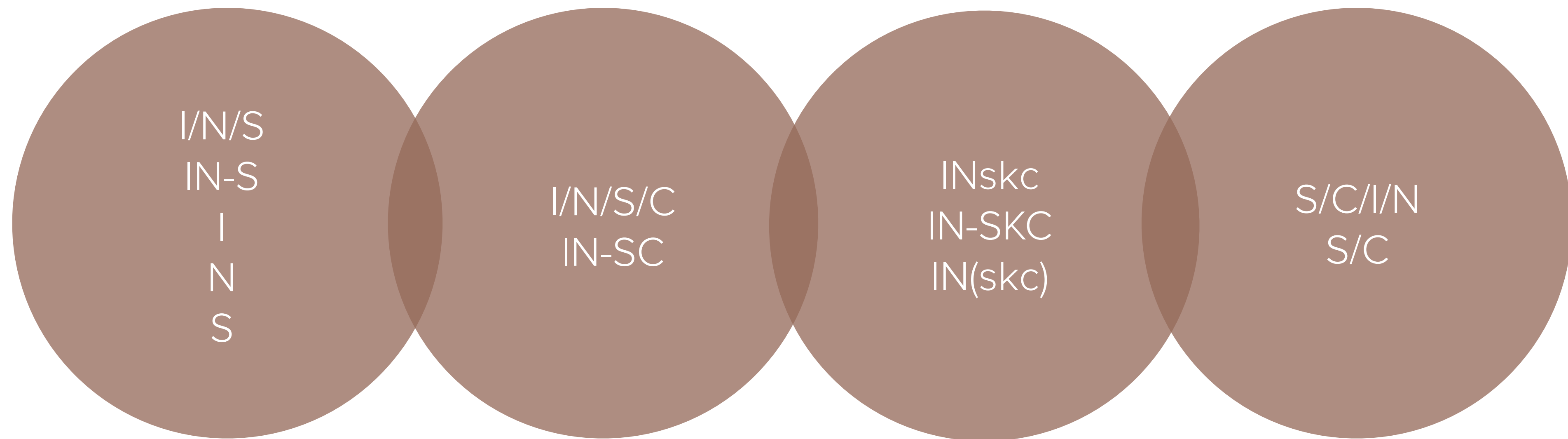
Focus on
efficiency/
results

InstaNatural

REAL CLEAN FORMULAS. FOR REAL RESULTS.
IN REAL TIME.



MONOGRAM EXPLORATORY



(InstaNatural Skin Care)

(Science Clean InstaNatural)

(Science Clean by InstaNatural - sub brand)

APPENDIX

OPERATIONALLY, PROOF NOT PROMISES MEANS INSTANATURAL IS...

PROACTIVE in innovation

We are always looking for the breakthroughs that have meaning to you

DEMANDING in efficacy

We are about results only...delivered by us, verified by you)

SELECTIVE in formulation

If we can't make it cleaner, safer, better or more affordable, we don't make it

VALUABLE for the consumer

We challenged ourselves to deliver clean at a better price; we challenged ourselves to make it easier to select a customized regimen)

REVEALING in communication

We ask the questions no other brands bother to. we want to know what's working, what you need next, what are your priorities)

POSITION

When it comes to skincare, what's in it is only half the battle.
What's in it for you is what really counts.

You know it, and we do too. We are InstaNatural.

Clean skincare that works. For real women with real skin and real lives.

Because what our products do is more important than what we say,
here's how we make it happen. We keep our ears open, our minds open and the lines of communication
open every step of the way.

First we listen to what you're looking for and what your skin is going through. Then we challenge ourselves
to deliver it. With clean formulas, big benefits, sane prices and no compromises.

We're 100% clear about what we're doing—on the front of every label down to the very last drop. Because
when it comes to skincare, promises don't count. Proof does.

PROOF, NOT PROMISES

INSTANATURAL: REAL CLEAN SKINCARE FOR REAL PEOPLE WITH REAL LIVES

THANK YOU