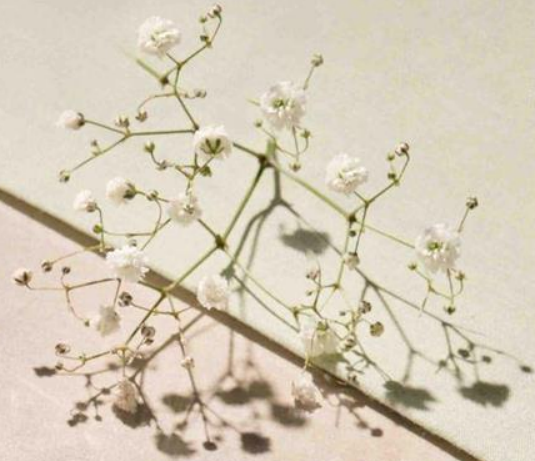


EVOLVE ORGANIC BEAUTY

Advanced natural products,
caring for skin and earth



PACKAGING AND
BRANDING EVOLUTION
2025

FROM OUR FOUNDER

As an important part of evolving our brand, we have been working on the look of the brand and packaging design over the last year, and now I'm very happy to share with you the results.

Toghether with our customers and partners I've decided to create a new printed carton with a soft green background colour whilst keeping changes to our minimalist bottle and label design to a minimum. This is what end customers told me they wanted, and I think it gives us better shelf and brand standout and a more premium look and feel whilst maintaining the current brand identity and minimising disruption. I'm thankful for the input I have got in this process.

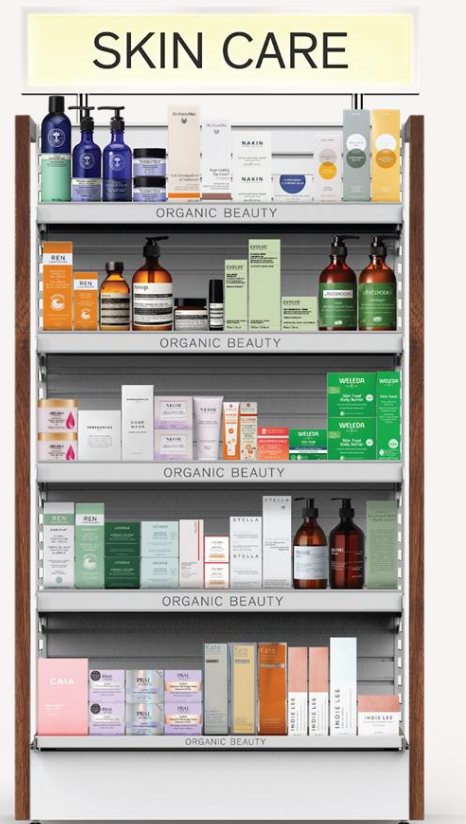
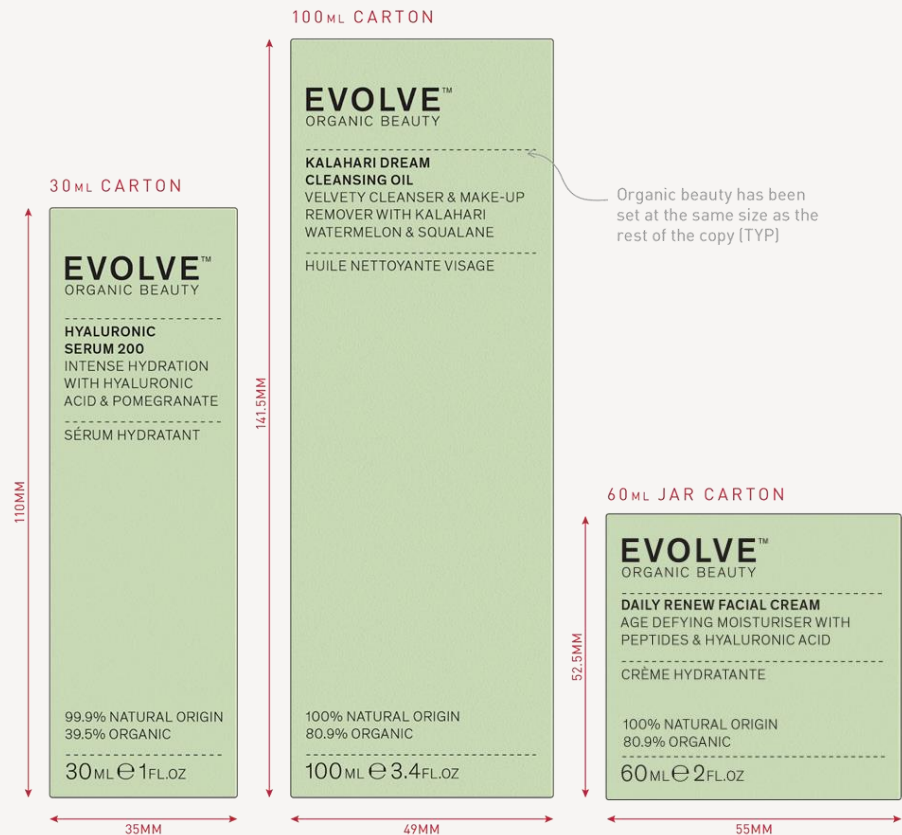
The new carton design will be launching in April 2025 and we have taken the opportunity to make some formula upgrades for 10 products which will be launching at the same time.

We will also be launching an amended visual identity and brand positioning in April and we will share more details of this in due course.

Laura



REFRESHED CARTON DESIGN - LAUNCHING APRIL 2025



REFRESHED LABEL DESIGN - LAUNCHING JANUARY-JUNE 2025



KEY BENEFITS: SELL OUT

- **Elevated look:** the new carton offers a more luxurious look and feel, elevating the brand's premium image, strengthening value and quality perception, giftability and shareability
- **Better brand standout in store:** the new larger logo and earthy, soft-green box boosts brand visibility, standing out on light shelves and backgrounds
- **Clear benefit and key ingredients on front of pack:** we've made a stronger call out for key ingredients and product description on front of pack
- **Clear range navigation:** we've provided more details on skin type and who each product is good for on the side of pack
- **Clear product benefits:** we've used the additional space on side of pack to highlight key ingredients, directions, texture and efficacy tests, making our unique selling points clearer
- **Clear branding:** we've added a larger logo and new brand section and a memorable tagline to enhance brand storytelling.



KEY BENEFITS: IMPLEMENTATION AND LOGISTICS

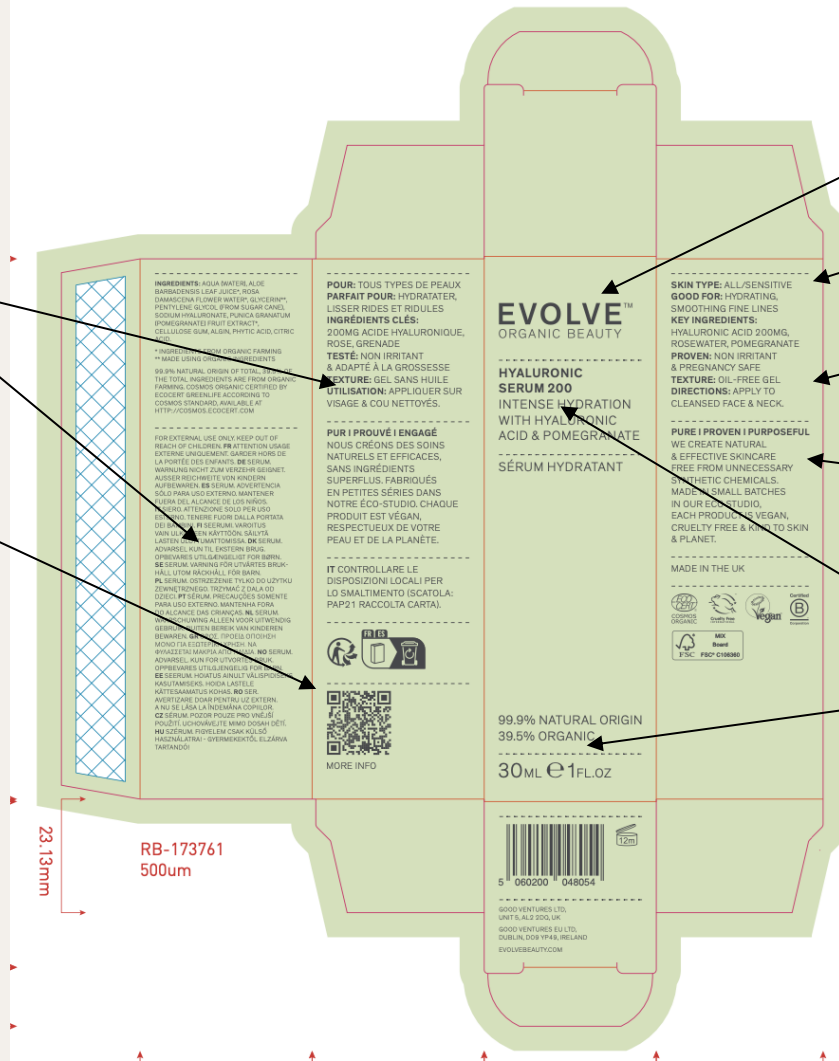
- **Expertly constructed:** our new cartons are crafted from uncoated, FSC-certified carton board with a soft, luxurious texture. The sturdier box delivers a more premium look and it's less likely to get scruffy on shelf over time
- **More eco-friendly:** label-free, fully recyclable box, improving our eco credentials
- **Smooth old-to-new transition:** since the product label changes are an evolution, customers will still recognise the Evolve brand
- **Zero stock waste:** existing inventory of products that are not changing INCI / EAN / NAME can be re-cartoned into the new boxes
- **Seamless supply chain:** new-look labels will be phased in gradually over a 6 months period (end Jan to end June), ensuring a steady supply of stock. No need to de-pipe and re-pipe
- **Partners support:** we have integrated French translations to support our partners in France



NEW CARTON DESIGN

French side and warnings / functions in 14 languages makes the carton multi lingual

QR code provides a link to a non transactional web page with recycling information and more product info and demos



Bigger Logo

Clearly shows skin type and who this is good for

Highlighting ingredients, texture, tested non irritant and pregnancy friendly

New section tells the brand story

Key benefit, ingredients and % natural and organic are showcased on front of pack to support our brand positioning

23.13mm

RB-173761
500um

5 060200 048054

GOOD VENTURES LTD,
UNIT 6, AL2 2DQ, UK
GOOD VENTURES EU LTD,
DUBLIN D08 YF63, IRELAND
EVOLVEBEAUTY.COM

TRAVEL SIZE LABEL IMPROVEMENTS



Travel sizes BEFORE



Travel sizes AFTER

Larger font to ensure better brand stand out and recognisability



PRODUCT IMPROVEMENTS Q1 & Q2 2025

MONOI RESCUE CONDITIONER

Jan



New INCI: Texture and fragrance improvement

New EAN

SUNLESS GLOW 3 IN 1 GRADUAL TAN

****relaunch** March**



New INCI: new tan accelerator. Stabilised DHA.

Shelf life improvement to 2 years.

New EAN

New name

AGE DEFYING MULTI PEPTIDE CREAM

****relaunch** April**



New INCI: Performance and fragrance improvement

Addition of peptides and ceramides.

New EAN

New name

HYALURONIC EYE SERUM

****relaunch** April**



New INCI: added multi molecular weight HA, increased inclusion of tuberose stem cells for enhanced efficacy.

Improved natural and organic % (99.9% natural 57.2% organic) Preservation improvement: shelf life improvement to 3 years. Preservation improvement.

New EAN

New Name

PRODUCT IMPROVEMENTS Q1 & Q2 2025

BIO-RETINOL + C BOOSTER

April



Now COSMOS approved: new Vitamin C Cosmos approved and Bio-retinol (Bidens Pilosa instead of Bakuchiol).

New INCI

New EAN code

AGE DEFYING LIFTING SERUM

April



Now COSMOS approved due to new supplier of Hexapeptide-8 (Argireline) - identical results and claims

New INCI

New EAN code

SALICYLIC RESCUE SERUM

April



New INCI: Formulation improvement and addition of 0.1% salicylic acid on top of the salicylic coming from willow bark.

New EAN

PRODUCT IMPROVEMENTS Q1 & Q2 2025

BIO RETINOL GOLD MASK

April



New INCI: Different version of Mica (gold pigment)
Loss of COSMOS certification: titanium dioxide is now only approved in makeup and suncare
Reduction in shelf life to 30 months
New EAN

TROPICAL BLOSSOM BODY BUTTER

April



New INCI: Texture improvement and new fragrance
New EAN

TROPICAL BLOSSOM BODY POLISH

April



New INCI: Texture improvement for better in-use experience and new fragrance.
New EAN

ASSORTMENT	TWEAKS	NEW INCI	NAME CHANGE	NEW NAME	LAUNCH DATE
MONOI RESCUE CONDITIONER	☒	☒	☐		January 2025
SUNLESS GLOW GRADUAL TAN	☒	☒	☒	SUNLESS GLOW 3-IN-1 GRADUAL TAN	March 2025
AGE DEFYING LIFTING SERUM	☒	☒	☐		April 2025
BIO - RETINOL + C BOOSTER	☒	☒	☐		April 2025
BIO RETINOL GOLD MASK ***	☒	☒	☐		April 2025
HYALURONIC EYE COMPLEX ***	☒	☒	☒	HYALURONIC EYE SERUM	April 2025
MULTI PEPTIDE 360 ANTI-AGEING CREAM***	☒	☒	☒	AGE DEFYING MULTI PEPTIDE CREAM	April 2025
SALICYLIC RESCUE SERUM ***	☒	☒	☐		April 2025
TROPICAL BLOSSOM BODY BUTTER ***	☒	☒	☐		April 2025
TROPICAL BLOSSOM BODY POLISH ***	☒	☒	☐		April 2025