

EVOLVE™
ORGANIC BEAUTY

EVOLVE ORGANIC BEAUTY... IS EVOLVING

PURE | PROVEN | PURPOSEFUL

"The future of beauty is one where science and nature work in harmony, where every product nurtures skin health while protecting the planet. We envision a world where skincare is powered by innovation, free from unnecessary chemicals, and driven by purpose. If we want real change, the industry must move beyond greenwashing and commit to radical transparency. At Evolve, we are proving that beauty can be a force for good."

– Laura Rudoe, Founder, Evolve Organic Beauty

To move forward, we need to evolve. Evolve Organic Beauty is excited to unveil a refreshed brand identity - featuring the same trusted and certified natural organic and vegan formulas - with a fresh new look.



Our revamped logo, now bolder and more confident, is complemented by clearer navigation helping customers navigate through our comprehensive range of cleansers, mists, serums, moisturisers, masks and scrubs, making it easier for them to discover the perfect natural products for their skin. The packaging has evolved too - crafted from sustainable materials, the soft green carton exterior gives a luxurious feel, which upon opening unveils a deeper shade of green, symbolising our true commitment to sustainability - being green at heart.

As a purpose-driven British brand, Evolve Organic Beauty continues to create high-quality skincare that nourishes both your skin and the planet. We're leading the beauty evolution, striving to help both people and the planet thrive.

FORMULA ENHANCEMENTS

We're constantly evolving, which is why as part of our rebranding, we're enhancing some of our beloved formulas for even better results. Among those getting a glow-up are Sunless Glow 3-in-1 Gradual Tan, Age Defying Multi Peptide Cream, Hyaluronic Eye Serum, Bio-Retinol + C Booster and Age Defying Lifting Serum.

A LITTLE BIT ABOUT THE NEW PACKAGING

Our new cartons, made by our long term local supplier Hartgraph, are a testament to our commitment to sustainability and quality. Printed on FSC approved board and carbon-balanced through the World Land Trust, they reflect our dedication to eco-friendly practices. The unique green outer and ink colors are custom blended specifically for Evolve, using vegetable based inks. Hartgraph ensures that the printing plates are made from aluminum and get recycled, waste paper is returned for future paper production and the glue used to assemble the cartons is vegan. The printing process blends artisanal craftsmanship with advanced technology, ensuring each carton is created with precision and care.

For beautiful skin without compromise.



PURE

Evolve Organic Beauty harnesses the power of nature to create effective, high-performance skincare. Our products are over 99% natural and COSMOS-certified organic & natural, free from unnecessary synthetic chemicals such as parabens, SLS and phthalates. Designed to support your skin's natural processes, Evolve's bio-mimetic formulas promote visible improvements in radiance, hydration, and skin tone. Every product is pregnancy-safe, dermatologically tested and transparent - showing the exact percentage of natural and organic ingredients on every label.

PURPOSEFUL

At Evolve Organic Beauty, we are redefining responsible beauty. As a certified B Corp and carbon-balanced brand, we put sustainability at the heart of everything we do - from sourcing regenerative ingredients that nourish both skin and soil to using planet-friendly packaging. Our commitment to ethical beauty goes beyond sustainability: we are a certified Living Wage Employer and certified vegan and cruelty-free. Every choice we make is designed to help people and the planet thrive, proving that beauty can be both effective and responsible.

PROVEN

We believe that natural skincare should deliver real results - and we have the proof to back it up. For over 15 years, Evolve Organic Beauty has developed cutting-edge, scientifically backed formulations using clinically proven natural actives. Our products work in harmony with your skin, delivering visible improvements in hydration, elasticity, and radiance. Trusted by thousands, we have won over 130 industry awards and have over 1,000 five-star reviews. With extensive customer panel testing, we continuously demonstrate that nature, powered by science, creates high-performance skincare that works.

CREATED BY US

Founded in 2009 by Laura Rudoe, Evolve Organic Beauty remains an independent, female-led business dedicated to small-batch skincare innovation. Every product is created in our Hertfordshire eco studio by our team of in-house cosmetic scientists and artisans, ensuring maximum freshness, effectiveness, and quality. Our small-batch approach allows us to minimise waste, avoid overproduction, and guarantee transparency at every step.

"With so much choice in beauty, it can be hard to know what to trust. At Evolve, we believe in making that choice simple—by signposting the way to pure, proven, and purposeful beauty. Every product we create is thoughtfully designed to deliver results, crafted with care in our eco studio, and backed by radical transparency. Our mission is to lead the beauty evolution, helping customers navigate the noise and discover skincare they can truly believe in."

– Laura Rudoe, Founder, Evolve Organic Beauty

