

 $V - 07 \cdot 2021$





table of Contents

COMPANY INFORMATION

MARKET SEGMENT

THE BRAND

THE SCIENCE

PRODUCTS

ADVERTISING EXAMPLES

SUMMARY





- Founded in 2000
- Listed on Oslo Axess (now Euronext Expand) in 2008 (ticker: ABT) following Euronext's acquisition of Oslo Stock Exchange
- Focusing on cosmetic ingredients, in-licensing third-party technology, and development and commercialization of own brands
- ABT has developed into to a well positioned company with strong growth potential
- ABT's number of shareholders has increased from 500 in 2019 to more then 2800 in 2021
 ABT has become a liquid equity instrument in January 2021
 ABT has become a liquid equity instrument in January 2021
 ABT has become a liquid equity instrument.
- ABT has become a liquid equity instrument in January 2021 market cap vs. monthly turnover was 43% placing ABT into 76th. place out of 1500 listed companies on Euronext (Amsterdam, Brussels, Dublin, Lisbon, Paris and Oslo)

• ABT's listing on Euronext Expand facilitates the perception of the company as a reliable and trustworthy partner

- ABT's purchase of Moana Skincare improves margins and expands the company's reach from Europe, Middle East and Africa to global presence
- The acquisition of Moana Skincare allows for establishment of sister brands and private labels, optimizing ABT's commercial reach in the various markets and have resulted in the launch of B Natural as a sister brand for Moana Skincare

TECHNOLOGY BY NATURE



ABT commercializes new active ingredients and finished products in the cosmetic sector. Our products are meeting an increasing demand from the industry. All our products are based on natural and sustainable substances, found in plants, algae and in the oceans. The ingredients used are sustainable alternatives to petroleum-based ingredients, which often have negative impacts on human health and the environment.

Technology by nature

Aqua Bio Technology (ABT) is a driving force in the skin care industry's green shift.

The company's focus is on non-chemical, sustainable products with high content of active ingredients delivering products that challenges mainstream and gives the consumer what the consumer wants.



With new science, we harvest the most potent natural ingredients, for sustainable and green skincare.

DR. ESPEN KVALE



MARKET OVERVIEW.

• Global skin care is growing - natural skin care is surging

- •The Global Cosmetic Skin Care market size is projected to reach \$ 13.46 billion by 2026, up from USD 12.84 billion in 2020, implying a CAGR of 4.5% from 2021-2026
- The Global Natural Skin Care Products Market size is expected to reach \$17.7 billion by 2026, up from USD 12.84 billion in 2020, implying CAGR of 8.8% from 2021-2026
- The top 10 nations who have the highest spending on skin care by revenue in USD per capita, are:
 - South Korea (134.8 USD), Japan (132.9 USD), Iceland (77.1 USD), Norway (69.2 USD), Hong Kong (65.8 USD), Luxembourg (65.2 USD), France (63.9 USD), Finland (58.4 USD), United Kingdom (58.2 USD), Denmark (58 USD). Europe composes 24% of global revenue share in the industry





MARKET OVERVIEW.



Expected growth is being supported by long-term trends

- Rising demand for chemical-free products because of greater awareness of harmful effects of chemical products
- As for organic food, people are increasingly looking at organic beauty products
- Stronger customers focus on value-for-money products that combine natural origin and high efficacy
- Rising disposable incomes in established markets (especially among millennials) as well as in emerging markets (the rising middle-class)
- Accelerating innovations are creating more compelling products
- Organic beauty is in the 'sweet-spot' benefitting from strong long-term growth trends as well as high valuation multiples in the M&A market



Sustainable skincare – a trend for the now

- "Natural", "Organic" and "Eco-friendly" products are in focus growth among more conscious consumers and has driven evolution in the beauty and skincare marketplace
- The increased popularity of sustainable skin and beauty products has caused brands to adopt more natural ingredients, such as avocado, almond, coconut, honey and other natural goods
- The marketing words like "clean," "green," and "natural" should used in the context of the umbrella term sustainable; i.e., used on products that protect the planet's resources
- Sustainable skincare aims for the women who would like to make a concerted effort to reduce their impact on the earth.
- Everything ABT does involves reuse and sustainability has always been in our DNA



NATURAL





Our idea

If it's not found in nature, it will not be found in our products. Our all natural and certified organic ingredients have a high impact on your skin, but a low impact on the environment. Unique formulations help us achieve up to 96 % active ingredients in our products.

Wild and extreme conditions yield naturally potent ingredients. To provide effective care for all your skin needs, B Natural contains a unique selection of such ingredients, many of them only to be found in New Zealand.

Target group

THE CHALLENGERS

These are women with high cultural competence and exquisite taste. They are concerned with their appearance, but at the same time want to distance themselves from the superficial beauty industry.

They want to appear independent, are not afraid to go their own way and use their skills to stand out. The things they buy should have a message or a story. If it's expensive, it's expensive for a reason.

They seek the real, authentic and natural. They are socially conscious, concerned with sustainability, and aware of their power as consumers.

These are women who set the agenda, and inspire others to follow.





Philosophy

The brand will meet a growing demand for a more sustainable cosmetics industry.

We want to be an effective and completely natural alternative to chemical skin care products that are known for their negative effects on health and the environment.

Where traditional skin care products often replace the skin's natural functions, we develop products that give the skin "nourishment" to be able to solve the problems itself. This is how we create increased well-being and a healthy and fresh skin.

Functionality

This is a skin care series in the SPA segment that is built on natural ingredients.

Unlike other skin care series, which primarily consist of a base cream with few active ingredients, we have developed products with up to 96 % active ingredients. Nature's own active ingredients that actually do something for the skin.

The products contain active ingredients from marine and botanical plants that help the skin maintain its natural balance, and contribute to increased well-being and a healthy and fresh skin.





Differentiation

The brand has a high concentration of active ingredients that have a documented effect on your skin.

Where others deliver little other than beautiful promises, grease, water and fine packaging, we are concerned with a lasting effect.

Personality

Independent, authentic, natural.

We deliver well-being and healthy and fresh skin on our own terms. Where others are exclusively concerned with the superficial, we demand more.

We are clear about what we stand for, and have the confidence to say what we mean.





NATURAL

PHILOSOPHY

A driving force behind

the green shift

in skincare

FUNCTIONALITY

High concentration of active ingredients from plants, algae and the ocean to preserve and restore skin balance,

well-being and beauty.

BRAND ESSENCE

Demand Market Ma

DIFFERENTIATION

Up to 96 % of the active natural substances that makes a real

difference.

PERSONALITY

Independent,

authentic and

natural.

Women should demand more than a pretty bottle and empty promises.

brand essence Demand more

For women who are skeptical of the beauty industry's empty promises and want all-natural products, B Natural represents a skin care range that, unlike its competitors, delivers a very high concentration of active ingredients (up to 96 %) that help keep your skin healthy in a sustainable manner.





Glycoplus® is the key

B Natural's red algae extract, Glycoplus®, is a revolution in skin care. Our own unique ingredient plays a key role in most of our products. It allows us to replace synthetic emulsifiers and viscosity modifiers found in traditional skincare with this natural ingredient.

The marine polyglucans in Glycoplus[®] are known for their high absorption capacity. Extensive research shows that nutrients in Glycoplus[®] can penetrate deep into the skin. Red seaweed contains superoxide dismutase enzymes, molecules that support the skin's defenses against the free radicals. It improves the quality of the skin barrier by increasing the skin's nutrient reservoirs and promoting a great result on the skin.

Amongst a plethora of actions seen from Glycoplus[®], the glucan/glycan content in Glycoplus[®] is considered one of the most important components of this ingredient: other active substances, glucans/glycans are considered "Nature's own medicine". Glucans/glycans

- ...are unique polysaccharides found in natural sources, e.g. seaweeds, oats and mushrooms, and are considered "Nature's own medicine"
- ...have a long tradition in Asian medicine with the use of extracts for treatment of urinary infections, arthritis and cancer
- ...are highly attractive in modern immunotherapy and skin care products
- .. modulate key cells in the skin and have been shown to be important in maintaining a healthy and younger-looking skin







The human skin

- Is the largest organ of the human body
- In size: 1.5-2 m² in surface
- Functions of the skin include e.g protection, sensitivity, absorption, storage synthesis and esthetics/communication



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Aging skin – what happens

- Upper layer gets thinner rejuvenation of the skin is reduced, and skin is more prone to irritation
- Unorganized skin cells results in increased permeability and reduced protection
- Loss of sebaceous glands and melanocytes results in reduced emollification of the skin and reduced protection against UV
- Reduced production of collagen and elastin as well as loss of fat tissue contributes to aging, especially wrinkles
- Reduced number of Langerhans' cells (up to 50%) results in reduced protection against both infections and viability of other skin cells
- Keeping the Langerhans' cells alive longer has been shown to contribute to a healthy, younger-looking skin



Pacinian corpuscle

The skin – like a house of cards

- The goal of skincare is to keep the skin healthy in order to complete its daily tasks
- Loss of certain skin cells can be considered like pulling cards from a House of Cards, eventually it falls – for the skin this means aging and fine lines/wrinkles
- Targeting the Langerhans' cell of the skin, a protective cell residing in the upper layers of the skin, has shown to contribute to maintaining the local milieu (protection) as well as modulate normal processes of the skin
- Glucans/glycans have shown to have an effect on the Langerhans' cell and to reduce the loss of this "ace" in the skin's "house of cards" contributing to a younger looking skin and skin health



Other unique New Zealand ingredients



Kawakawa

Provides a plethora of skin benefits, however, its soothing effect is most notable on skin. In the Maori culture, it is known as the "pharmacy of the forest"



Harakeke

Has a positive effect on overproduction of sebum. Combined with a natural antimicrobial component it has shown to be effective against problem skin. Soothes and hydrates the skin naturally and may also reduce swelling and redness.





Mamaku

Rich in a gel that has a special composition of polysaccharides (glycans) that gives a good lifting effect on the skin. Helps to reduce fine lines and wrinkles.



Kowhai

Has shown to provide unique cleansing effects and have a soothing effect on skin.







Manuka honey

Manuka has shown to have inherent antibacterial effects. Contributes to moisturizing the skin and has a soothing effect.



And a plethora of other natural actives...

60 hours of hydration

A clinical study shows that B Natural has a unique ability to moisturize the skin. During the study, a combination of Mask, Serum and Day Cream Dry Skin was used twice a day for 14 days. Already after the first application, an improvement in the moisture level could be seen. And even more impressive: After the last application, a lasting effect on the moisture level was observed for up to 60 hours – an effect that is 8-10 times greater than for traditional skin care products.



Percentage increase in skin hydration on application of B Natural products

Number of consecutive application days

"ABT's portfolio of skincare products focuses on natural active ingredients delivered to the skin at a minimum of about 10x the concentration of traditional skincare products and up to a stunning 96% of natural active ingredients"

- Caution: As all cosmetic products, our products should be applied only on • healthy skin, avoiding contact with eyes. For external use only, keep out of reach of children. Use only as directed.
- Storage and directions: Using certified organic ingredients makes period • after opening shorter than normal cosmetics. Recommended use within 3 months after opening
- Due to the fact that Be Natural products are all natural, you may experience • slightly different colour, texture and bouquet between batches.





BINTUITIVE

Our products are color-coded, guiding you through the steps of your daily skin regimen. Start off light and finish dark, it's that easy.

Product range



Mist	Makeup	Cleansing	Gentle	Oil	Serum
	Remover	Milk	Exfoliator		

Product range



Product range

FOR MEN



SERUM FOR MEN

Serum







Moisturizer

Rituals



OILY SKIN

MATURE SKIN

DRY SKIN

Rituals





EYE CARE



NIGHT CARE

FOR MEN
AdvancedRituals



OILY SKIN

MATURE SKIN



AdvancedRituals



DRY SKIN

NIGHT CARE







Avocado Oil



Borage Oil



Sunflower oil

B Natural Makeup Remover ALL SKIN TYPES

30 ml

Contributes to a healthy skin barrier Provides the skin with vitamins, minerals and antioxidants. Helps preserve your skin's youthfulness Contains minerals, high vitamin content and antioxidants.

Dry Skin

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- . Use within 3 months of opening.

helianthus annuus (sunflower) seed oil*, olea europaea (olive) fruit oil*, persea gratissima (avocado) oil*, borago officinalis (borage) seed oil*, hydrogenated rapeseed oil, punica granatum (pomegranate) seed oil*, glycerin*, cocos nucifera (coconut) oil*,tocopherol (vitamin E), natural fragrance, d-limonene***,linalool***,citronellol***, eugenol***, citral***









Harakeke



Kowhai



Red Seaweed Extract

B Natural **Cleansing Milk**

ALL SKIN TYPES

50 ml

Provides a deep cleanse while maintaining your skin's barrier function. Provides support for the fight against free radicals

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

aqua (water), algae (new zealand red seaweed) extract*, aloe barbadensis (aloe vera) extract*, olea europaea (olive) fruit oil*, simmondsia chinensis (jojoba) seed oil*, persea gratissima (avocado) oil*, cetearyl olivate and sorbitan olivate, glycerin*, phormium tenax (harakeke) extract*, sophora microphylla (kowhai) bark/leaf extract*, borago officinalis (borage) seed oil*, dehydroacetic acid and benzyl alcohol**, anthemis nobilis (chamomile) flower oil, melissa officinalis leaf oil, kunzea ericoides (kanuka) leaf oil, citral***, d-limonene***

*certified organic ingredient

**ecocert approved preservative

*** components of natural essential oils









Aloe Vera



Avocado Oil



Red Seaweed Extract

B Natural Gentle Exfoliator

ALL SKIN TYPES

30 ml

Gently cleanses your complexion without stripping oils from your skin. Supports your skin's natural processes by prompting cellular turnover

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

aqua (water), algae (new zealand red seaweed) extract*, aloe barbadensis (aloe vera) extract*, orzya sativa (rice) powder*, cetearyl olivate and sorbitan olivate, vitis vinifera (grape) seed oil*, calendula officinalis (marigold) flower extract and helianthus annus (sunflower) seed oil*, glycerin*, cera alba (beeswax)*, natural fragrance, dehydroacetic acid and benzyl alcohol**, chondrus crispus (carageenan) powder, potassium sorbate, lactic acid, d-limonene***, linalool***, citronellol***, eugenol***, citral***

*certified organic ingredient

** ecocert approved preservative,

***components of natural essential oils









Harakeke



Manuka (honey)



Red Seaweed Extract

B Natural Mask

ALL SKIN TYPES

30 ml

Delivers increased, long- lasting hydration for your skin. Promote immediate effects that minimize fine lines and wrinkles

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

algae (new zealand red seaweed) extract*, glycerin*, mel (manuka honey)*, phormium tenax (harakeke) extract*, actinidia chinensis (kiwifruit) fruit extract*, cyathea medullaris (mamaku) leaf extract*, dehydroacetic acid and benzyl alcohol**, anthemis nobilis (chamomile) flower oil, pelargonium graveolens flower oil, kunzea ericoides (kanuka) leaf oil, dlimonene***, citronellol***, citral***, geraniol***, linalool***

- *certified organic ingredient
- **ecocert approved preservative
- *** components of natural essential oils







Kawakawa



Kowhai



Mamaku

B Natural Oil

ALL SKIN TYPES

15 ml

Contributes to a healthy skin barrier. Provides the skin with vitamins, minerals and antioxidants. Helps preserve your skin's youthfulness. Contains minerals, high vitamin content and antioxidants. A "must have" product.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- . Use within 3 months of opening.

oenothera biennis (evening primrose) oil*, cannabis sativa (hemp) seed oil*, cyathea medullaris (mamaku) leaf extract*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil, glycerin*, actinidia chinensis (kiwifruit) fruit extract*, actinidia chinensis (kiwifruit) seed oil, sophora microphylla (kowhai) bark/leaf extract*, dehydroacetic acid and benzyl alcohol**, anthemis nobilis (chamomile) flower oil, kunzea ericoides (kanuka) leaf oil, dlimonene***, linalool***

- ** ecocert approved preservative
- *** components of natural essential oils







Harakeke



Kawakawa



Red Seaweed Extract

B Natural Serum

ALL SKIN TYPES

30 ml

Promotes an intense hydration that is designed to last you all day. Promoting skin radiance and smoothness.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

algae (new zealand red seaweed) extract*, phormium tenax (harakeke) extract and glycerin*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil, dehydroacetic acid and benzyl alcohol**, jasminum officinale (jasmine) flower oil, rosa damascena (rose) flower oil, citronellol***, geraniol***, linalool***, farnesol***, benzyl alcohol***, benzyl benzoate***, eugenol***, citral***

- **ecocert approved preservative
- *** components of natural essential oils









Aloe Vera



Borage Oil



Red Seaweed Extract

B Natural Day Cream Normal to Combination Skin

NORMAL TO OILY SKIN

30 ml

Maintains your skin's hydration and enhances your skin's radiance and glow.

Oily Skin

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

aqua (water), algae (new zealand red seaweed) extract*, aloe barbadensis (aloe vera) extract*, glycerin*, oenothera biennis (evening primrose) oil*, olea europaea (olive) fruit oil, simmondsia chinensis (jojoba) seed oil*, borago officinalis (borage) seed oil*, cannabis sativa (hemp) seed oil*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil, euphorbia cerifera cera (candelila wax), actinidia chinensis (kiwifruit) seed oil, cetearyl olivate and sorbitan olivate, actinidia chinensis (kiwifruit) fruit extract*, phormium tenax (harakeke) extract*, cyathea medullaris (mamaku) leaf extract*, dehydroacetic acid and benzyl alcohol**, anthemis nobilis (chamomile) flower oil, jasminum officinale (jasmine) flower oil*, melissa officinalis leaf oil, pelargonium graveolens flower oil, kunzea ericoides (kanuka) leaf oil, linalool***, citral***, d-limonene***, eugenol***, benzyl alcohol***, geraniol***, citronellol***, benzyl benzoate***, farnesol***

- **ecocert approved preservative
- *** components of natural essential oils









Borage Oil



Mamaku



Red Seaweed Extract

B Natural Day Cream Dry Skin

NORMAL TO DRY SKIN

30 ml

Delivers increased and long lasting hydration. Designed to minimize the appearance of fine lines and wrinkles.

Fine Lines and Wrinkles

- Storage and directions: Please store in a cool and dry place. •
- Use within 3 months of opening.

algae (new zealand red seaweed) extract*, aqua (water), aloe barbadensis (aloe vera) extract*, glycerin*, borago officinalis (borage) seed oil*, simmondsia chinensis seed (jojoba) oil*, cetearyl olivate and sorbitan olivate, cannabis sativa (hemp) seed oil*, oenothera biennis (evening primrose) oil*, persea gratissima (avocado) oil*, actinidia chinensis (kiwifruit) fruit extract*, phormium tenax (harakeke)extract*, cyathea medullaris (mamaku) leaf extract*, dehydroacetic acid and benzyl alcohol**, jasminum officinale (jasmin) flower oil, rosa damascena (rose) flower oil, citronellol***, geraniol***, linalool***, farnesol***, benzyl alcohol***, benzyl benzoate***, eugenol***, citral***

- *certified organic ingredient
- **ecocert approved preservative
- *** components of natural essential oils





Avocado Oil



Manuka (honey)



Red Seaweed Extract

B Natural Day Cream Mature & Dry Skin

DRY SKIN

30 ml

This is a rich cream designed to improve skin tone, texture and dryness. Helps stimulate collagen production and with the signs of early ageing.

Fine Lines and Wrinkles

- Storage and directions: Please store in a cool and dry place.
- Use within 3 months of opening.

algae (new zealand red seaweed) extract*, aloe barbadensis (aloe vera) extract*, oenothera biennis (evening primrose oil) oil*, glycerin*, borago officinalis (borage) seed oil*, mel (manuka honey)*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil, persea gratissima (avocado) oil*, cetearyl olivate and sorbitan olivate, actinidia chinensis (kiwifruit) seed oil, sophora microphylla (kowhai) bark/leaf extract*, daucus carota sativa (carrot) seed extract and olea europaea (olive) fruit oil*, actinidia chinensis fruit (kiwifruit) extract*, phormium tenax (harakeke) extract*, cyathea medullaris (mamaku) leaf extract^{*}, euphorbia cerifera cera (candelila wax), dehydroacetic acid and benzyl alcohol^{**}, anthemis nobilis (chamomile) flower oil, rosa damascena (rose) flower oil, melissa officinalis leaf oil, citronellol***, citral***, geraniol***, dlimonene***, eugenol***, linalool***, farnesol***

- **ecocert approved preservative
- *** components of natural essential oils







Mamaku



Manuka (honey)



Red Seaweed Extract

B Natural Eye Gel ALL SKIN TYPES

15 ml

Firms and nourishes the delicate skin area around your eyes. Cools and soothes the sensitive area around the eyes. Provides hydration day and night

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

aqua (water), algae (new zealand red seaweed) extract*, aloe barbadensis (aloe vera) extract*, persea gratissima (avocado) oil*, glycerin*, cyathea medullaris (mamaku) leaf extract*, sodium levulinate (from corn) and sodium anisate (from basil), cetearyl olivate and sorbitan olivate, macadamia ternifolia (macadamia) seed oil*, rosa rubiginosa (rosehip) seed oil*, oenothera biennis (evening primrose) oil*, hydroganated sweet almond oil and prunus amygdalus (sweet almond oil) dulcis oil*, ginko biloba leaf extract*, mel (manuka honey)*, cera alba (beeswax)*,tocopherol (natural vitamin E), linum usitatissimum (linseed) seed oil*, Chondrus crispus (carageenan) powder, actinidia chinensis (kiwifruit) seed oil, daucus carota sativa (carrot) seed extract and olea europaea (olive) fruit oil, butyrospermum parkii (shea) butter*, dehydroacetic acid and benzyl alcohol**, potassium sorbate

*certified organic ingredient ** ecocert approved preservative









Red Seaweed Extract



Mamaku



Aloe Vera

B Natural Mist

ALL SKIN TYPES

60 ml

Fresh and light formulation. Promotes skin hydration leaving your skin feeling revitalized. Infuses the skin with daily nutrition. A delightful scent.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- . Use within 3 months of opening.

aqua (water), glycerin *, sodium levulinate (corn) and sodium anisate (basil), cyathea medullaris (mamaku) leaf extract*, algae (new zealand red seaweed) extract*, natural fragrance, aloe barbadensis (aloe vera) leaf extract*, dehydroacetic acid and benzyl alcohol**, d-limonene***, linalool***, citronelool***, eugenol***, citral ***

- ** ecocert approved preservative
- *** components of natural essential oils









Kawakawa



Kowhai



Red Seaweed Extract

B Natural Night Serum

ALL SKIN TYPES

30 ml

Balances your skin's natural biorhythm and reduces skin puffiness. Skin rejuvenation with an extra boost aiding your skins nocturnal recovery.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- . Use within 3 months of opening.

algae (new zealand red seaweed) extract*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil, glycerin*, sophora microphylla (kowhai) bark/leaf extract*, cyathea medullaris (mamaku) leaf extract*, actinidia chinensis (kiwifruit) fruit extract*, dehydroacetic acid and benzyl alcohol**, lavandula angustifolia (lavender) oil, melissa officinalis leaf oil, linalool***, citral***, coumarin***, geraniol***, d-limonene***

*certified organic ingredient **ecocert approved preservative *** components of natural essential oils







Avocado Oil



Mamaku



Red Seaweed Extract

B Natural Night Cream ALL SKIN TYPES

30 ml

Helps fight the signs of early aging by eliminating water-loss. Supports your skin's nocturnal biorhythm and skin turnover. Contributes to a healthy skin barrier.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- . Use within 3 months of opening.

aqua (water), algae (new zealand red seaweed) extract*, aloe barbadensis (aloe vera) extract*, rosa rubiginosa (rosehip) seed oil*, glycerin*, sodium levulinate (from corn) and sodium anisate (from basil)**, cetearyl olivate and sorbitan olivate, cyathea medullaris (mamaku) leaf extract*, oenothera biennis (evening primrose) oil*, cera alba (beeswax)*, pinus radiata bark (new zealand pine bark) extract, tocopherol (natural vitamin E), natural fragrance, linum usitatissimum (linseed) seed oil*, actinidia chinesis (kiwifruit) seed oil, ginko biloba leaf extract*, chondrus crispus (carageenan)powder*, euphorbia cerifera cera (candelila wax), dehydroacetic acid and benzyl alcohol**, potassium sorbate

- *certified organic ingredient
- ** ecocert approved preservative
- *** components of natural essential oils







Harakeke



Kawakawa



Red Seaweed Extract

B Natural Serum for Men

ALL SKIN TYPES

30 ml

Promotes an intense hydration that is designed to last you all day. Promoting skin radiance and smoothness.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin. •
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

algae (new zealand red seaweed) extract*, glycerin*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil*, phormium tenax (harakeke) extract*, cyathea medullaris (mamaku) leaf extract*, dehydroacetic acid and benzyl alcohol**, pogostemon cablin (patchouli) oil, santalum album (sandal) oil, boswellia carterii (frankincense) oil, mentha piperita (mint) oil, thymus vulgaris (thyme) oil, d-limonene***, linalool***, citral***, geraniol***

- **ecocert approved preservative
- *** components of natural essential oils









Aloe Vera



Kawakawa



Mamaku

B Natural Moisturizer for Men

ALL SKIN TYPES

50 ml

Maintains your skin's hydration and enhances your skin's radiance and glow. Contributes to the fight against skin dryness.

Fine Lines and Wrinkles

- Suitable for: All skin types, especially for sensitive, dry or mature skin.
- Storage and directions: Please store in a cool and dry place. Shake well before use.
- Use within 3 months of opening.

aqua (water), algae extract (new zealand red seaweed extract)*, aloe barbadensis (aloe vera) extract*, glycerin*, vitis vinifera (grape) seed oil*, borago officinalis (borage) seed oil*, macropiper excelsum (kawakawa) leaf extract and glycine soja oil*, cetearyl olivate and sorbitan olivate, cyathea medullaris (mamaku) leaf extract*, oenothera biennis (evening primrose) oil*, persea gratissima (avocado) oil*, cannabis sativa (hemp) seed oil* actinidia chinensis (kiwifruit) seed oil, actinidia chinensis (kiwifruit) fruit extract*, phormium tenax (harakeke) extract*, tocopheryl acetate (natural vitamin E), dehydroacetic acid and benzyl alcohol**, pogostemon cablin (patchouli) oil, santalum album (sandal) oil, boswellia carterii (frankincense) oil, mentha piperita (mentha) oil, thymus vulgaris (thyme) oil, d-limonene***, linalool***, citral***, geraniol***

*certified organic ingredient **ecocert approved preservative

*** components of natural essential oils





(Advertising Examples)





DEMANDING 8 NATURAL Cleansing Milk 8 NATURAL Makeup Remover Serum Day Cream Expect more from your skin care products. Our products contain up to 96 % active ingredients. We aim to fix things, not just cover up the symptoms.









CONSCIOUS

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http://www.b-natural-skincare.com/





SUMMARY

- Sustainable and all natural cosmetic products
- 70%-96% certified organic active ingredients
- 13 female products, 2 products for men, 4 baby products in development phase
- Hitting all the consumer trends, products superior to competition
- Glycoplus[®] the unique red seaweed extract harvested and manufactured in NZ
- Benefits from the effects of Manuka, Harakeke, Mamaku, Kowhai and Kawakawa, all ingredients native to NZ
- An astonishing 60 hours of hydration after only 2 weeks of use
- The B Natural product line gives your skin what it needs while keeping a low impact on the environment

NATURAL





NATURAL

