

THE FRÉ BRAND BOOK

Dec. 2022

FRÉ

Brand Identity

FRÉ - an Active Beauty Movement

Why

To strengthen women so the world is strong.

How

By creating a community that promotes a healthy, positive image of beauty, and helps women find their strength through movement and embrace their power (and not perfection).

What

We're the #1 skincare partner for your active life.

Our clean, high-performance suncare & skincare solutions are made to move with you and keep up with your active lifestyle.

Google

FRÉ: The #1 skincare partner for your active life.

High-Performance, Clean Skin & Sun Care made with our Argan extracts patent. The result: strong, healthy skin that radiates vitality.

Title Page

FRÉ - Brand Blueprint

Welcome.

Welcome to the FRÉmily, FRÉnd!

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

FRÉ is more than just a brand, we are a movement. Throughout this book you will discover exactly what that means.

We aren't interested in all of the buzzwords, catchphrases or marketing jargon surrounding the word brand. But we do care about our reputation and about building great relationships.

We believe that brands are not an end in themselves, but a means to creating and advocating for values that they hold true. FRÉ is a vehicle to share our message to the world. That's why we emphasize the importance of nurturing our brand and enriching it day by day.

We also care about growing our business. But, for us, it's not all about revenue and sales. Anyone can sell products. We're passionate about acting as a force for good in people's lives. We dream of inspiring young entrepreneurs and showing businesses that they can move the world forward.

This is the calling of our generation - to combine social impact with business success.

We hope to help in the little ways and the big ways to make our customer's experience with us meaningful and transformative so they see a real improvement in their skin.

The following pages are full of strategy, guidelines, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach. Use it to get to know our brand, inspire marketing and communications projects and see it come to life through digital marketing.

Whether you're a new store manager, a designer, or one of our amazing vendors, thank you for helping us achieve our goals and pursue our mission.

Welcome to FRÉ skincare.

What's Inside

Title Page

Welcome

What's Inside

Intent of this guide

Using our brand materials

About The Brand

About Us

Our History

Our Ingredients

Brand Logo

Logo

Who are we?

Our Brand Identity

Our Brand Essence

Our Brand Personality

Our Brand Promise

Our Brand Interactions

Our Ultimate Testimonial

Our Purpose

Our Vision

Our Mission

Our Values

Voice & Style

Voice & Style

Visual & Verbal Identity

Tone & Voice

Taglines

Audience

Unique Value

Who is our Audience?

Unique Value Proposition for each segment

Glossary

Intent of this Guide

This style guide is a reference for our design team, vendors, and others who are authorized to work with the FRÉ brand.

The standards, guidelines, and references within this document are grounded in research, strategy, and the brand executions that preceded the brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in a creative and playful spirit, and innovation is one of our key tenets.

What we're striving for is a coordinated, consistent, and reliable brand presence in everything we create. If we put something out into the world, whether physical or digital, we want to make sure that people know it came from FRÉ.

The focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools and resources, and adhering to the guidelines within, you'll make things that look like the FRÉ brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Design Team at studiodesign@freskincare.com.

Using our brand materials

For legal, copyright, or usage questions relating to our brand visuals, please reach out to Mickael Bensadoun at mickael@freskinicare.com.

While our persona and general interface across our website and social media is fun, friendly and outgoing, when it comes to our brand, image and marketing materials, we maintain strict control. We aim to keep it streamlined and consistent. By holding ourselves and our partners up to high standards, we can ensure that the FRÉ brand is properly represented across all marketing collateral.

You must have specific authorisation to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission.

The approval process for materials and implementations of our brand will vary. Please contact an authorized FRÉ representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

About the brand

About Us

An Active Beauty Movement with a Social Mission.

We craft clean, high-performance sun and skincare solutions to suit your active life.

FRÉ is a skincare company with a commitment to researching, testing and producing the highest quality **ingredients with integrity**.

It's what we call **science-backed skincare**.

Our patented formula, the Argania Active Complex™, is at the core of our product range.

Developed with the help of a botanical dermatologist, it's **helping our customers achieve strong, resilient skin**, always ready for their next adventure! We're proving that you can be active without compromising on strong glowing skin.

Within this section you will learn who we are, what we stand for, and where we come from.

We are a small company with a big mission. Our passion project is quality skincare, made accessible to people from all walks of life.

We stand for an active lifestyle, and we're creating the FRÉ active lifestyle through our digital content, videos, and products, actively inspiring, celebrating and rewarding active beauty in motion.

What's more - we're as passionate about our **social mission and sustainability**, as we are about effective skincare solutions.

We care about where we came from - we give back to nature, by honoring the desert Argan tree of Morocco from which our ingredients come, and planting a tree for every product sold.

We believe that strong women create a strong world, and as part of our social agenda, we give to organizations abroad that support the women of Morocco, as well as at home, through Boatot, a nonprofit organization that seeks to empower girls, running soccer programs for girls throughout Israel.

We give a percentage of our sales to causes that our passionate Ambassadors and staff care deeply about, focusing on women's empowerment and protecting our environment. Over the past few years we have donated to: *The Body Positive, Gvahim, Fractured Atlas, Boston Children's Hospital, Every Mother Counts* and the *Arbor Day Foundation*.

We're chasing our dreams with the support of a dedicated team, and all the customers and ambassadors, from athletes to everyday moms, who are part of our journey.

We hope you'll come to know us as more than just a skincare company.

Our History

Inspiration

2013: Friends and co-founders Michael & Mickael start dreaming about a disruptive venture that will aim at two bottom lines: financial and social impact - where business and social impact meet.

2014: Michael & Mickael identify the need to create skincare solutions specially designed for skin that sweats. They dream of creating a movement for active healthy beauty, with a strong social mission at its heart.

2015: In partnership with Botanical Dermatologist Dr Sharon Rozenblat, the signature 123FRÉ Set, a comprehensive daily 3-step routine, is formulated for skin that sweats.

2016: Our first FRÉnd makes a purchase and plants an Argan tree through our "One Set, One Tree" program.

2017: It's a big year for FRÉ, with its first investors and fundraising, team members and Ambassadors.

2018: The first thousand Argan trees are planted in Morocco, and work on the Argania Active Complex™ begins with Dr Sharon Rozenblat. The Clean at FRÉ standard is established, making it official that FRÉ skincare and suncare solutions incorporate only clean, non-toxic skincare ingredients.

2020-2021: With steady growth, we have been able to support the social mission that runs through the heart of our business. As an active beauty movement, we work to empower women in a number of ways. For every set sold, we plant an argan tree to socially and

economically empower the women who harvest argan oil in Morocco, and to replenish the argan forests. We empower girls through sport by sponsoring a soccer team through the nonprofit organization, Boatot, that brings together Israeli and Arab children. We believe that peace starts here, with children, community, and education. Finally, we amplify the voices of our Ambassador community and support them to be actively involved in meaningful social issues. They are athletes, fitness and wellness coaches, and enthusiasts who volunteer and work tirelessly to build girls' self esteem, self confidence, healthy body image and sense of belonging.

2022: FRÉ is offline for the first time ever, at the Duty Free at the Ben Gurion Airport of Tel Aviv. The Argania Active Complex™ patent is approved. The formula's potent argan oil, argan leaf water and argan stem cells work together to boost antioxidants, neutralize free radical activity, and inhibit UV and acne related inflammation.

About our ingredients

Our Ingredients

We are all about **science-led formulation** that is **effective and clean**.

Here's just some of the beautiful, nourishing and effective ingredients you'll find in FRÉ products:

- Argania Active Complex™ - combines argan oil, argan leaf extracts and argan stem cells of the desert argan tree that reduce sun damage, inflammation, and breakouts. It contains omega-6 fatty acids and linoleic acid that are deeply nourishing and hydrating, and work to repair and restore the skin barrier, keeping skin healthy and preventing acne and irritation.
- Dead Sea Salt & Ein Gedi Spring Water - detox, exfoliate and purify skin, rejuvenate skin cells, and promote a healthy glow
- Kaolin Clay - reduces excess oils and sebum, purifies and unclogs pores preventing breakouts and acne
- Yarrow (Achillea Millefolium) - reduces skin inflammation and irritation
- Chamomilla Recutita (Matricaria) Flower, Calendula (Calendula Officinalis) Flower & Plantain (Plantago Major) soothe and calm the skin
- Dandelion (Taraxacum Officinalis) Leaf prevents skin aging by reducing oxidative stress
- Acetyl Hexapeptide-8 - a peptide compound used to reduce the appearance of wrinkles
- Hyaluronic Acid - retains moisture by promoting skin hydration and by reducing trans-epidermal water loss
- Coco-Caprylate/Caprate - a natural moisturizer that provides deep hydration
- Niacinamide - a form of Vitamin B3, which improves the appearance of dry or damaged skin by reducing flaking and restoring suppleness
- Tocopherol - a form of vitamin E, which nourishes skin and repairs damage

- Copper Tripeptide 1 - stimulates the production of several important skin components including collagen, elastin, and glycosaminoglycans. It has significant anti-inflammatory and antioxidant effects, improves skin elasticity, clarity and firmness, and reduces lines and wrinkles
- Oléoactif® - a new generation of oil-extracted bioactive complexes. The first 100% natural and bio-certifiable cosmetic active ingredients with scientifically proven performance both in vitro and in vivo. Using Oleactif ensures that C ME penetrates deeply into the skin for maximum benefits
- Bisabolol - an anti-inflammatory antioxidant extracted from German chamomile that enhances the absorption of other skin care ingredients, making them even more impactful

We are a PETA certified Cruelty Free brand. This means that none of our ingredients, ingredient suppliers, formulations, and finished products are tested on animals. We are 100% vegan - our products do not contain any animal or animal-derived ingredients. We are reef safe so our products do not contain any harmful or polluting chemicals and we only use environmentally friendly solutions.

Brand Logo

Logo

The heart, soul, and center of our brand identity.

Nature is at the core of our entire product range. All of our products are formulated using the Argania Active Complex™. This unique formulation of potent extracts, including argan oil, leaf water, and stem cells, work synergistically to produce radiant, resilient skin.

Our visual representation, including our logo, name and visual identity, speaks to skincare lovers who value high-performance, simplicity, and elegance. FRÉ translates to 'fresh' in French, and represents our fresh approach to sun and skincare. It celebrates the FRÉedom of an active and joyful life, full of meaningful action. FRÉ stands for *Fit, Resilient, Elegant*.

Who are we?

Our Brand Identity

FRÉ: The #1 science-backed skincare & suncare solution for your active life.

As an active beauty movement FRÉ is, first and foremost, for active women on the move. Ultimately, FRÉ is for all bodies in motion - from athletes to busy people on the go.

Powered by our patented Argania Active Complex™, FRÉ protects and repairs the skin barrier from sun damage and breakouts.

The result is **strong, healthy skin that radiates vitality.**

At FRÉ, we consider your skin in its entirety, as well as the environment that you're in.

Time and time again, our clients cite exposure to sun and inflammation, as the two biggest skin concerns they face.

That's why we developed **a patented product that actually works.**

Our line of active Argan extracts fights these common skin destroyers and hydration annihilators by targeting UV damage and free radical activity, and reducing inflammation.

At FRÉ, we consider your skin story, your experience, and how you want to feel in your skin.

We acknowledge the challenges and difficulties our skin faces. The daily battle with heat, humidity, sweat and overexposure to the elements. UVA and UVB sun exposure is responsible for up to 90% of premature aging. Whether you live, work, and exercise in hot or cold climates, the skin's barrier has to be resilient to contend with modern environmental pollutants and stressors.

Today, more than ever before, modern life exposes us to a larger volume of unnatural toxins and pollutants that stress skin out, in the form of traffic pollution, plastics and toxic chemicals found in beauty and cleaning products.

That's why we believe in using **skincare and suncare that builds the resilience of the skin barrier.** Because **your skin should be as strong as you are!**

This is what drives us to look for better solutions.

To fix your problems, and ours.

FRÉ skincare returns skin to its natural, healthy state.

Our team has lived experience with our skincare, and know that the whole family benefits from our **tried, tested, and loved** products.

We recognise that **your skin doesn't define you.**

We create **resilience, freedom, and fun**, giving you the ability to navigate your life more easily, and to **feel confident, vital and strong in your skin.**

Our Brand Essence

FRÉ is a *movement*, not a brand.

We are **Beauty in Motion.**

As an active beauty movement, we believe in being active in all ways - physically, as well as active in our communities.

Through our skincare and our social mission, we build resilience:

Our sun care and skincare range repairs and builds the strength of the skin barrier to face any conditions, and anything the day brings.

Our social mission empowers girls and women to have fun, feel confident and be strong.

We're derived from nature, offering clean and effective skincare solutions.

The imagery running through the brand storytelling is of the strong and resilient desert Argan tree, from which our Argania Active Complex™ is derived, and which powers our products.

Our Brand Personality

passion, joy, authenticity

rooted in

high-performance / science-led / results-driven skincare

We've taken the time to listen to and understand our customers' biggest skin concerns.

Then we undertook the research, testing and development to find the best solution for all skin types, from athletes to the everyday person on the go.

Our sun and skincare products celebrate an active and joyful lifestyle, helping you achieve a resilient, strong skin barrier with a simple daily skin care routine that arms you against the elements, and helps you hydrate, nourish and defend your skin.

More than just a product - a feeling.

Think of us as your skin's best FRÉnd: always there when you need them. Your partner in crime, fighting sun damage, premature aging, and inflammation.

Whenever you need a shoulder to cry on or a joyful pick-me-up, you feel comforted merely picking us up, applying a pump of your favorite product, and starting your day.

Our products take you from day to night, they're part of your everyday routine, what you turn to in good times and in bad, as part of your essential self care. We recognise the responsibility we have to deliver as an integral part of your everyday life. That's why we care about product quality, integrity of ingredients, and creating seriously good skincare that actually works.

When you wear FRÉ, it feels like a warm hug from a best FRÉnd. You feel at home in your skin. You trust you have the support you need to go about your day, and your active life.

You're joining a global community of FRÉnds, participating in self-care, together.

Together, we're unstoppable.

Our Brand Promise

Our skincare philosophy

Inspire an Active Beauty Movement through effective, transformative skincare & suncare solutions.

Build resilient, healthy, glowing skin that radiates vitality...

Celebrate, be strong, and feel confident in your skin, free to actively enjoy life - wherever it takes you.

The more we deliver on this promise, one client and one ambassador at a time, the stronger our brand value grows in the minds of our customers.

Brand Interactions

Products

Brand interactions with customers raises awareness about our products. Brand interactions are an opportunity for our audience to learn about our skincare range and the options available for sun defense, cleansing, moisturizing, and nourishing skin, as well as anti-ageing solutions. Positive interactions with our brand gives our customers a sense of confidence and trust in our expertise.

Personality

Our brand engagement with customers involves raising awareness about the excellence and effectiveness of our products, the testing, research, and development of the Argania Active Complex™ formula, our non-toxic beauty policy, our stance on sustainability, and our mission to celebrate, empower and raise up female leaders in our community through our Ambassador program and by supporting women's organizations.

Places & Events

Other than online and in-store, customers can find our products and services at beauty and wellbeing events, across Israel and the US, and running skincare workshops at community events, such as wellness retreats, Crossfit competitions, marathons, our pop-up stores, and our flagship store.

A core part of our work involves sponsoring athletic events, especially for female athletes and female sports.

FRÉ can be found connecting in the community. Our Ambassadors Program sees our Ambassadors health, fitness, and sport enrichment programs for girls and women in their local community, focused on living an active and holistically healthy lifestyle - mentally, physically and socially.

These are all places where potential customers can learn about and engage with our brand.

Brand Interactions - Communication

Our brand interaction with customers takes place across multiple channels - on our social media, our website, in store, by phone and email, and through our email newsletters. We also run advertising across social media and Google.

We have a large online presence and interact with our customers, including prospective customers, in online spaces and communities. We are highly responsive across all platforms and are adding a live component to our marketing, including live video customer service, live skincare sessions, live shopping events, and live educational events.

Brand Interactions - Partnership and Collaboration

We have a natural partnership with our Ambassadors. Traditionally athletes, especially women in sport, our Ambassadors have more recently evolved into people across the full scope of an active lifestyle, including skin care enthusiasts, on-the-go mums, and career women. We are opening up to male ambassadors, as well as the whole family.

Companies in a similar space who are aligned with our values are also a valuable source for collaboration, including B CORP brands, vegan, cruelty-free, activewear, and brands for active people.

Brand Interactions - People, Talent and Behaviour

Our people are aligned with our values, and uphold these values in their work and interactions. We have a high retention rate and help our employees to grow in the company and progress their careers at FRÉ.

In our work culture you can truly see the value of raising people up, empowering and celebrating female leadership, and helping immigrants to thrive in their new home. Our diverse team is made up of people from all over the world, who we have supported in their journey to join the start-up nation in Israel.

As a predominantly female-led team, women are at the core of FRÉ storytelling and ideation, and in prominent positions within the company.

Our culture of authenticity, transparency, integrity, and excellence is evident.

Our Ultimate Testimonial

I LOVE this product. After 2 weeks I've seen an improvement in my overall skin tone and evenness. It doesn't feel oily at all upon application and smells so fresh. It feels great to put on before my foundation primer or glow me. I usually just use 2 pumps at a time, so the product will last a long time! Definitely one of my new "Must Haves"

- Karlee

My favorite evening facial cleanser. So gently soothing and refreshing skin, even after a day in a full sun, sweating while working out outdoors. Efficient and effective. The fragrance of that gentle foam is simple, natural and amazing.

- Marta

I love this product! I always feel and look so fresh and bright after using it. The texture of the product feels weightless on my skin! My pimples and marks have started to fade and I'm so happy with the results. Only a few months in and I won't go without it.

- Danielle

This cleanser is amazing, I have sensitive skin and am allergic to many products on the market but this one I can use daily (or multiple times a day if needed). I have tried so many items that just cause burning if I use them more than one or twice a week. Love this!

- Melissa

My 57 year old skin looks so much better after using this product. I put it on after my moisturizer and before my foundation.

- Kathy

It's about time. This is the product I was waiting for and didn't even know it. The texture, perfection. The wear throughout the day, incredible. The differences I'm seeing in my skin, surprising. Please don't ever stop offering this.

- Suzanne

I'm not typically one to notice a difference with my skin after using a product, but I can clearly see the change with C Me! My skin is brighter, clearer and less red. I was hesitant to use this product because my skin is so sensitive, but it has been AMAZING! My new favorite for sure. Thank you FRÉ!

- Alison

Living in CO and being an athlete, I always am troubled to find a product that will really clean my skin but not leave it super dry, or make me feel too greasy. FRÉ is the perfect balance. My skin looks great, feels clean, moisturized and doesn't cost a fortune. Thanks FRÉ!

- Alyson S

FRÉ always has quality items with clean ingredients! Shipping is quick and their website is easy to navigate. Their customer service is great and they have a money back guarantee! I LOVE this company and everything they come out with.

- Olivia H

This is the best tinted moisturizer I've ever tried that matches my skin tone so well, so light, smells incredible and makes my skin so dewy and beautiful. It's so empowering and feels like proper skincare not just a tinted moisturizer!

- Tabitha

The formula that FRÉ uses has kept my skin clear since I've started using the line for almost a year now. I couldn't be happier giving this company a try. I'm so happy I found it.

- Sarah

Our Purpose

Our Vision

Our vision is to create an Active Beauty Movement, as the ultimate go-to sun and skincare partner for your active lifestyle.

To build a skincare brand that shines - just like your skin - thanks to the quality of its products, and its social mission.

To prove that business goals and social impact can co-exist, and reinforce one another, as it's the responsibility of our generation to make business, social impact and sustainability converge. It's the only way to serve the future generations and build a sustainable world.

To help our community celebrate the skin they're in, to live the life they want, and weather any storm (literal and metaphorical), without compromising on healthy, happy skin.

To amplify a vision of female leadership that moves the world forward, through the voices of our passionate Ambassadors, our team and the girls and women we support.

To remember our roots and where we come from. By giving back to nature that gives to us, by honoring the desert Argan tree of Morocco from which our ingredients come, and by planting trees for a more sustainable tomorrow.

Our Mission

We're the leading sun and skincare partner for your active lifestyle.

FRÉ is a force for good.

We're on a mission to celebrate you feeling confident in your journey.

To formulate simple, effective skincare solutions so you can live your life to the fullest, without compromising on resilient, radiant skin.

We offer worry-free skincare. You can trust the quality and integrity of our toxic-free ingredients, that your sun and skincare is working for you, and that your choice to use FRÉ is making a difference in the world through sustainability and a social mission.

We want to build a community of strong and resilient people who inspire others and move the world forward, together. We believe in female leadership and that women are a driving force for progress. When women are strong, the world is strong.

A movement that embodies active beauty in motion - **active in every sense**: from their roles at home with their families, to active social lives, to people who are active in their work, and

active with their voice, to active in their communities, as well as actively living and embodying their values.

We make it easy to live your values. Every choice you make has a ripple effect. Your choice of skincare is a vote for the kind of person you want to be. It actively makes a difference to your health, the health of your family, and to the planet.

We're leading the innovation of skincare, business and social impact in our industry, and stepping up to produce quality products with non-toxic ingredients.

Our Values

FRÉ skincare's core ethos.

01. Be a force for good and make a difference, giving back to our customers, our community, and the planet through sustainability and a social mission that empowers girls and women to be strong, resilient and confident.

02. Create excellent products that actually work and deliver results through scientifically tested formulations.

03. Use only safe, effective, and non-toxic skincare ingredients every time*.

04. Operate with authenticity, passion, and integrity.

05. Be an industry leader and prove that a thriving skincare business can go hand in hand with a strong social mission.

***Clean at FRÉ**

What is 'clean' skincare?

Clean is not a standardized, regulated term across the board and there is currently no authority overseeing which brands and products are considered clean. That's why brands claiming to be 'clean' can often be confusing and misleading.

When we say clean, we mean clean. Chemicals are not a bad word for us. Natural ingredients are not always the good guy either. We evaluate ingredients through the power of science, not the power of perceptions.

We're clean without compromising on performance.

We strive to be as natural, gentle and non-toxic as possible to reduce the risk of skin-irritating ingredients (although everyone's skin is highly individual and may react to any ingredients, including natural ones).

We've formulated our products without using any ingredients on the Environmental Working Group's (EWG) "Unacceptable" list, that pose health, ecotoxicity or contamination concerns.

We don't use silicones, parabens, sulfates (SLS/SLES), petroleum derivatives, synthetic colors, or GMOs.

Toxic skincare doesn't belong on your skin.

That's why we leave out any potentially harmful ingredients and strive for the highest standard of natural skincare, as rated by the top three clean product rating apps in our industry - EWG's Skin Deep Healthy Living app, Think Dirty, and the Good Face app.

Sunscreens, typically applied daily over a lifetime, are one of the most notoriously difficult products to find without toxic ingredients. Many contain chemicals that can cause irritation, skin allergies, and potentially lead to cancer, disrupt the hormone system and cause harm during reproduction and development.

The team at FRÉ is proud to have produced one of the first less harmful, less-toxic SPF sunscreens - our Protect Me Defence Facial Moisturizer with SPF 30. It's an invisible sun defense shield that applies ultra-light, absorbs quickly, yet is deeply nourishing and doesn't leave an unsightly white-cast on your face.

Specifically designed for active skin, our hypoallergenic formula is non-comedogenic and ophthalmologist tested, so it won't clog your pores, or sting your eyes, even when you sweat. Best of all - it's water-resistant for up to 80 minutes, and the SPF30 broad-spectrum sunscreen keeps skin safe from UVA, UVB, and IRA rays.

This powerhouse sunscreen stands out as gentle, effective, and safe for daily use.

Voice & Style

Voice & Style

We speak with energy, passion and authenticity, always.

Our customers and our team members are the reason we're here. They are our everything. Our purpose.

The way we speak to them should reflect how important they are. We should strive to ensure that every brand execution communicates this tone of voice.

In this section, you will find guidance on how to communicate in our brand voice and style.

Visual & Verbal Identity

Our **visual identity** reflects our passion for celebrating resilient, healthy skin and having fun. Our colors are bright, and signal optimism and positivity. We use real images of people and products, with close-ups of real skin, in all environments.

Our **tone** is playful, and we use simple, straightforward, inclusive language that is genuine and down to earth. Our verbal identity communicates passion, authenticity and integrity, and showcases our social ethos and community spirit.

Tone of Voice

Our tone empowers, celebrates and uplifts. We're positive and upbeat. We're confident that we have something important to say, and that our skincare is making a real difference in the lives of our customers.

We're confident because we know our stuff. We've created solid products, of the highest quality and with excellent ingredients. We have solid relationships with our Ambassadors, and we know our products work for real people.

Our presence is inspiring, authentic, and fun. Seeing a post, an event invite, or a newsletter from FRÉ pop into your inbox, you know you'll get a big dose of cheer, and quality information.

Hearing from us is like getting a voice note from a bestie in your group chat - you're excited to listen to us, hear the message and catch up later. You know you can trust us to always have your back, give you our best and most honest advice, and cheer you on!

We may be fun, but we're serious about good sun and skincare.

Taglines

FRÉ - the #1 high-performance sun & skincare solution for your active life.

An Active Beauty Movement.

FRÉ is for resilient, healthy skin that radiates vitality.

Our taglines are a representation of our brand and overall mission.

The purpose of our brand tagline is to capture and summarize our brand promise, values, and products.

Taglines may be used in any marketing materials, advertising, or brand execution where we seek to communicate our personality, mission, or values.

Each tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand taglines should not be combined with campaign-specific taglines or phrases.

Avoid rewriting, rewording, or editing the tagline(s) in any way.

Audience

Unique Value

What sets us apart from other skincare brands?

FRÉ is for bodies in motion, as the #1 partner for your active lifestyle.

Our patented Argania Active Complex™ informs our science-led approach to skincare. This is what makes us truly effective.

What's more - we're skincare with a social mission.

We're effective, we're active, and we give back - this is our why & it's why we're unique.

We take action on our values and follow through. This is evident in our social mission - empowering girls and women through sports and recreational activities, and supporting our Ambassadors who raise up their communities, being part of One Percent for the Planet, sponsoring a soccer team, and using sustainable packaging as well as non-toxic ingredients in all of our products.

Our products are backed by a patented formula, created in partnership with a botanical dermatologist. They protect and repair sun damaged skin, fight sun and acne related inflammation, and deeply nourish and rebuild the skin barrier.

Founded in Israel, the country's extreme weather conditions have been our testing ground and an amazing laboratory to develop our formulas with top scientists, tested on athletes in peak heat and humidity so you know they can withstand a wide range of active lifestyles.

As UV damage becomes an increasing concern with a thinning ozone layer, skincare companies that protect skin from harmful UV rays, sun damage and skin inflammation, while contributing towards sustainability, are more necessary than ever before.

We go beyond SPF, combining skincare and suncare in SPF products that are more than simply SPF. Our Vitamin C product amplifies the effect of SPF and maintains the skin barrier so that it's better at fighting the sun. Our sun and skin care range is enhanced by the AAC™, which repairs and strengthens the skin barrier, fighting UV damage and inflammation.

FRÉ is perceived as a trusted sun and skincare insurance policy, powered by the highest quality ingredients, due to our reputation and the quality of our formulations.

We're known for our social impact and sustainability.

Our community of Ambassadors connect to FRÉ through active engagement with the brand.

Our sun and skincare solutions provide real value, with a great retention and satisfaction rate.

We stand out in the marketplace.

Why:

- Effective and science-backed with our patented Argania Active Complex™.
- Centered on increasing the strength and resilience of skin by building up the skin barrier, and providing protection from environmental damage.
- Safe, natural ingredients: we're EWG VERIFIED™, which means our products do not contain any ingredients with health, ecotoxicity or contamination concerns.
- Efficiency: multifunctional products that do more than one thing - saving you time and money.

- Uncomplicated, simple skincare - our product line helps you cleanse, hydrate, nourish and protect in one simple daily routine.
- We go beyond simply SPF, combining other ingredients to amplify the effects of SPF.
- We focus on the entire experience of using our products - with lightweight textures that won't clog pores when you sweat and natural scents, for a truly pleasurable skincare routine.
- We give back to nature. We give back at least 1% of our revenues as part of One Percent for the Planet.
- We really care about people - our work has a visible social impact on girls and women in our local community and abroad.
- We celebrate community, and help everyone to feel strong and confident in their skin. Self-care, while important, can leave you feeling alone, so we amplify the power of *self-care, together!* We know that empowered people, empower people. Our philosophy is to take care of yourself, so that you can care for others, creating meaningful social bonds, interconnectedness, and a more meaningful life.

Who is our audience?

To date, our sweet spot has been active women. Active women, capturing the idea of 'beauty in motion', have formed the bulk of our marketing campaigns, our ambassador program, and our visual identity.

Originally FRÉ was developed for athletes, but gradually our client base is evolving, and with it so are we.

Today we embrace a wider definition of 'active' - people of all activity levels, and lifestyles, from athletes to busy parents on the go, not only women but also men, and the whole family.

While **women will always remain the core of FRÉ**, we know the incredible power of our skincare to transform all types of skin. And we wouldn't want to deprive the whole family from experiencing the benefits of high quality skincare that's safe and free of toxic ingredients, and best of all - actually works.

Unique Value Proposition for each segment:

For Women – we help you reach your goals. From the fast-paced working woman on the go, to the busy mom, we're your everyday insurance policy for your skin. Slap us on and you know you're protected against any harsh UV rays, and environmental damage you might come across throughout the day - no matter where your day takes you. Our products take sweat into account with ultra-light and non-comedogenic formulas, so you can live life at your own pace and on your terms. We're also your self-care after a long day because we're more than just a product - we're a feeling of comfort and confidence in your skin. When you

use FRÉ skincare, you join a community of women who celebrate the skin they're in, and help move the world forward.

For Men - healthy, resilient skin isn't only the domain of the ladies. Gone are the days of stealing your partner's nice moisturizer. Men are getting on board with protecting themselves from sun damage, building up their skin barrier, and creating a simple skincare routine that fits seamlessly into their lives. Men are joining the movement for their healthiest skin yet, and supporting our mission to empower girls and women to create stronger, more resilient communities that move the world forward.

For Active Lifestyles - we create intelligent solutions for your biggest skin concerns - we've tested and developed skincare that fights sun damage, premature aging, and inflammation. Tested on athletes, our products are perfect for active people who want to look and feel good.

For the Whole Family - our commitment to clean, non-toxic skincare means our entire product range is safe for all skin types, including sensitive babies and children's skin. We make parent's lives easier through worry-free products. Parents don't have to worry if the products they're using on their skin or have around the home are safe for the little ones. Our products are safe for pregnancy and breastfeeding. We're proud to offer a product you can trust, with the highest quality ingredients that are nourishing, hydrating and protective for the whole family.

FRÉ Brand Headlines

Short copy for ads, social media, email marketing etc

For women in motion.

Skincare that performs.

Skincare that performs as much as you do.

The skincare of performance.

High performance skincare.

Perform at your best.

Strong is beautiful.

Strong skin is healthy skin.

Find your strength.

Power over perfection.

Welcome to the active beauty movement.

Welcome to the strong skin movement.

Skincare for the way you move.

Skincare made for women in motion - you.

Help your skin perform at its best, every day.

Strong women deserve strong skin.

For skin that can withstand whatever your day brings.

Take pride in your strength. Take pride in your skin.

Inner strength, outer glow.

There is nothing more beautiful than a strong woman.

You are a woman, That is your superpower.

High-performance, low maintenance.

The road to radiant skin is just 3 steps.

Active Skincare.

Active Skincare for your Active Life.

For however you choose to move.

Tested on those who perform the hardest.

Replenish, protect and support your skin in recovering daily.

Skincare that moves with you.

Backed by science, powerful results.

We are the active beauty movement.

For skin as strong as you are.

Unleash your glow!

Your best FRÉnd for strong, healthy skin.

Activate your glow!

Skincare you can move in.

Active ingredients to activate your glow.

Your active life, powered by argan extracts.

Activewear for your skin.

Glowing strong, together.

Activate your glow!

Power up your skincare routine

Welcome to the strong skin movement

Strong skin is healthy skin

Smile, sweat, glow!

Argania Active Complex™, the patent for strong, healthy skin

FRÉ Glossary

A list of our unique, personalized terminology that you will find throughout our brand materials, marketing and social media.

FRÉnd - friend

FRÉmily - family

FRÉe - free

FRÉsh - fresh

FRÉedom - freedom

FRÉvorite - favorite

FRÉghten - frighten

FRÉquency - frequency

FRÉaking - freaking

FRÉ Tagline & Hashtag

Glow Strong
Beauty in Motion
Ready, Sweat, Glow!

#glowstrong
#frestrong
#beautyinmotion
#readysweatglow
#movewithfre
#freyourskin

The FRÉ Manifesto

We stand for a vision of beauty that empowers people! We believe beauty should inspire people, not make them feel imperfect.

Our mission is to empower and support businesses and entrepreneurs on their social impact journey.

We are a community. We celebrate the power of individuals, and we celebrate the power of coming together in communities. Together, we are strong!

We stand for active beauty. Now is the time to be active for yourself, for your community and for our planet!

Being active is a state of mind. Being active is a guiding philosophy of life. We believe in active beauty and activism: being active for yourself, being active for your community and being active as a source of wellbeing and happiness.

We are the beauty partner of strong, resilient people who have an active philosophy of life. We help them enjoy strong, resilient skin that can withstand all the challenges of an active life. Strong, resilient skin is healthy skin. Our patent builds a strong skin barrier, which is the pillar of healthy skin that radiates vitality. We strive for excellence, innovation, and to be your everyday beauty partner, from your sweaty adventures to your quiet moments of recovery and happy celebrations. We want to make it fun to build your skin's resilience day after day.

We deeply care about our social impact and focus on helping to build a more resilient world through women's leadership and power. We believe that when women are strong, the world is strong! Empowering women is a universal cause, not only a women's cause. Therefore, we strive to include men in our social mission. It is only by coming together that we can move the world forward!

We're as passionate about our social mission and sustainability, as we are about effective skincare solutions.

We care about where we came from - we give back to nature, by honoring the desert Argan tree of Morocco from which our ingredients come, and planting a tree for every product sold together with the women's cooperatives of Morocco. Each tree planted directly supports the women who harvest argan oil. We strive to build a virtuous cycle together with these women, for the benefit of all.

We believe excellent skincare products are a must-have but they are not enough alone. Our skin reflects our body-mind balance and glowing from the inside out is the most beautiful thing on earth. This is why we want to inspire you to find the nutritional balance that fits your body, and to find spiritual joy and resilience. We believe being part of an active community is essential to attaining this.

Beauty and self care should not be a lonely journey. We are an active beauty movement and believe in glowing strong together: glowing together for a more resilient "me", and a more resilient world. We celebrate the beauty of giving. We celebrate the beauty of resilience. We celebrate the beauty of achievement. We celebrate the beauty of nature. We celebrate the beauty of infinite creativity and diversity. We celebrate the potential of humanity's positive impact on the world.