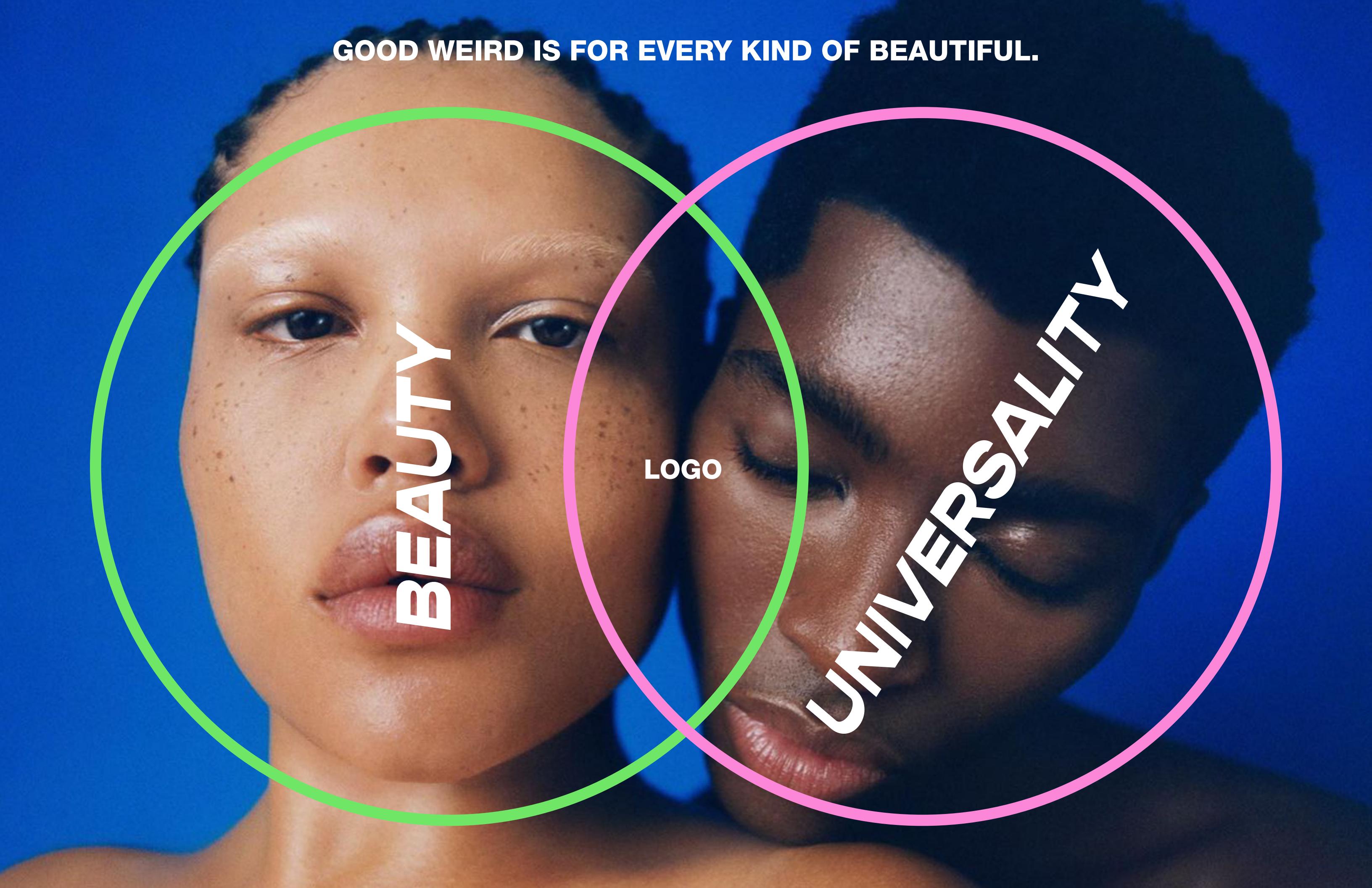


A WAY TO DESCRIBE SOMEONE OR
SOMETHING THAT STANDS OUT IN
A GOOD WAY



SEE ALSO:
THE HIGHEST COMPLIMENT



GOOD WEIRD IS FOR EVERY KIND OF BEAUTIFUL.

BEAUTY

LOGO

UNIVERSALITY

GOOD WEIRD HELPS PEOPLE PUT THEIR BEST FACE FORWARD.

OUR MISSION

OUR VALUES



Our goal is to change the conversation around who can and can't explore the beauty aisle. For us, beauty products are fun, creative, and full of self-love—not limiting or defined by gender.

Everyone should feel empowered to take part. We help people celebrate, play with, and explore their own kind of beautiful.

OUR VALUES

We take gender out of the equation so people can just be themselves. We're building an open, welcoming, and uplifting community where people can share their stories, experiences, and real selves.

NO PRESSURE TO
CHOOSE ONE WAY OF
BEING. JUST BE YOU.



INCLUSIVITY

INCLUSIVITY

**Let's make it fun (not scary!)
to explore new parts of
yourself, new worlds, new
aisles, new stores, etc.
No pressure, just explore!**



JUST EXPLORE

JUST EXPLORE

MAKE IT FUN
(NOT SCARY!)

BRAND VALUES

EASE

BRAND VALUES

We believe that having a beauty routine doesn't have to be complicated or require a million steps. Let's help people explore what beauty means to them in the easiest way possible.



EASE

EASE

EFFECTIVE

**OUR PRODUCTS
DO THE MOST
WITHOUT FEELING
OVERDONE.**

**They provide cosmetic
and skincare benefits so
people know what's on
their face is working in
more ways than one.**



EFFECTIVE

BRAND VALUES

CODE INNOVATION

It's important to create with our planet in mind. Let's do our best to source sustainable materials, packaging, and production. We're super transparent about our entire process.

BRAND VALUES



SUSTAINABILITY



Going outside of your comfort zone to live a little more authentically takes a lot of courage. Let's be that empowering force that encourages, validates, and inspires people to keep choosing themselves in place of inauthentic representation.

BRAND VALUES

OUR DNA



We're here to celebrate all our wonderfully weird parts so people can feel more welcome to just be themselves.

WE'RE NOT INTO
STEREOTYPES OR PUTTING
PEOPLE IN BOXES.

OUR DNA



WE ARE
UNIVERSAL
CELEBRATORY
ORIGINAL
BOLD
PLAYFUL



WE AREN'T
GENDERED
SHY
SAFE
TIME
SERIOUS

OUR AUDIENCE



We speak to a youthful audience that likes to stand out by being themselves. Maybe they don't know who they are yet, what they like, or who they want to be they're determined to explore and figure it out.

OUR AUDIENCE

AGE 16-25

Newfound independence for teens with more freedom and young adults coming into their own.

EDU HIGH SCHOOL & COLLEGE

They're still in school, newly graduated, or not too far off from college days. An exciting new chapter for all.

OCCUPATION PART & FULL-TIME AMBITION

They're finding what works for them and their entrepreneurial spirit through a no-one-size-fits-all approach

LOCATION LOCAL & GLOBAL

This demo is fully connected at all times, no matter where they are.

SELF-IMPROVING

OUR AUDIENCE

THEY'RE ALWAYS LOOKING
FOR NEW WAYS TO BETTER
THEMSELVES AND VALUE
INTROSPECTION

SELF-IMPROVING

REAL REAL

THEY STRIVE TO EMBRACE
WHO THEY ARE AND OWN THEIR
AUTHENTIC INDIVIDUALITY

OUR AUDIENCE

REAL

A close-up photograph of a woman with dark hair, wearing a bright red button-down shirt. She is looking over her shoulder with a thoughtful expression, her right hand resting against her temple. The lighting is soft, creating a warm, intimate feel.

CURIOUS CURIOUS

OUR AUDIENCE

THEY'RE EXPLORATIVE,
AMBITIOUS, AND
ALWAYS LOOKING FOR
SOMETHING NEW

CURIOS

TRAILBLAZING



THEY CHALLENGE
THE STATUS QUO AND
CHAMPION ETHICAL
SOCIAL CHANGE

OUR AUDIENCE

TRAILBLAZING



INFORMED INFORMED

OUR AUDIENCE

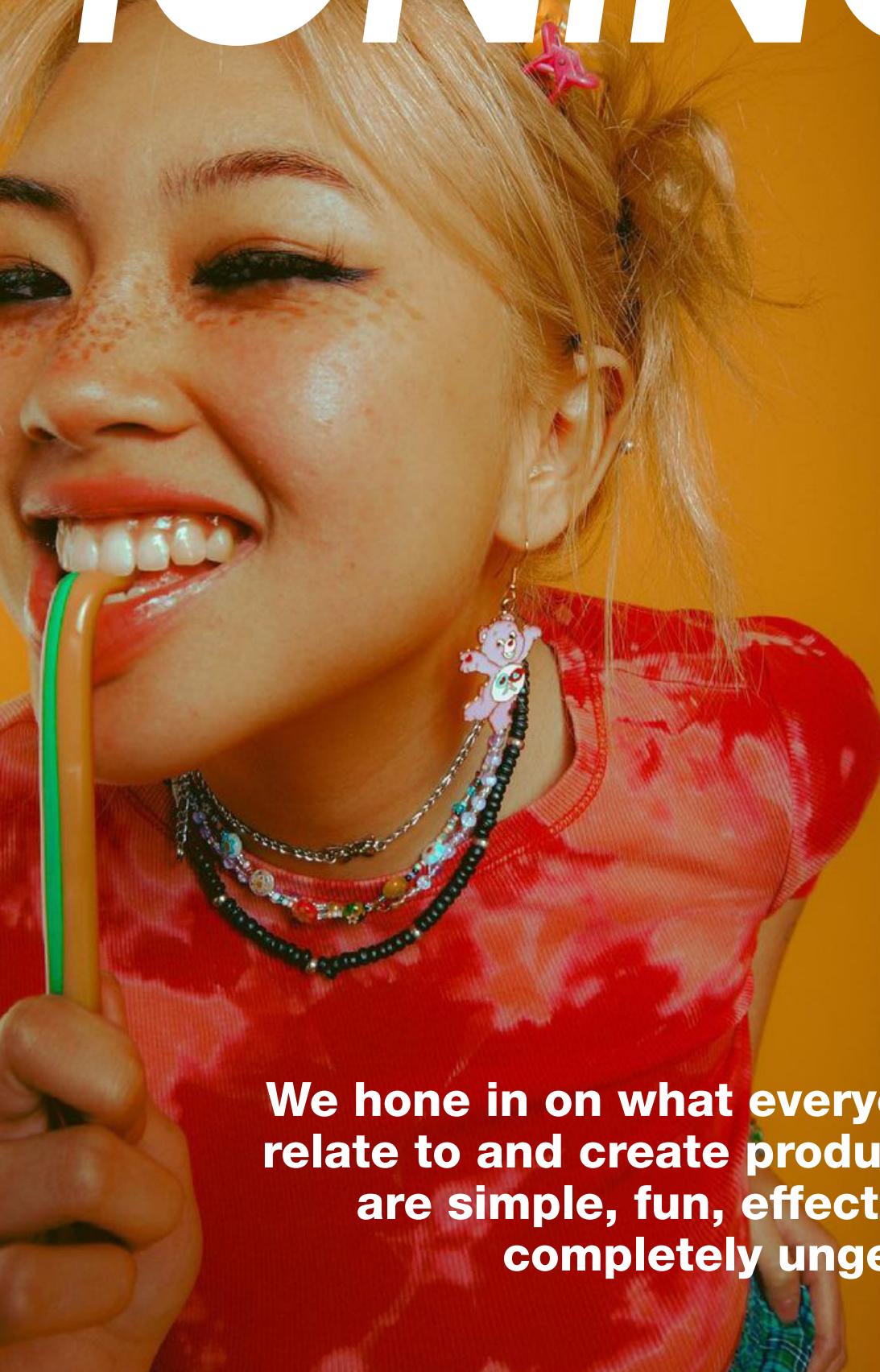
THEY HAVE THEIR
FINGER ON THE PULSE
OF EVERYTHING

INFORMED

OUR POSITIONING

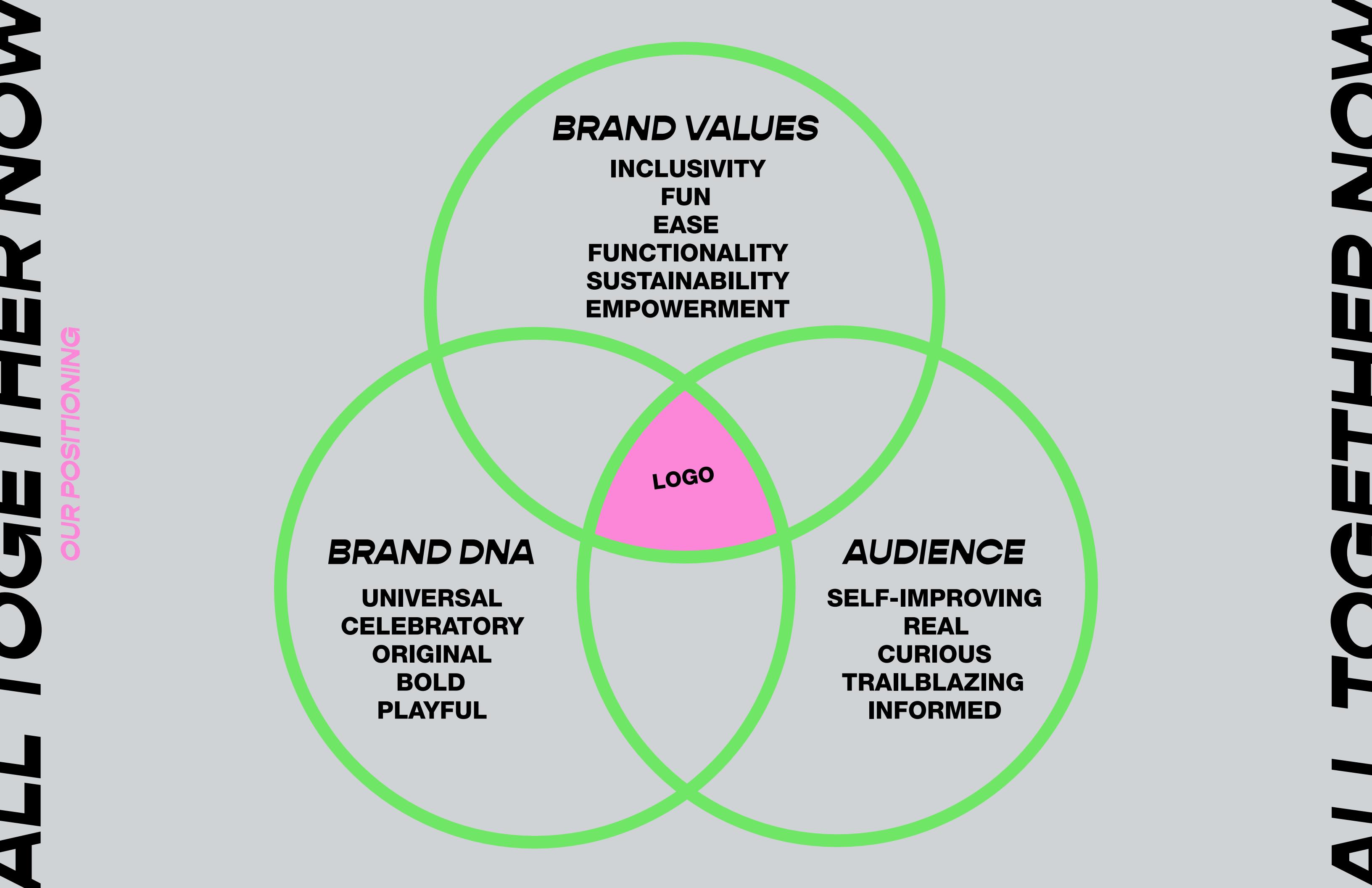


We know that beneath all the beauty products is the same universal desire: to feel confident.

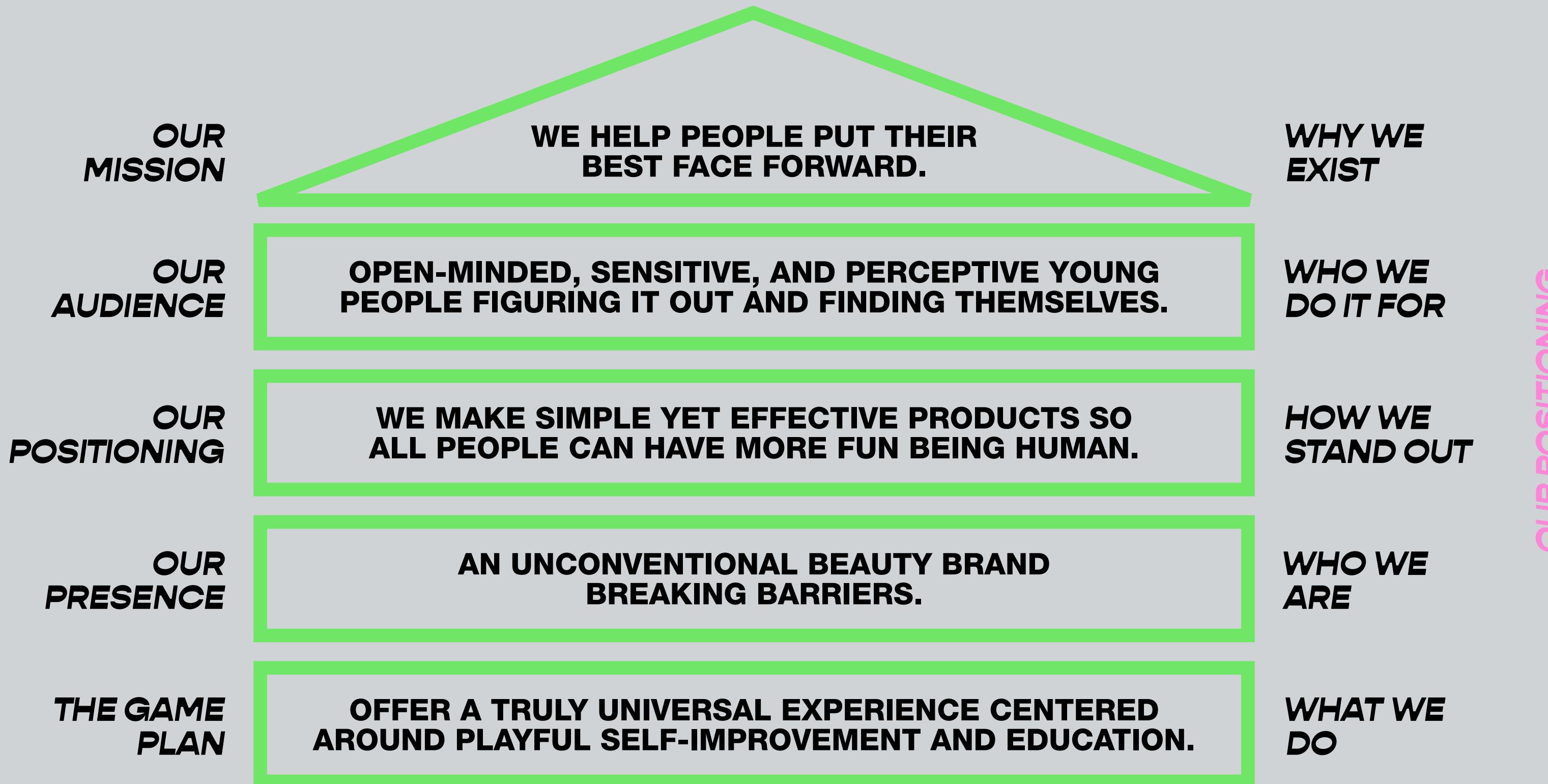


We hone in on what everyone can relate to and create products that are simple, fun, effective, and completely ungendered.

OUR POSITIONING



OUR POSITIONING



A close-up photograph of a woman with blonde hair, wearing a denim jacket, eating a yellow and orange striped lollipop. She is looking directly at the camera with a slight smile.

IT'S GOOD
TO BE WEIRD

IT'S GOOD TO
BE WEIRD

A close-up photograph of a person's hand holding a yellow and orange striped lollipop. The background is blurred, showing a colorful, patterned surface.