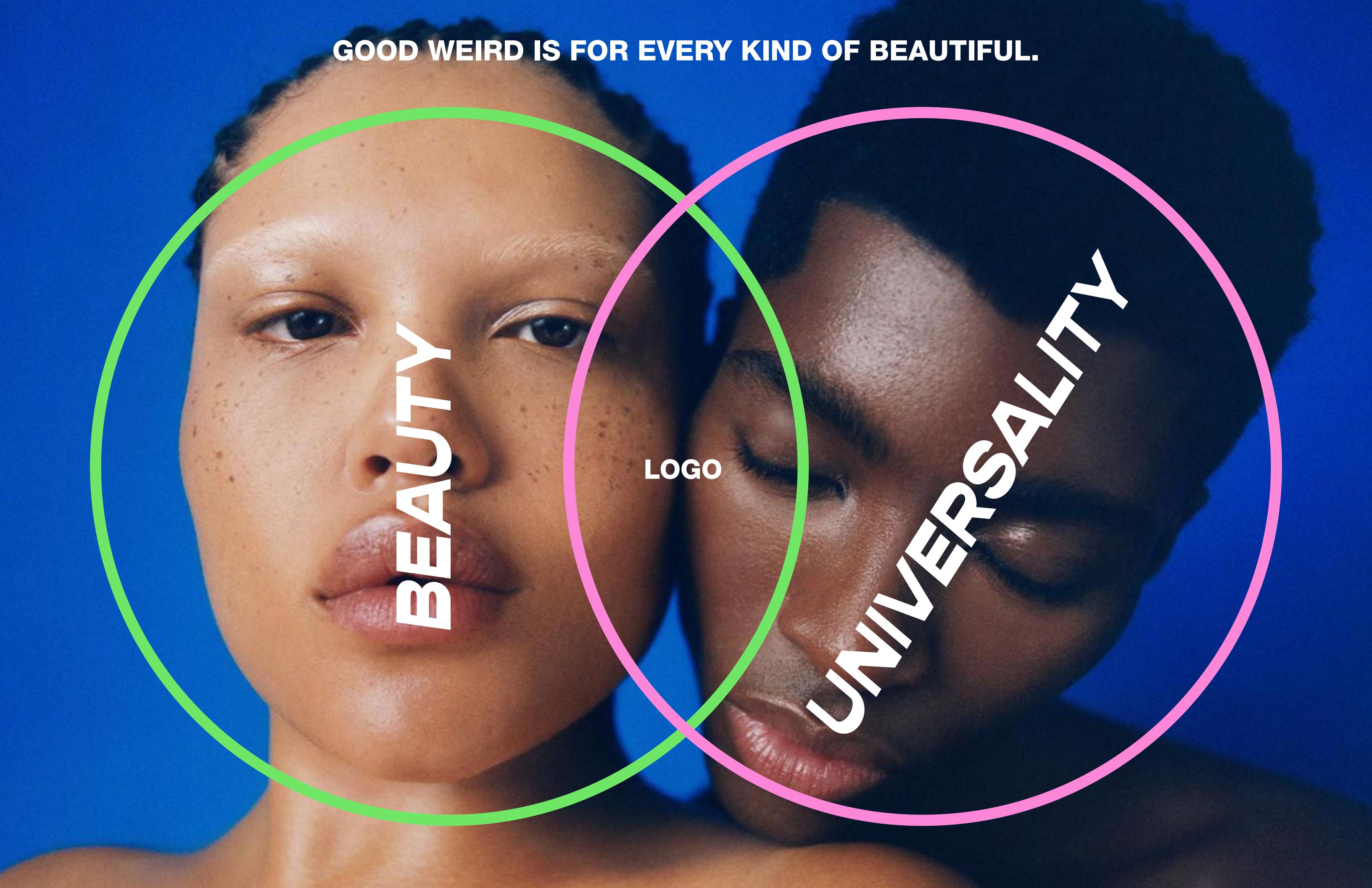


**LOGO**

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!**

**FUN**



**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.**



**BRAND VALUES**

**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.**

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 atmosphere.

# 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

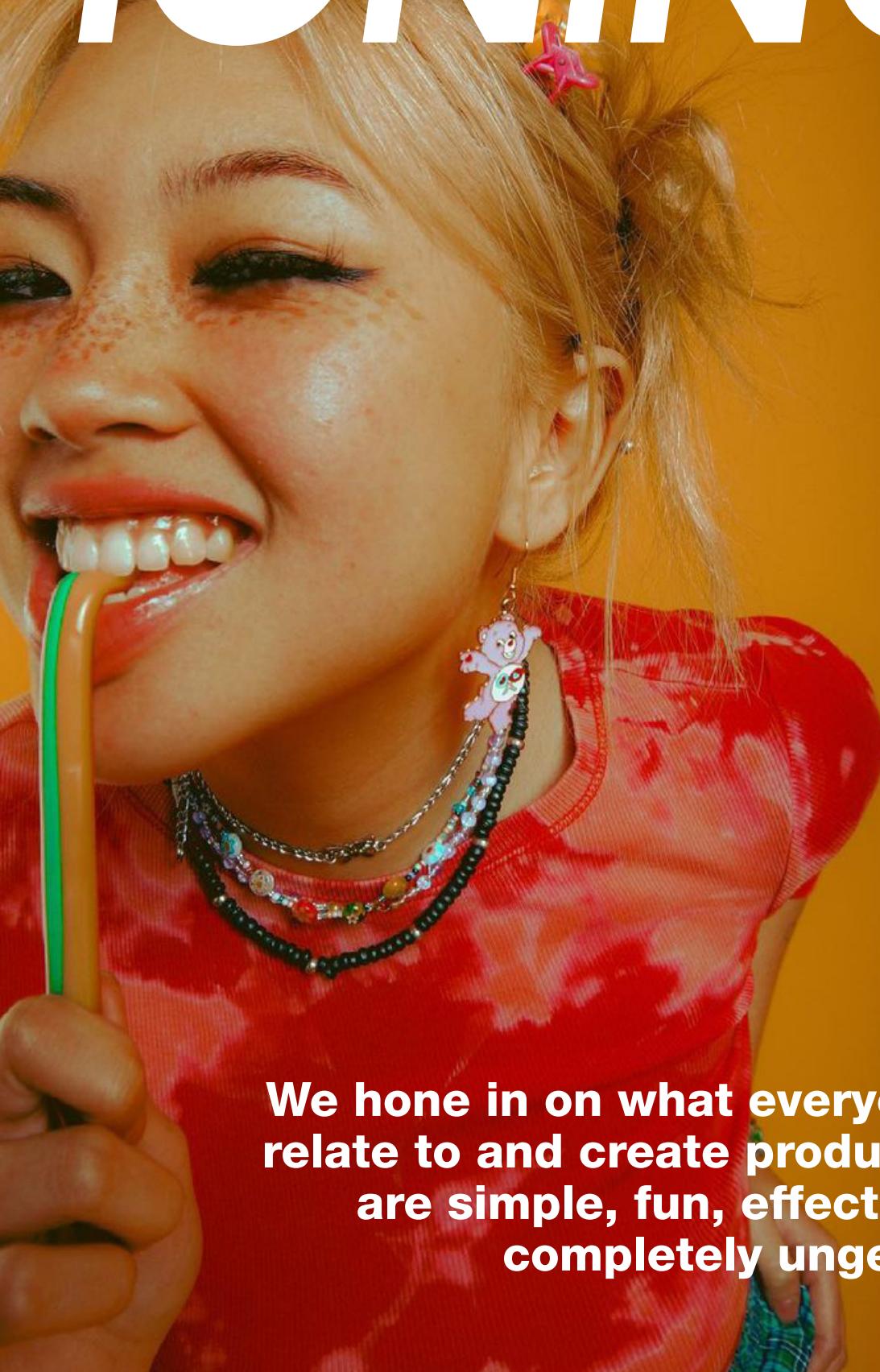
THEY HAVE THEIR  
FINGER ON THE PULSE  
OF EVERYTHING

# INFORMED

# OUR POSITIONING

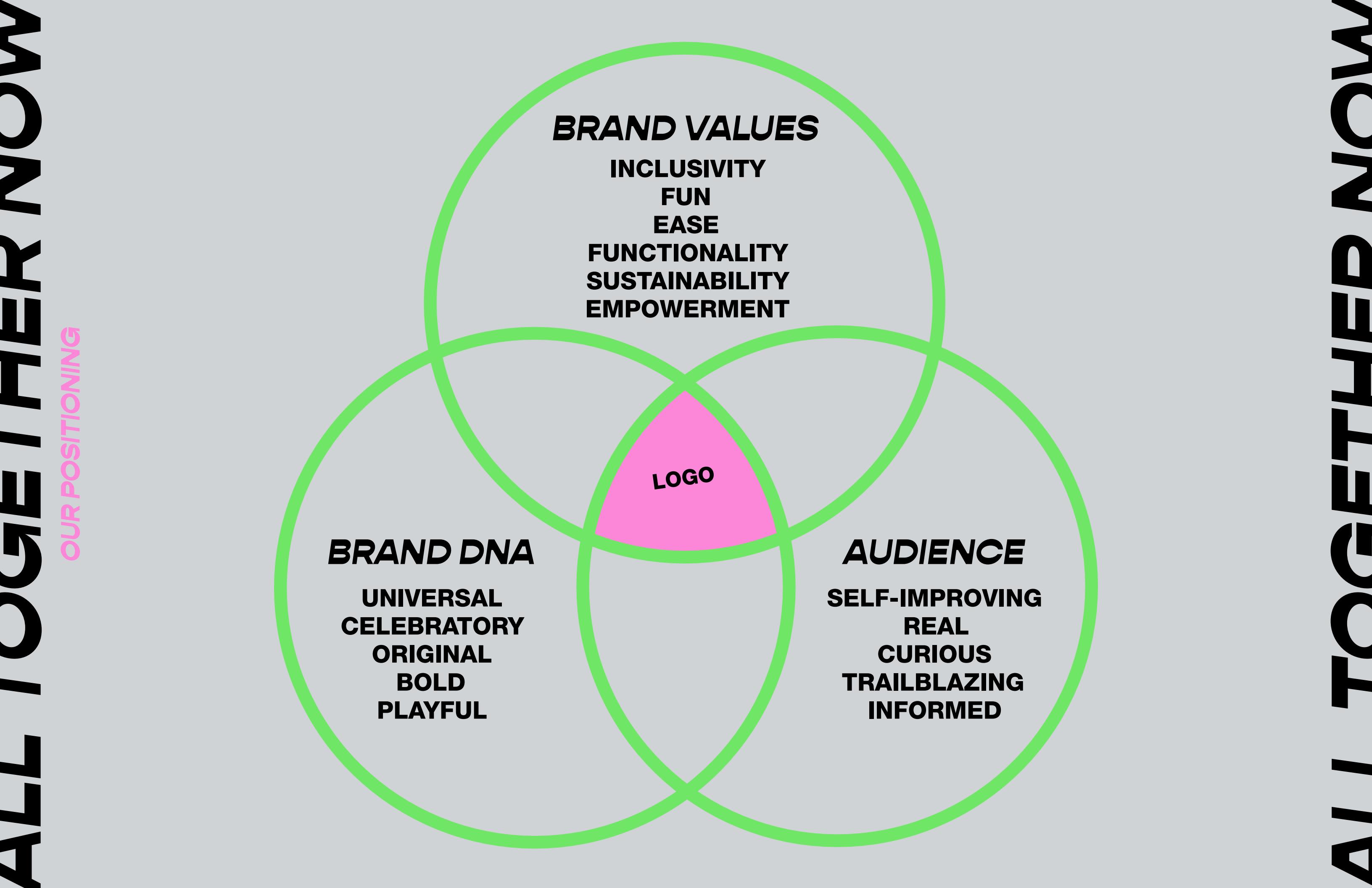


We know that beneath all the beauty products is the same universal desire: to feel confident.

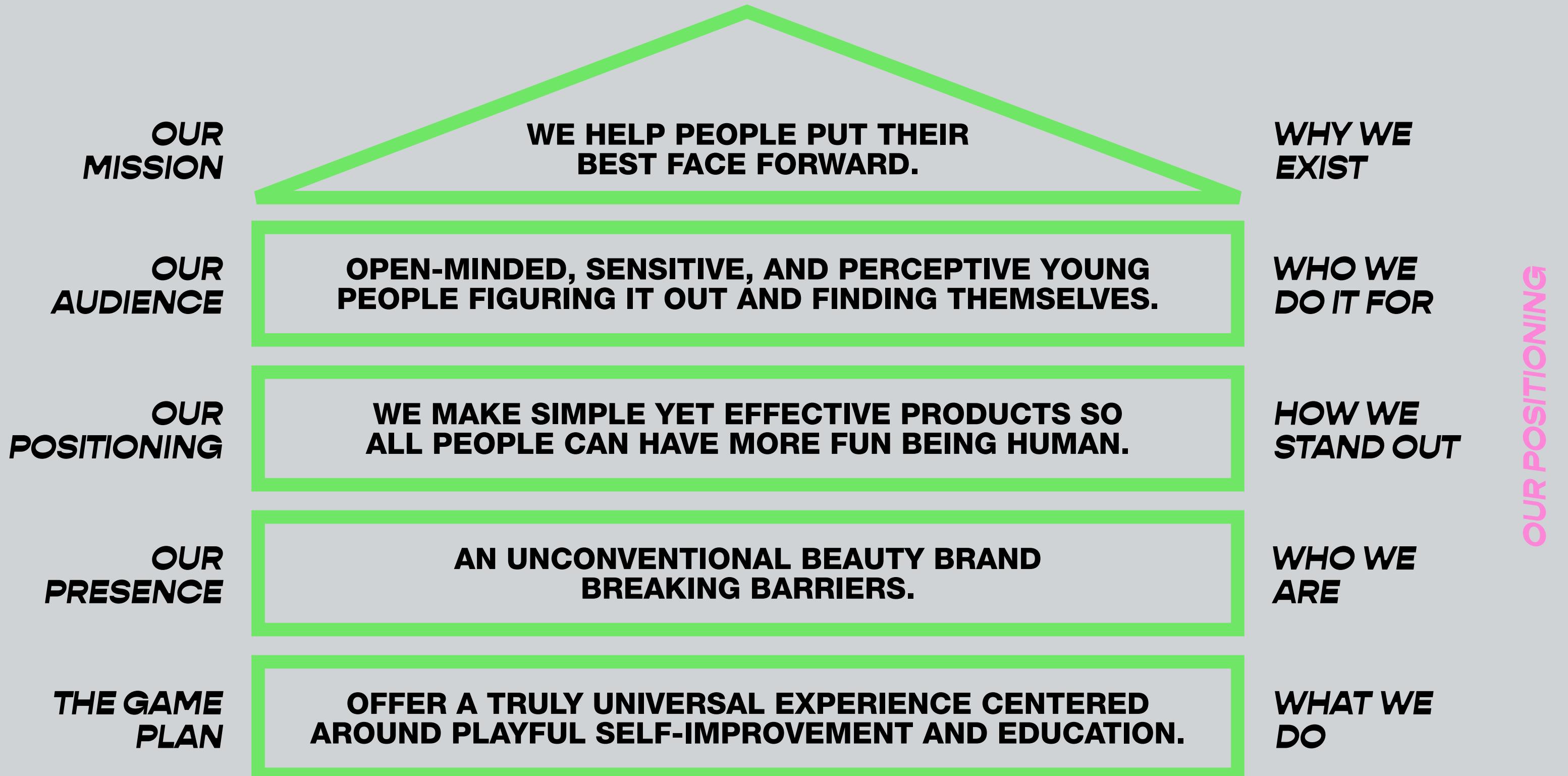


We hone in on what everyone can relate to and create products that are simple, fun, effective, and completely ungendered.

# OUR POSITIONING



# OUR POSITIONING



# OUR POSITIONING

A close-up photograph of a woman with blonde hair, wearing a denim jacket, eating a large, 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 colorful, striped lollipop. The lollipop has vibrant colors like red, blue, green, and yellow. The background is blurred, showing some foliage.

**GOOD WEIRD LOGO  
PUT YOUR BEST FACE FORWARD**