

MyGene

Brand Articulation

Presentation 1.0
5 October 2022

Decade

Spent 2-3 days immersing ourselves in the project
to gain a greater understanding

In this pres

Competitor / best in class review

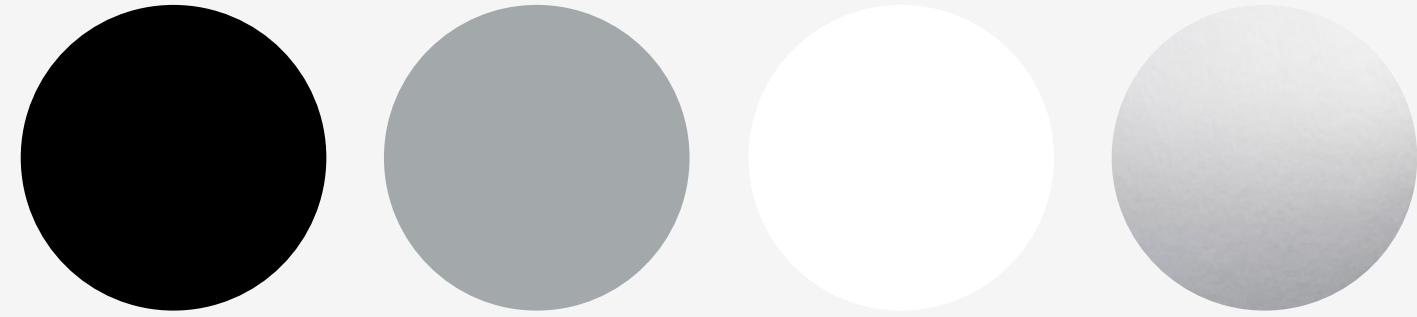
Moodboards

Strategic thoughts

Initial Sketches

1.
Competitor / Best in class review

The Ordinary.



Clinical formulations with integrity.



THE ORDINARY N DECIEM

Enable Accessibility

New Best Sellers Skincare Makeup Hair + Body Gifts

Clinical Formulations with Integrity.

The Ordinary.

We Go Together.

Our two best sellers support skin in two big ways.
Hyaluronic Acid 2% + B5 boosts hydration.
Niacinamide 10% + Zinc 1% brightens.

SHOP

Not sure where to start?
Build my Regimen. →

Mission

To make skincare more accessible

Purpose

To celebrate integrity in its most humble and true form

Tagline

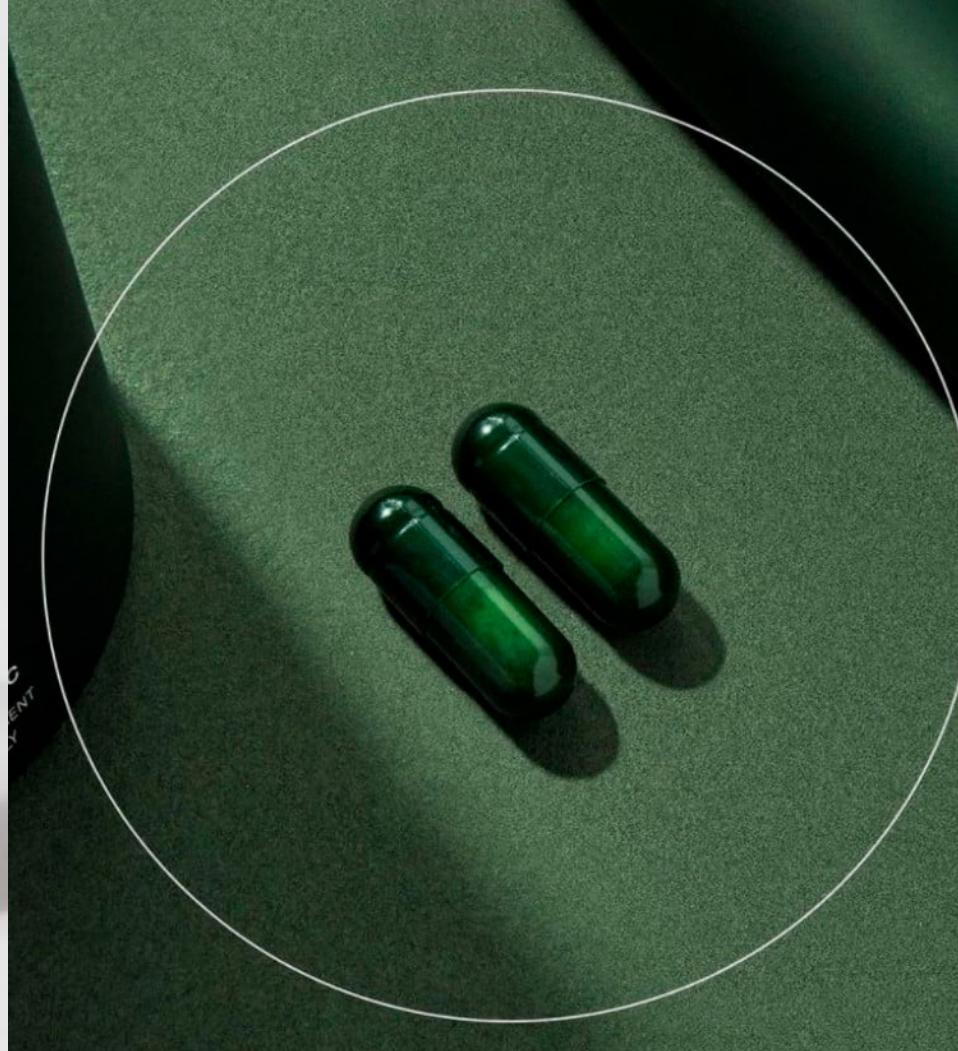
Clinical Formulations with Integrity

Insights

- Brand is about transparency and authenticity.
 - Scientific product names
(top product is 'Niacinamide 10% + Zinc 1%)
- Clinical look and feel references medical packaging
 - Competitive on price / value for money
 - Authentic, what you see is what you get
- Focus is on art directed shots of product not people
 - No traditional beauty shots

Seed[™]

Bacteria to improve human and planetary health.



Shop Science Learn [Login](#) Cart (2)

→

DS-01™ Daily Synbiotic

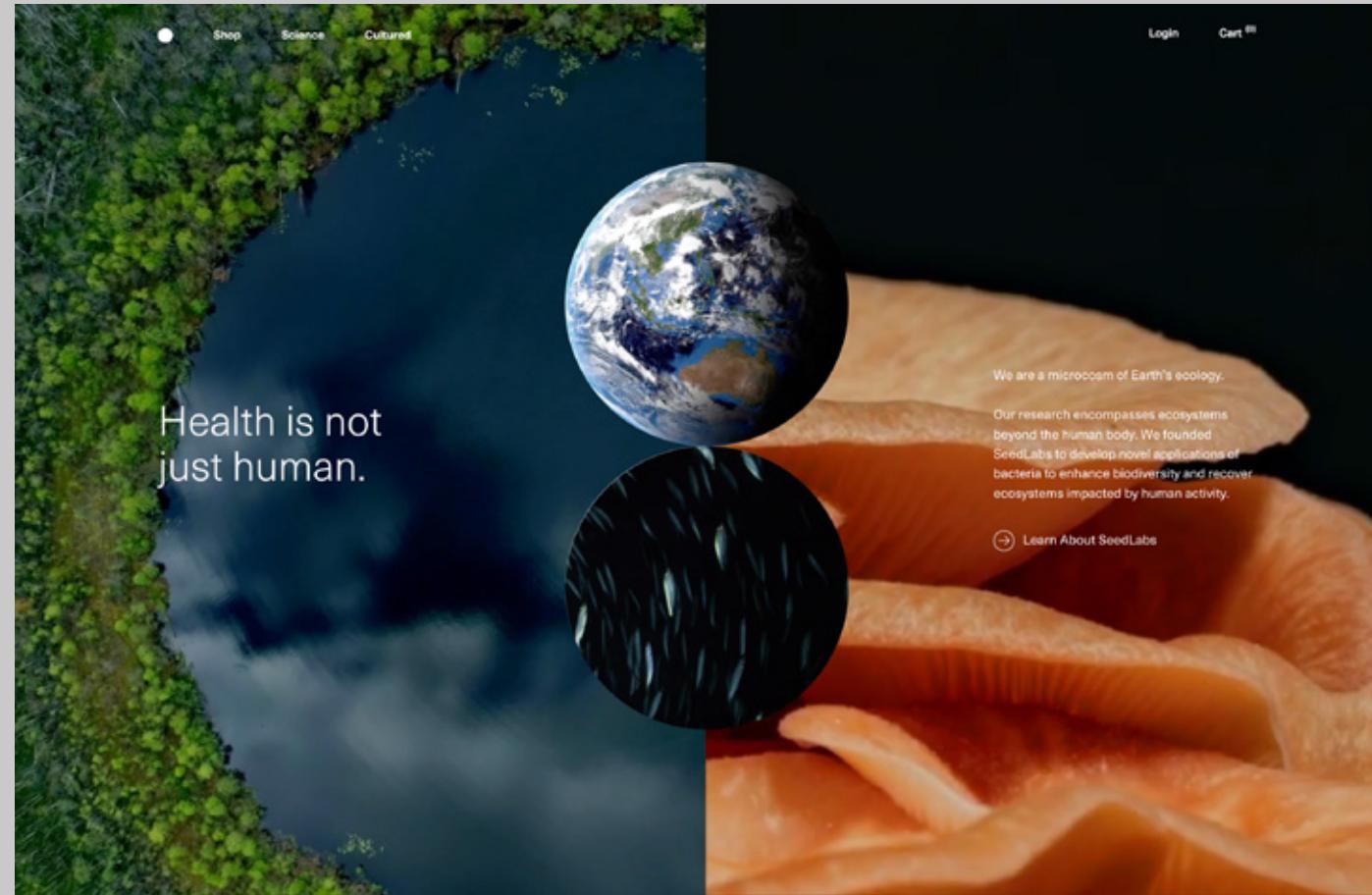
DS-01™ DAILY SYNBIOTIC
PROBIOTIC + PREBIOTIC SUPPLEMENT
60 CAPSULES • 30 DAY SUPPLY

For Gastrointestinal + Whole-body Health

Our proprietary formulation contains 24 clinically and scientifically studied, broad-spectrum strains to support systemic health.

Subscribe Now • \$49.99 / month

Free US shipping. International flat-rate.
Skip or cancel any time. 30 day risk-free guarantee.



sequencing.*

SHIME*, suggesting that PDS-08™ supports the production of SCFAs in the lower gut.

Benefits Citations

Strain-specific Benefits

In addition to conducting a trial on the PDS-08™ formulation as a whole, all strains included have been independently studied in clinical trials for efficacy and tolerability in a pediatric population.

Gastrointestinal Immunity/Health

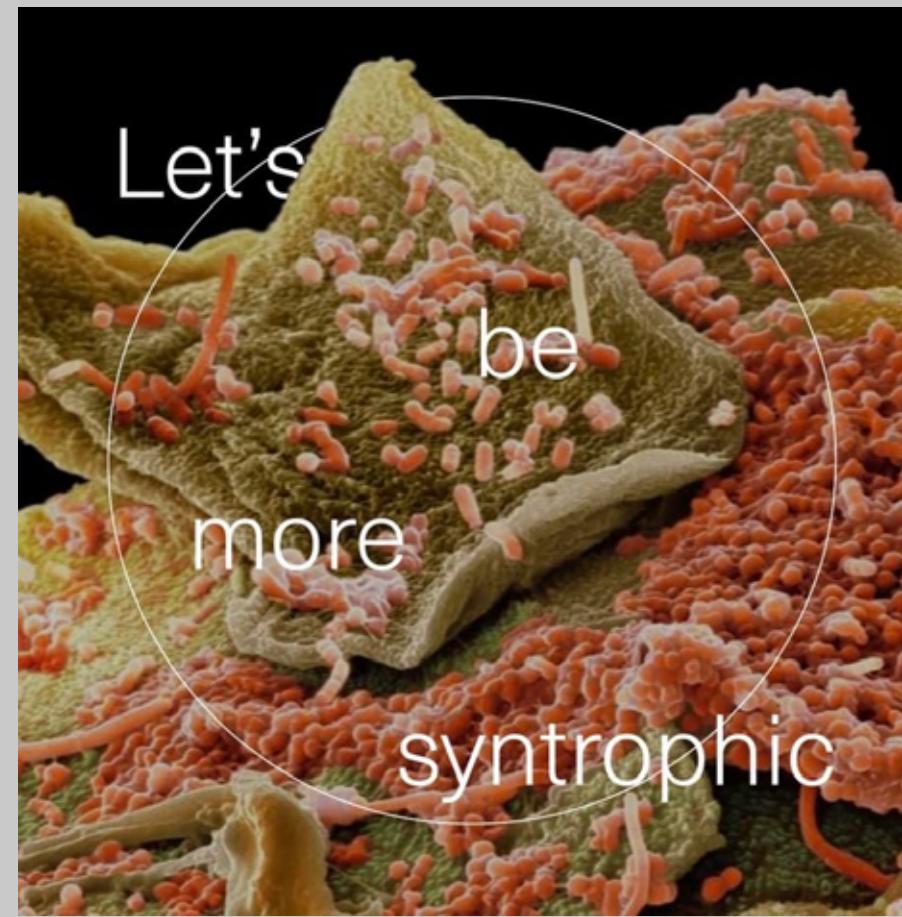
- Formulated to support overall gastrointestinal function and healthy digestive responses.
- Supports gut health and comfort*
- Supports healthy regularity*
- Supports healthy stool consistency*
- Supports growth of healthy fecal

Dermatological Health

- Formulated to support and maintain skin health and reinforce the gut-skin axis.
- Supports healthy, smooth skin*
- Supports clear skin*
- Reinforces the gut-skin axis*

Respiratory Health

- Formulated to support healthy respiratory tract function and response to seasonal allergens in children.
- Supports healthy respiratory tract function and airway response*
- Supports a healthy response to seasonal allergens*





Our Scientists

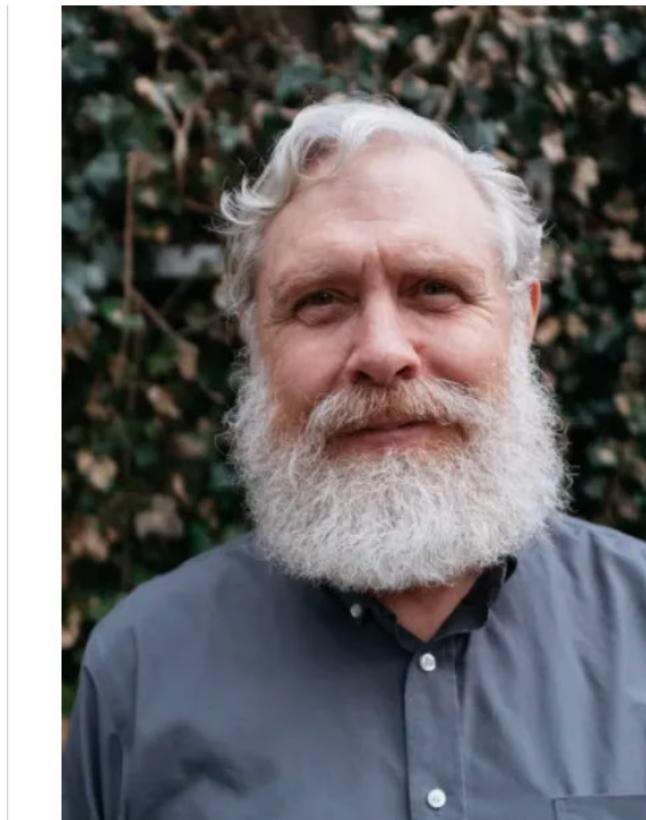
Our Scientific Board consists of scientists, researchers, doctors, and authors across the fields of microbiology, immunology, genetics, metabolomics, gastroenterology, pediatrics, molecular biology, and transcriptomics—including primary investigators from the NIH's Human Microbiome Project. They lead labs, teach at world-renowned academic institutions, and have among them 2800+ publications and over 140,000 citations in peer-reviewed scientific journals and textbooks.



Gregor Reid, PhD, MBA
Scientific Board Member



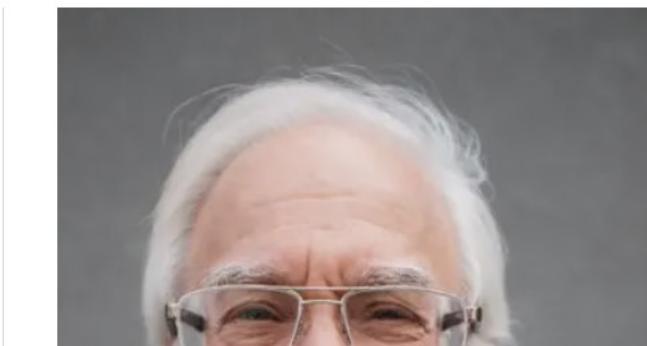
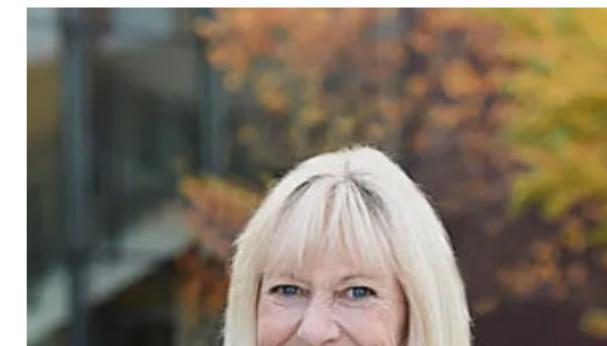
Jacques Ravel, PhD
Co-Chair, Scientific Advisory Board



George Church, PhD
Co-Director of SeedLabs



Belinda Tan, MD, PhD
Scientific Advisor



Vision

To set a new standard of health by pioneering the application of microbiome science to improve both human and ecological health.

Mission

To bring much-needed precision, efficacy, education, and perspective-shifting science communication to the global category of probiotics.

Purpose

Better living through science.

Insights

Name with meaning

(Seeding is the process by which a baby is first colonized by beneficial bacteria)

- Aesop x Science Textbook

- Only two products (kids/teens + adults)

- Scientific product names

(PDS-08™ Pediatric Daily Synbiotic / DS-01™ Daily Synbiotic)

- Repeated use of the word Science Science Science

- Landing page: Probiotics are science

- Section on scientist

- ‘anti’ traditional marketing

- Seed University for influencers

- Focus on product

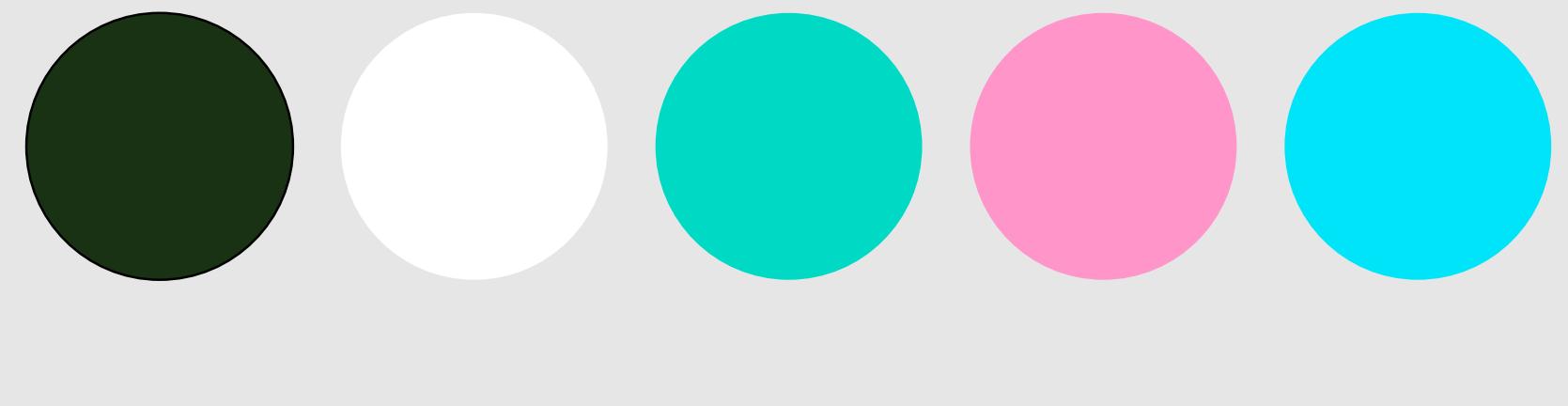
- Authentic, mission extends to everything they do

- Algae inks, Compostable mycelium tray, refills, home-compostable pouches

“The refill pouch produced by eco-friendly packaging solution company Elevate is made of bio-based raw materials—it’s also in the process of at-home compostability certification.

The corn foam that protects the pouch throughout the shipping process made by Green Cell Foam is biodegradable, backyard compostable, edible and dissolves in water.”

Good Science Beauty

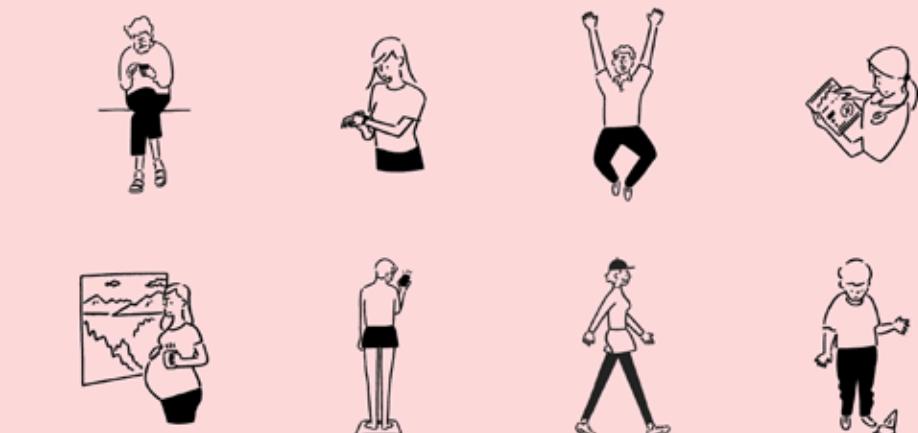


Skincare with Good Silicon+®
The beauty of science is it works.

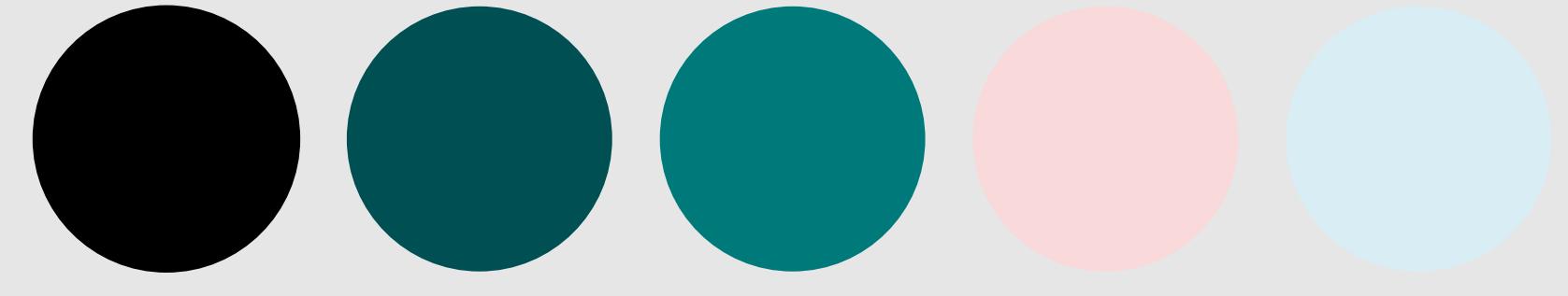
The screenshot shows the Good Science Beauty website homepage. At the top, there is a navigation bar with links for Shop, About, Good Silicon+, Press, and Learn. To the right of the navigation is a logo for 'Good Science Beauty' and icons for search, user profile, and cart. Below the navigation, a large banner features the text 'Premium Skincare Powered by Good Silicon+®'. Underneath this, smaller text reads 'Patented technology based on a natural ingredient. Developed by scientists to make skincare more effective.' At the bottom of the banner are two buttons: 'LEARN MORE' and 'SHOP NOW'. To the right of the banner, several products are displayed on a textured surface, including a teal box labeled '001-Pu', a brown jar with a black lid, a small teal box labeled '004-Br CREAM', and a dark brown bottle with a black cap.

Insights

- Founded by a doctor
- Dr. Suzanne Saffie-Siebert, Ph.D.
Chief Good Scientist, GSB Laboratories
- Unashamedly references medicinal packaging
 - ‘Good silicon+’ is their patented technology
“a special delivery technology based on elemental silicon”
- Feels a bit more pseudo science like haircare with amino acids
- Like a traditional beauty brand trying to go down the scientific route



Make every day count.



Huma leads digital-first patient care with
'hospital at home'

PLATFORM ▾ PARTNERS COMPANY ▾ CONTACT US >

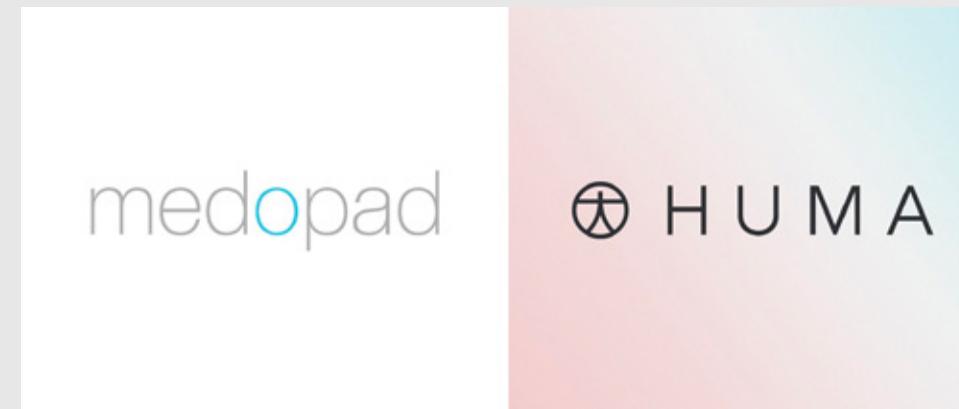
Longer, fuller lives with digital-first care and research

Huma's remote patient monitoring platform advances connected care for patients and accelerates research and therapies

Hospital at Home (RPM)

Decentralized Clinical Trials (DCT)

Companion Apps (SaMD)



Insights

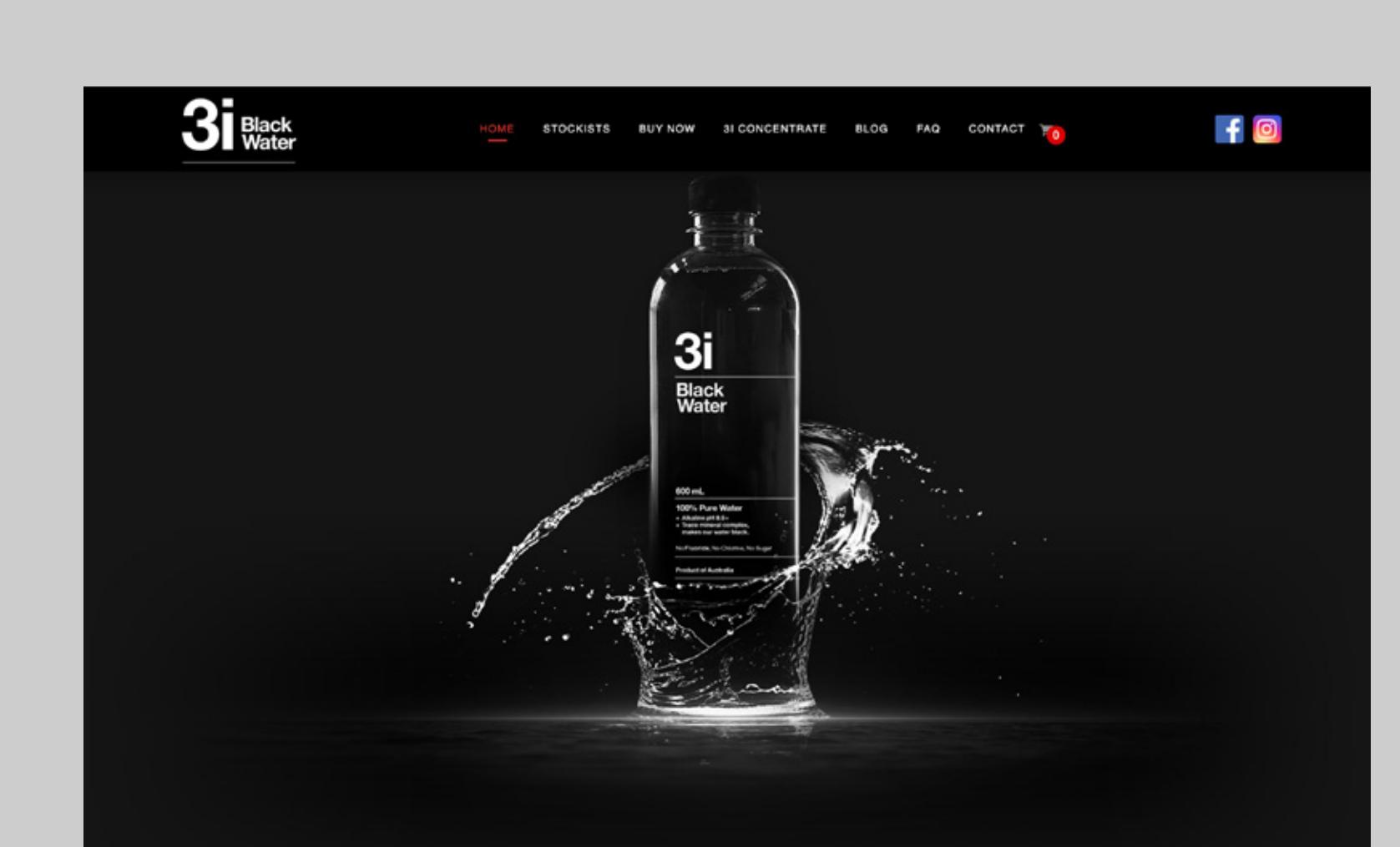
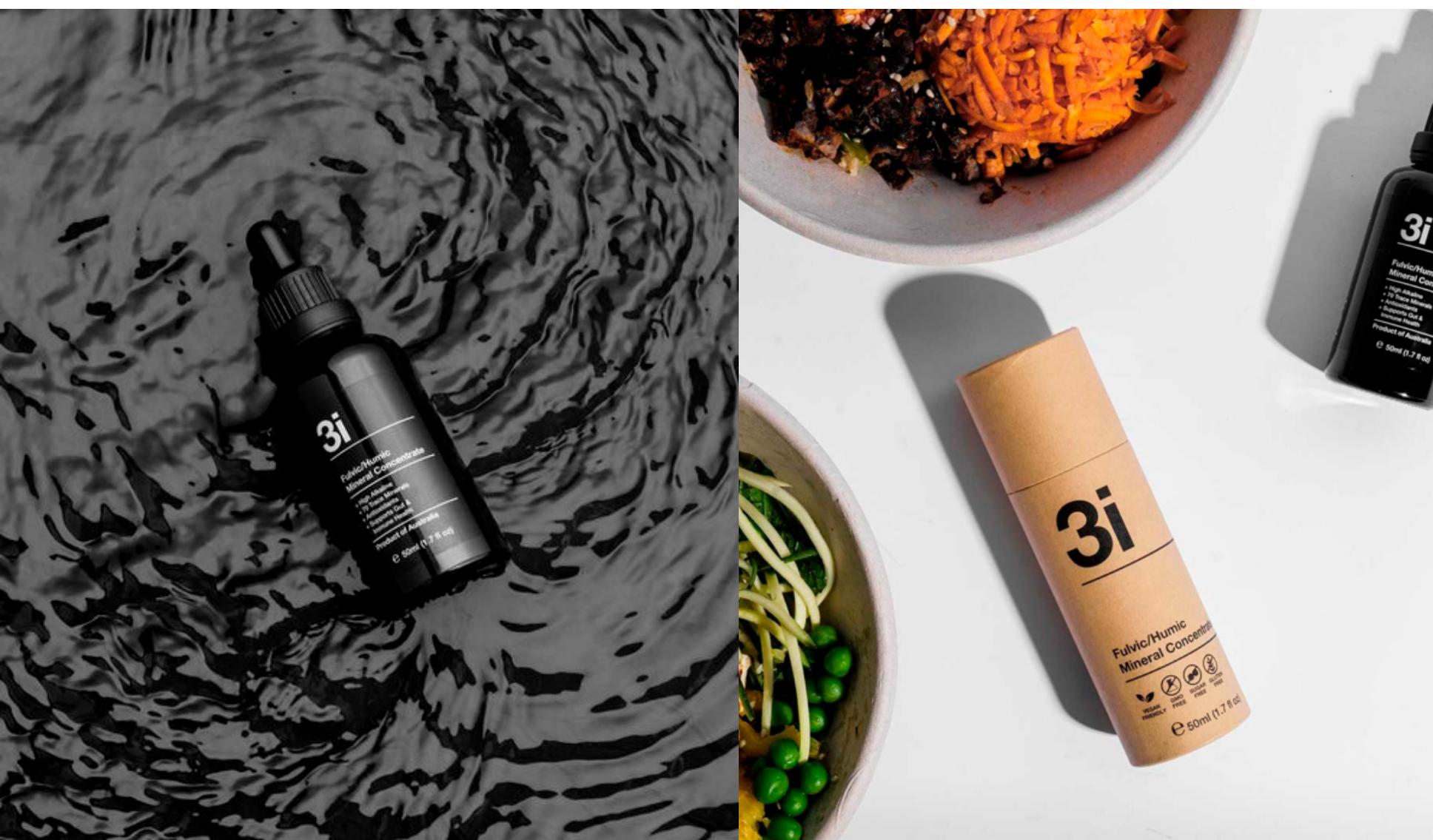
- Rebranded from medopad
- Logo relates to DaVinci
 - Huma

(Founder is Iranian. Huma bird is lucky mythological creature, a symbol of Persian history. Huma / Human / Humanity

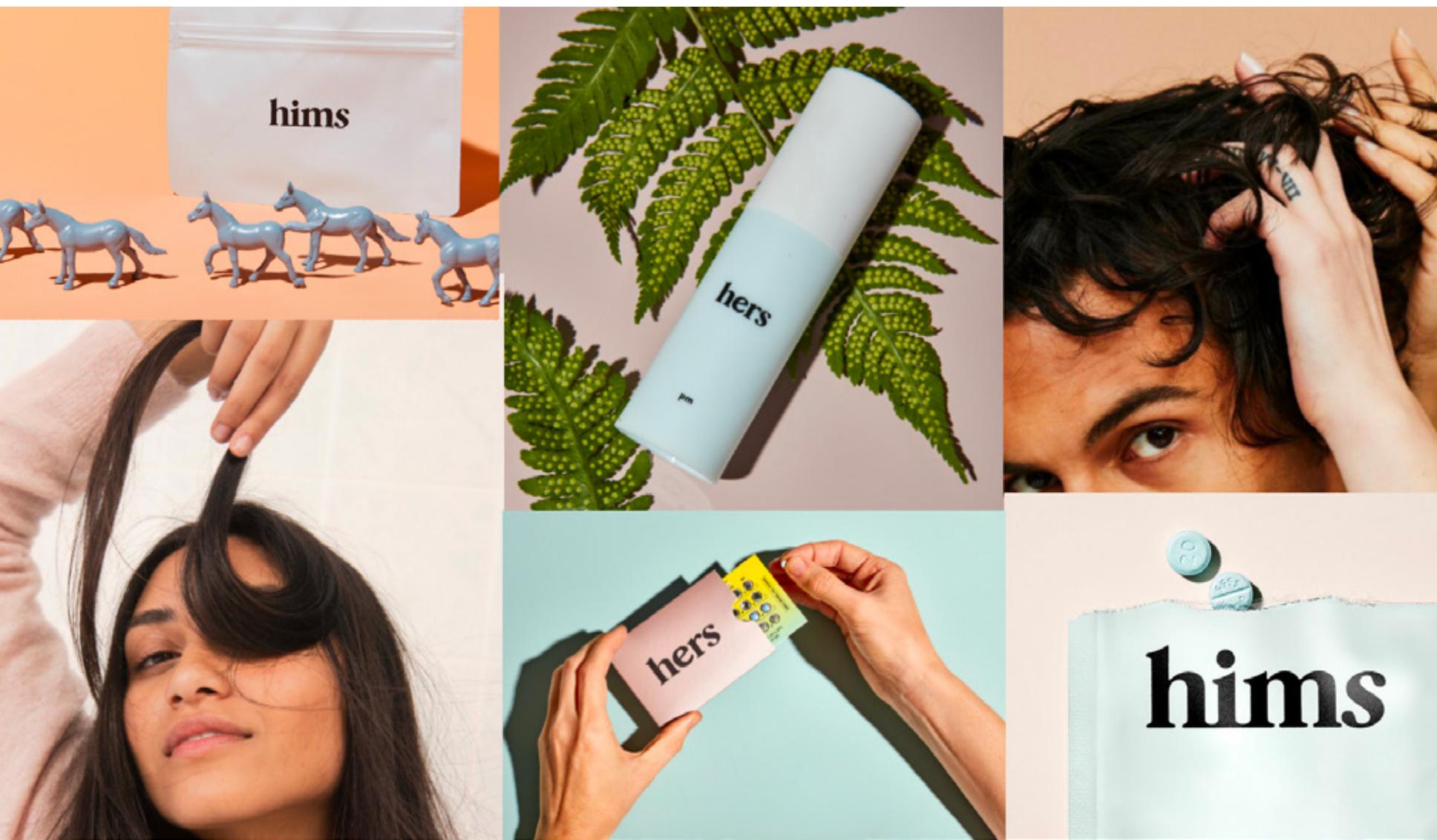
- Feels more tech (colour palette)



3i BLACK WATER is dedicated to providing the community with quality products that promote good health and wellbeing



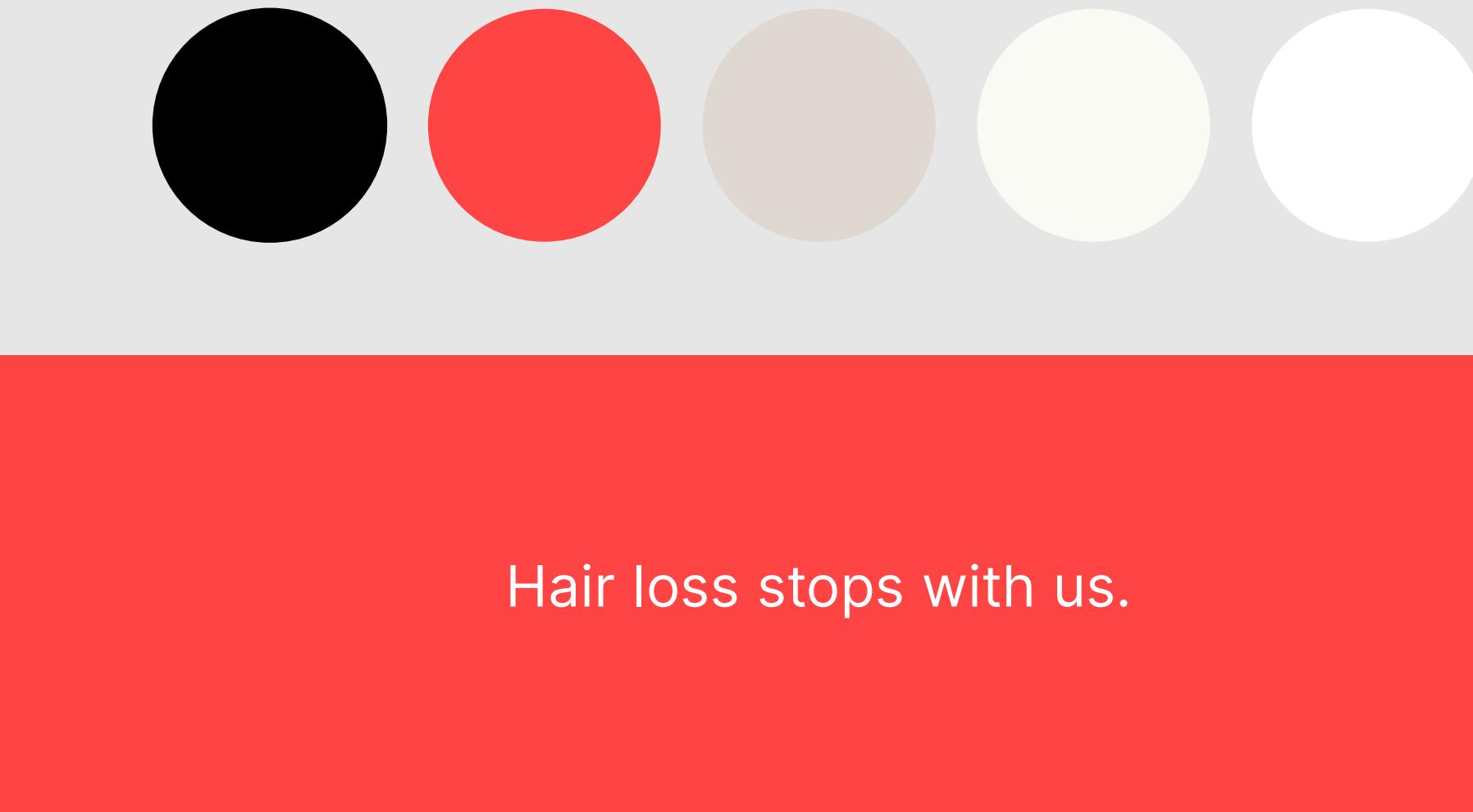
hims & hers



Changing the conversation surrounding sex,
hair loss, mental health, and more.

The screenshot shows the Hims website with a green header bar. Below it, a main section features the text "Personalized, doctor-backed treatment plans" and "Finding what works can be hard. Our online process and medical experts make it simple." It includes a "Find my treatment" button and five service categories with corresponding icons: "Erectile Dysfunction" (hims bag), "Hair Loss" (bottle), "Anxiety & Depression" (pill bottle), "Early Climax" (hims bag), and "Skincare" (hims bag). At the bottom, there are footer links: "half a million subscribers", "Free shipping for all prescriptions", "Discreet packaging and direct delivery", "6 million online visits and counting", and a "View All" link.

Keeps



Keeps

HAIR LOSS
STOPS WITH US

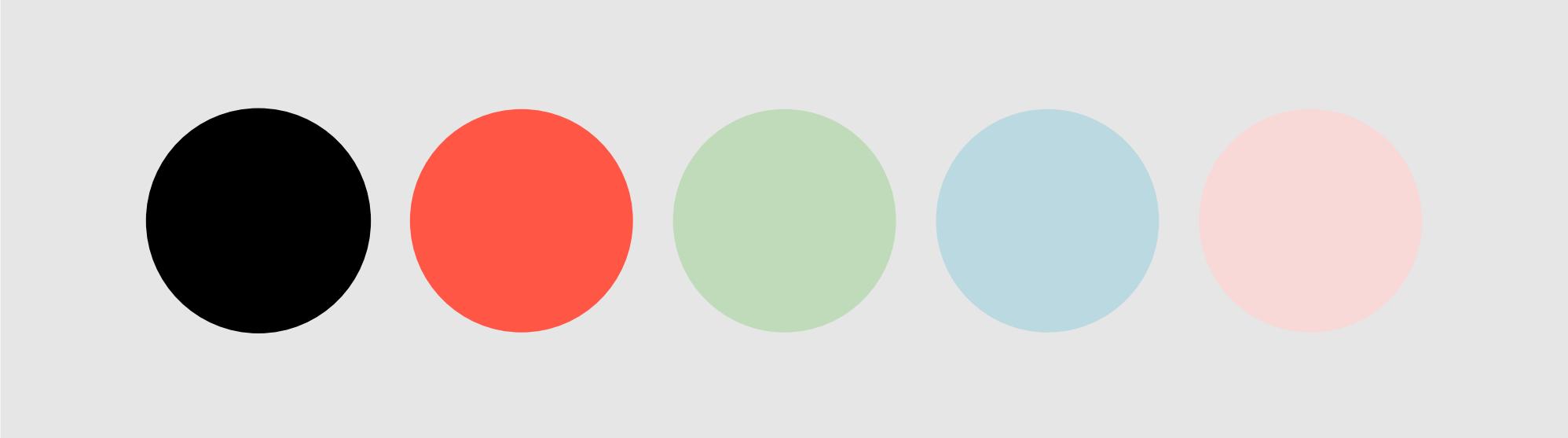
Get started now! It's free to get started and you can cancel at any time.

GET STARTED

Insights

- Very medical packaging paired with lifestyle imagery
 - Name relates to product (hair loss / keeps)
 - Witty copywriting 'stay ahead with hairloss'
 - Very feel good / positive

NURX.



Expert care from your own home.

The screenshot shows the NURX website homepage. At the top, there is a navigation bar with a black bar containing the NURX logo and a 'GET STARTED' button. Below the navigation bar, there is a large image of a Black man wearing a pink beanie and glasses, with his arms crossed. To his right, the text 'EXPERT CARE FROM YOUR OWN HOME' is displayed in a large, hand-drawn style font. Below this, there is a 'LET'S GET STARTED' button. At the bottom of the page, there is a section titled 'Browse Personalized Treatment Plans' with a 'All' button and several category tabs: 'Birth Control + Sexual Health', 'Skincare', 'General Health', 'At Home Tests', and 'Mental Health'. The background of the page has a gradient from light blue to light pink.

Insights

- Unpronounceable name
- Provides prescriptions from your home. Consultant approves.

 - Humanising science
 - Comms centred around choice and freedom
 - Looks like a youth fashion brand

- Potentially trivialises serious treatments (HIV / Birth control)

Where does MyGene sit?

The
Ordinary.

Good
Science
Beauty

Keeps

Seed[™]

⊕ HUMA

NURX.

hers
hims

3i Black
Water

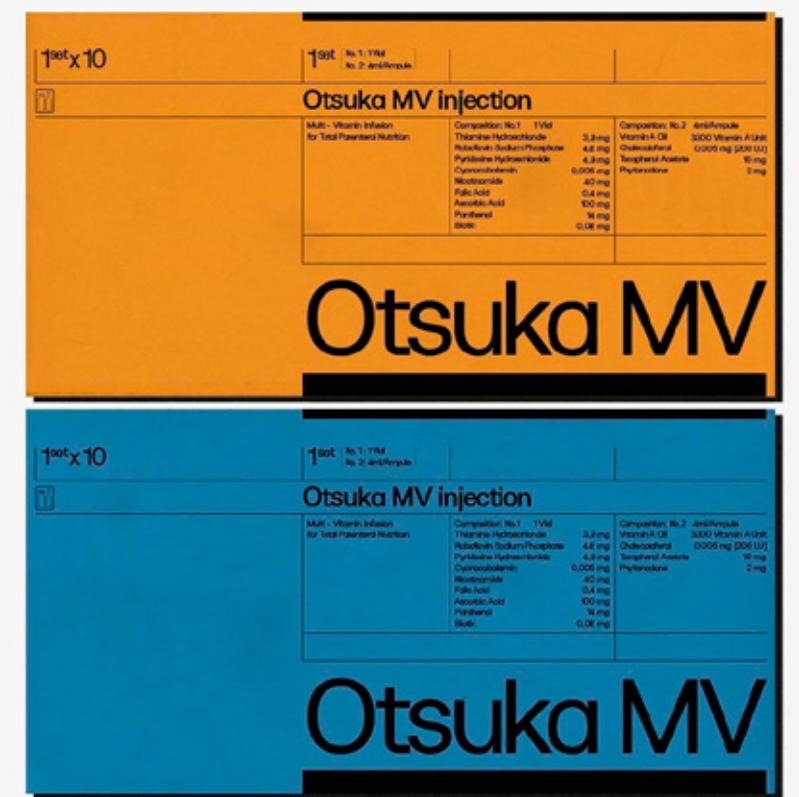
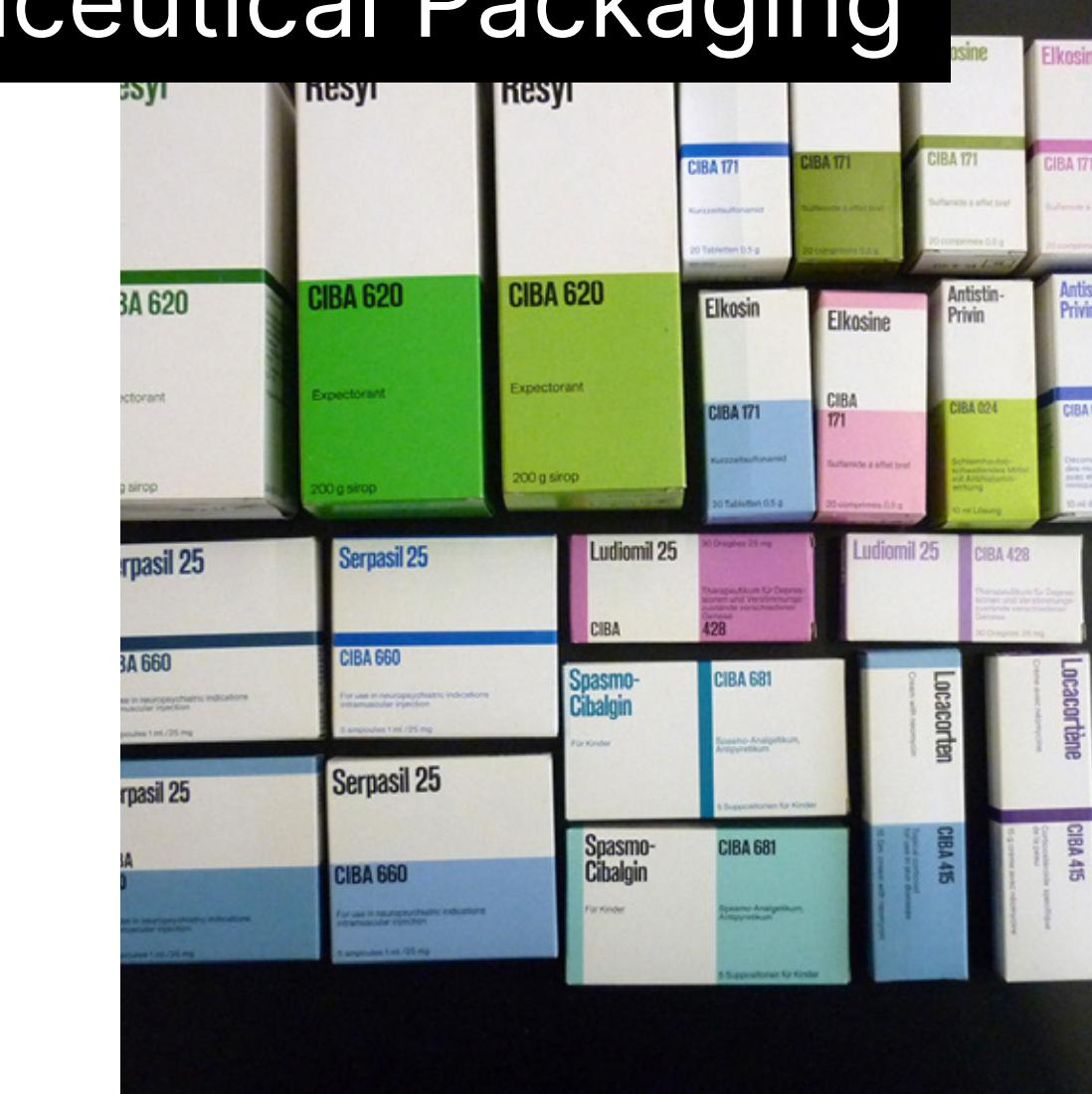
Clinical

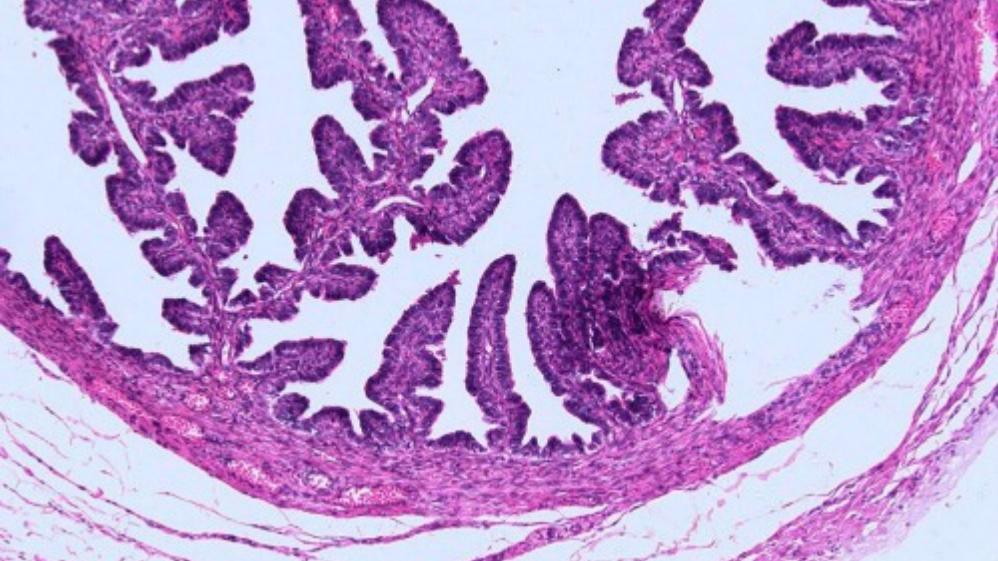
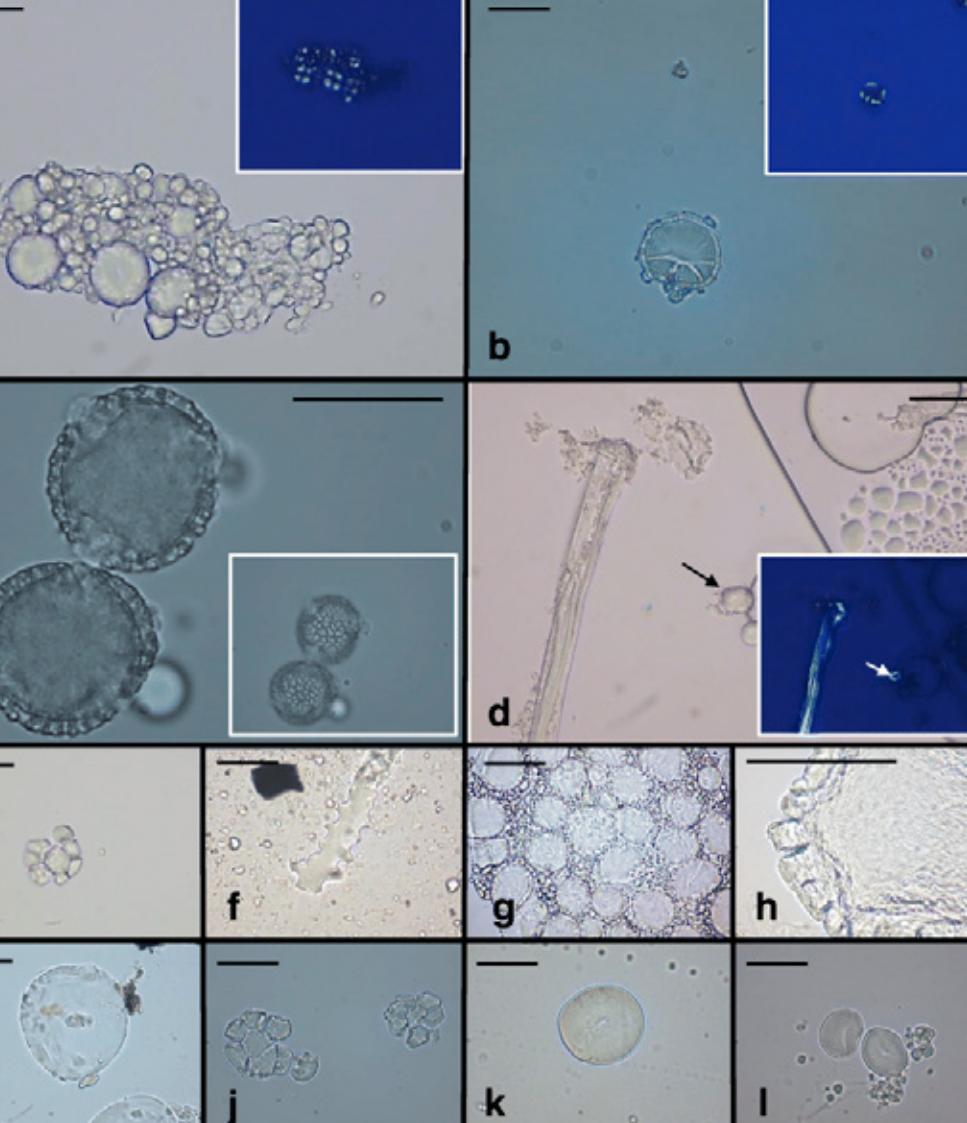
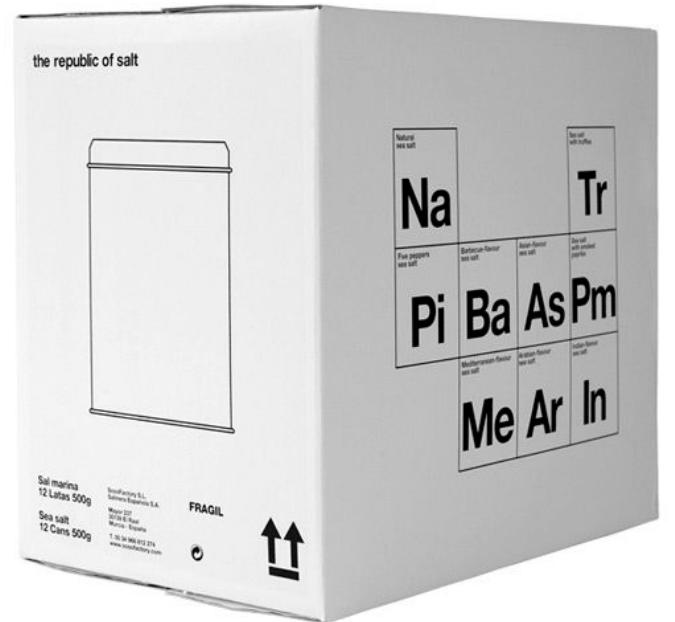
Lifestyle

2. Moodboards / Reference



1960s Pharmaceutical Packaging





cientific

Health is not
just human.



We are a microcosm of Earth's ecology.

Our research encompasses ecosystems beyond the human body. We founded SeedLabs to develop novel applications of bacteria to enhance biodiversity and recover ecosystems impacted by human activity.

→ Learn About SeedLabs

MyGene > MyGene Wheel > MyGene Wheel – Genetics

LIVE A LONGER, HEALTHIER LIFE

shape your Future

Imagine if you could shape you and your family's future...

MyGeneWheel allows you to optimise your health, become happier, more productive and more active. From 60 million peer reviewed scientific papers we'll tailor personalised, evidenced based lifestyle and dietary changes just for you!

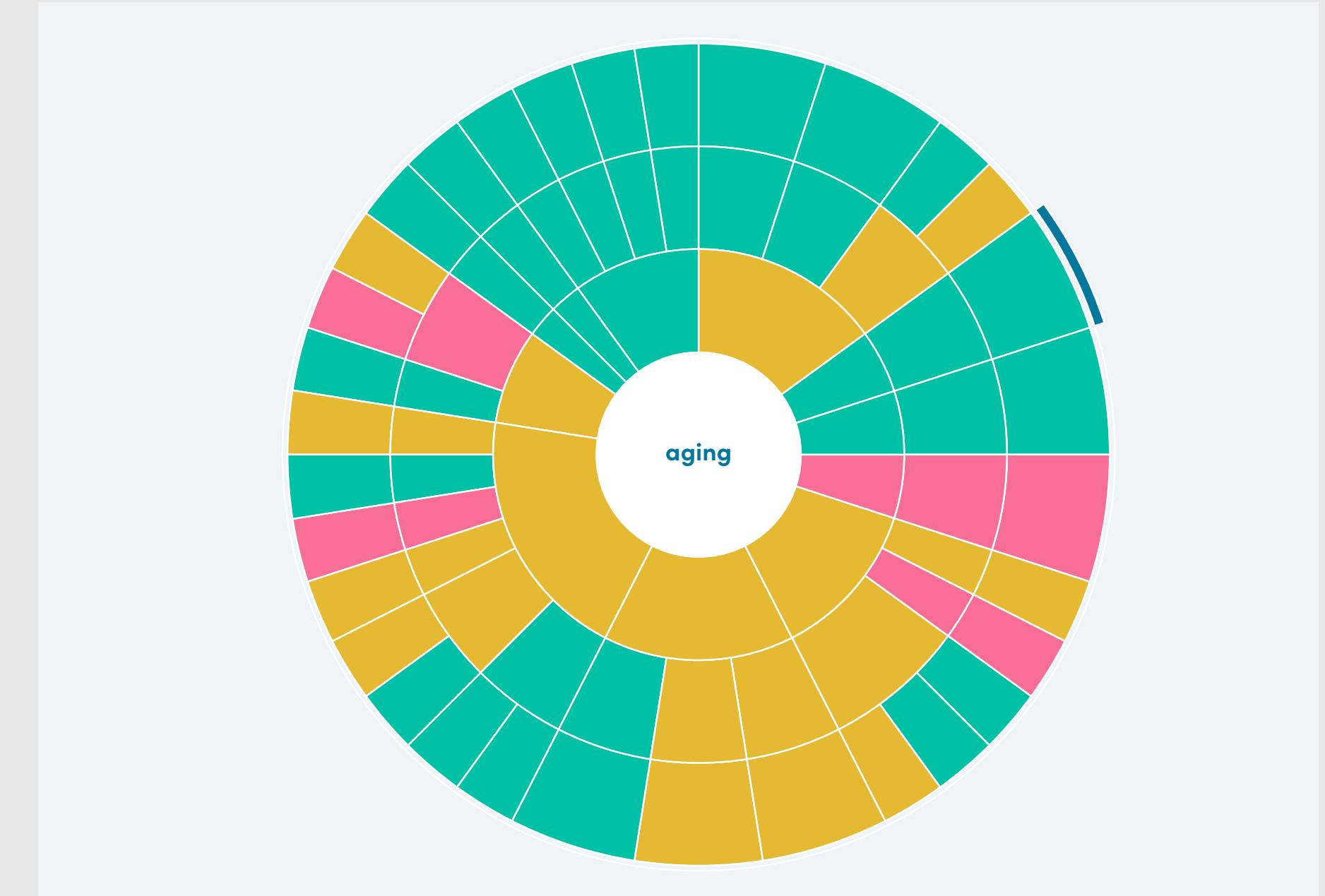
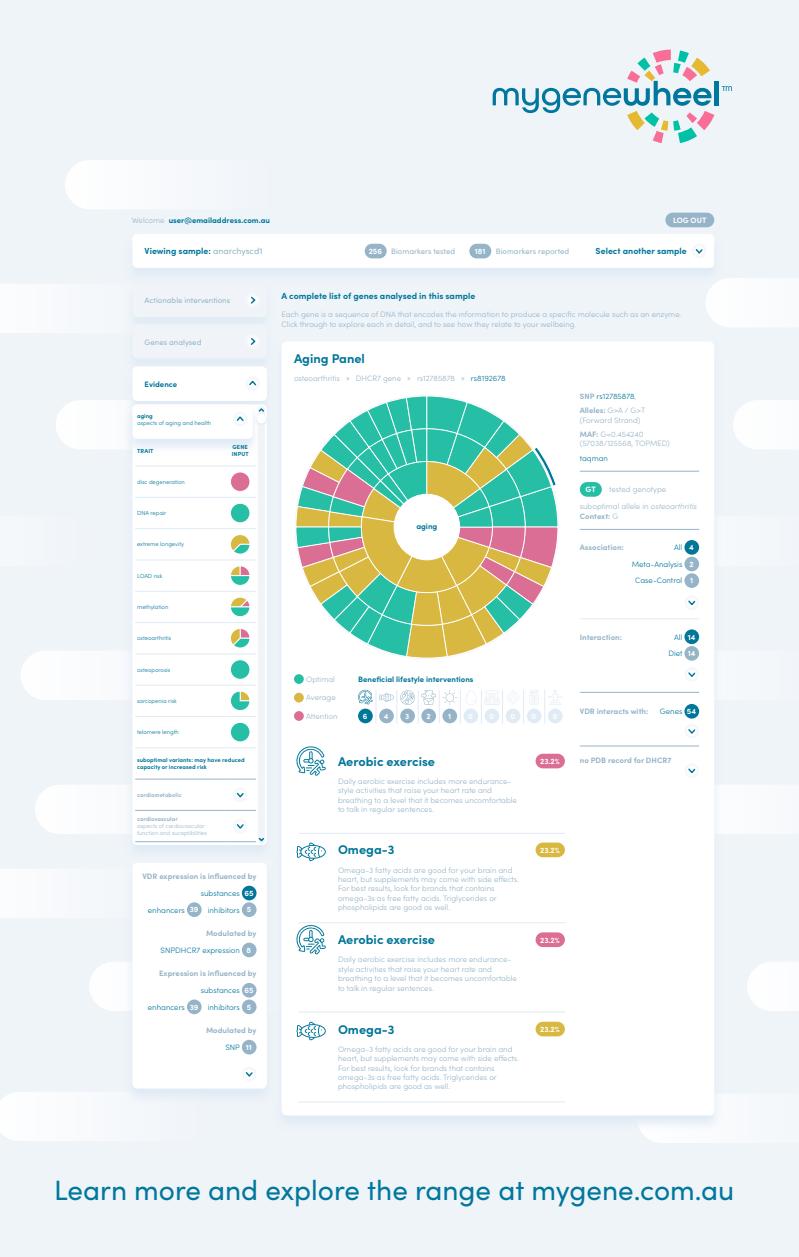
We provide you with the tools to optimise your ageing, food sensitivities, sports, skin health, weight management or simply become happier and less anxious. These evidence-based lifestyle and dietary changes are easy and manageable for everyone, even kids. Best of all, you'll notice a difference within days.

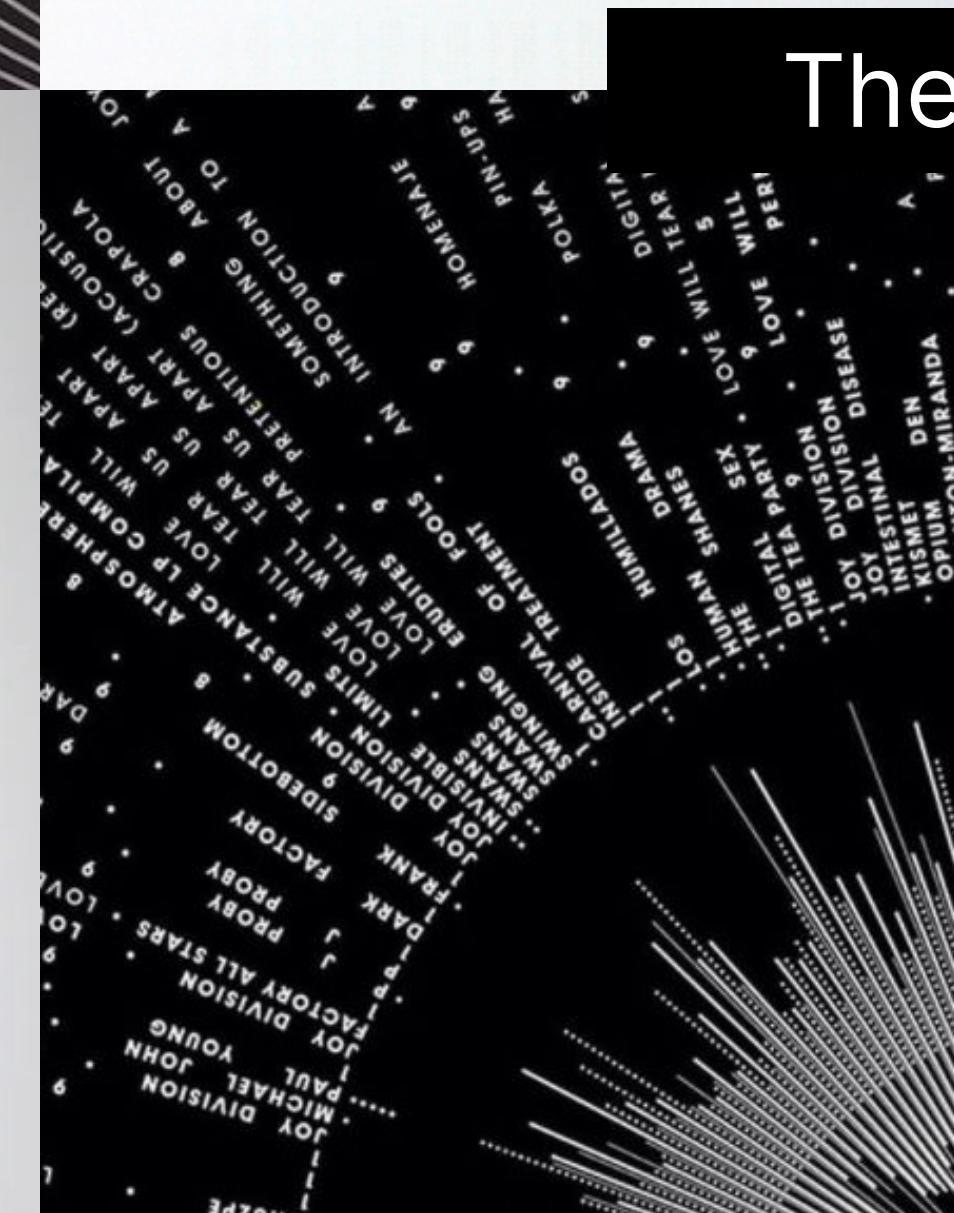
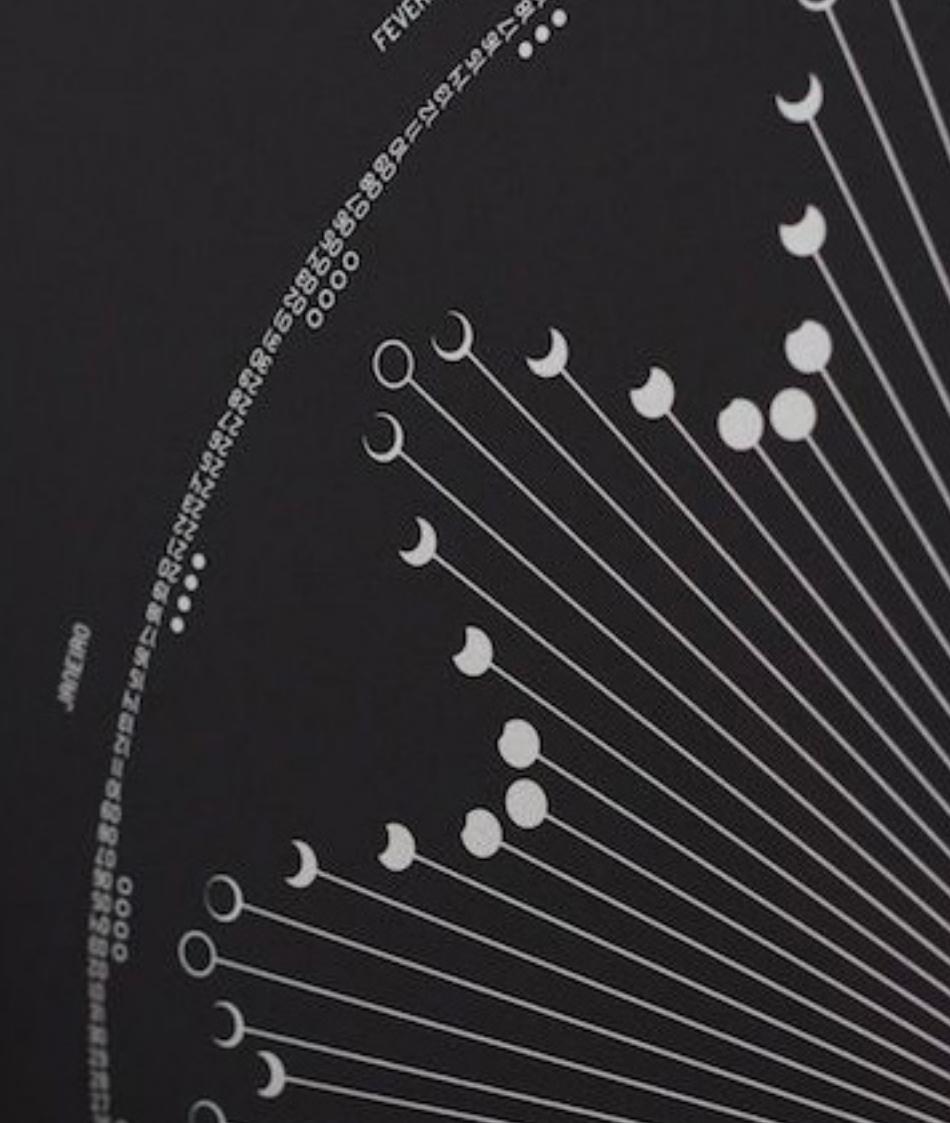
Join us on a journey for a happier, healthier you, and shape your future.

We believe anyone can shape their future, and we can help guide you there.

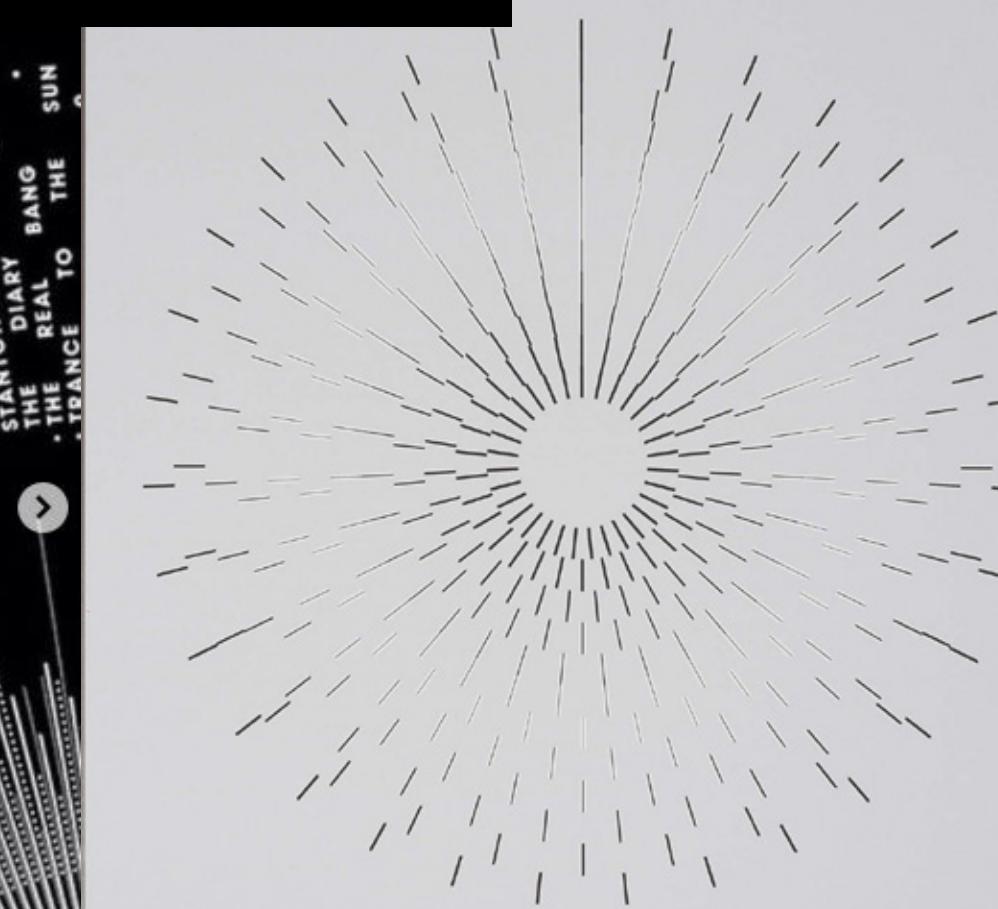
shapeyourfuture

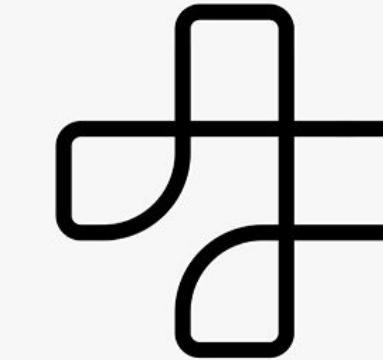
Learn more and explore the range at mygene.com.au



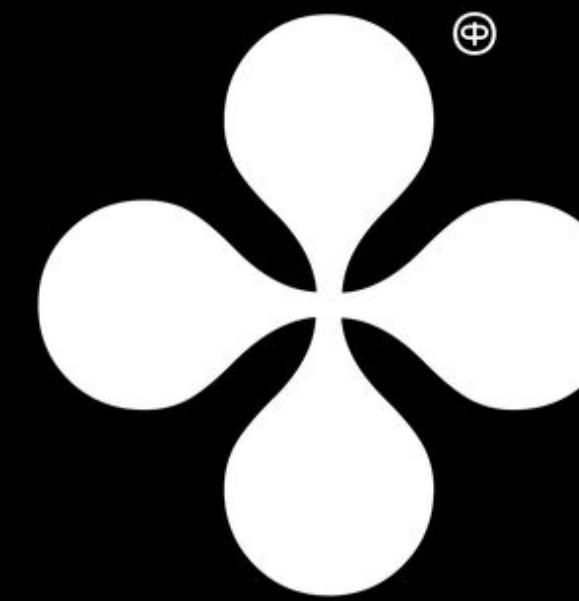


The Whee





Modern Medical Cross



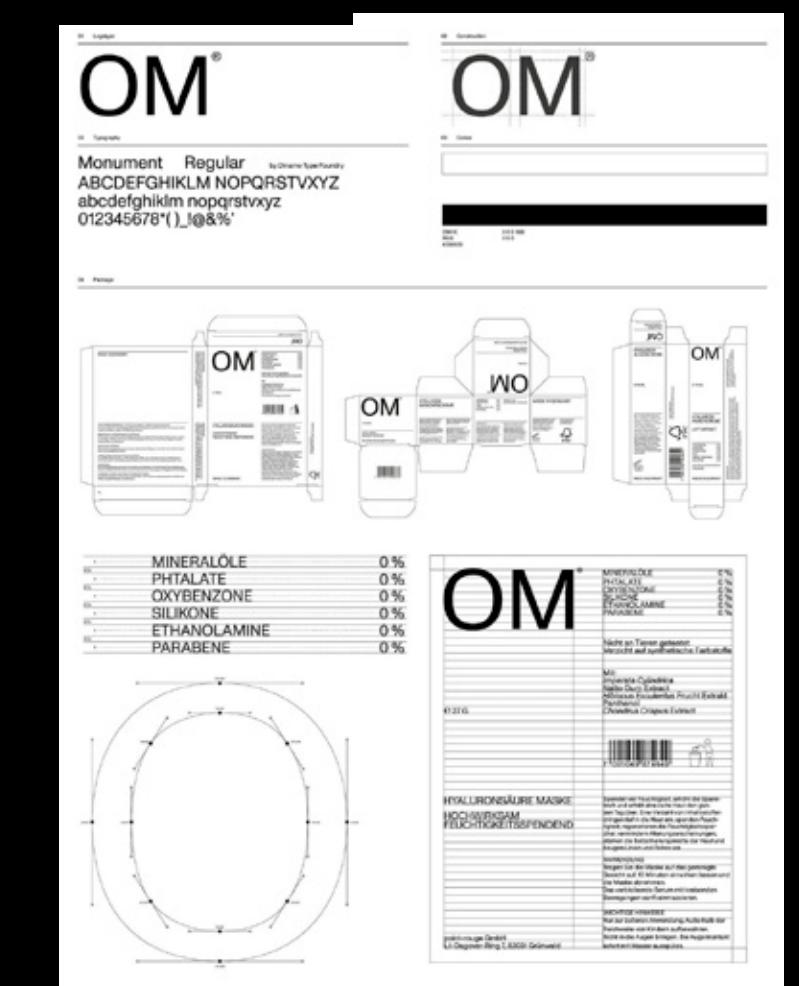
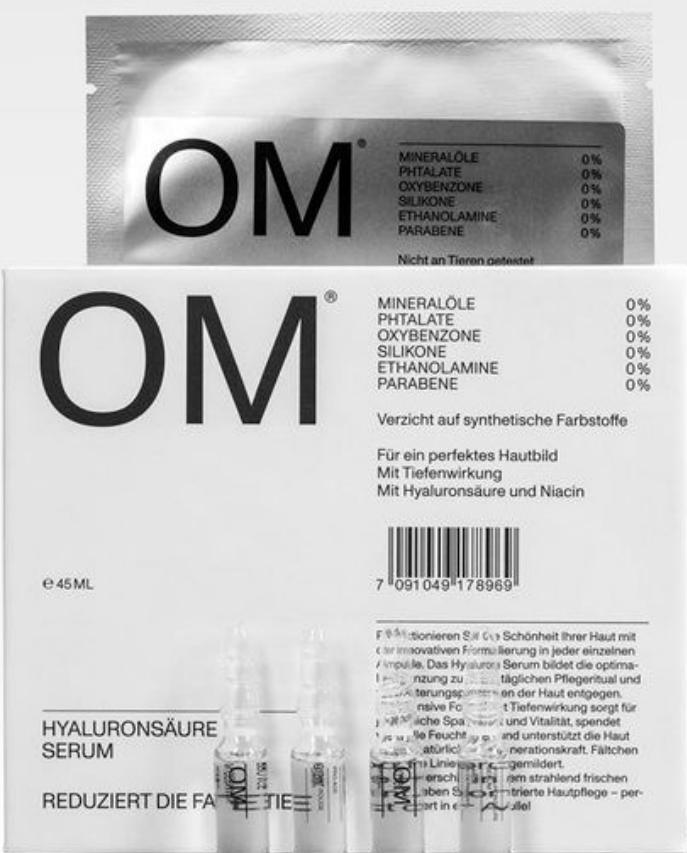


Numbering





Future Medicine



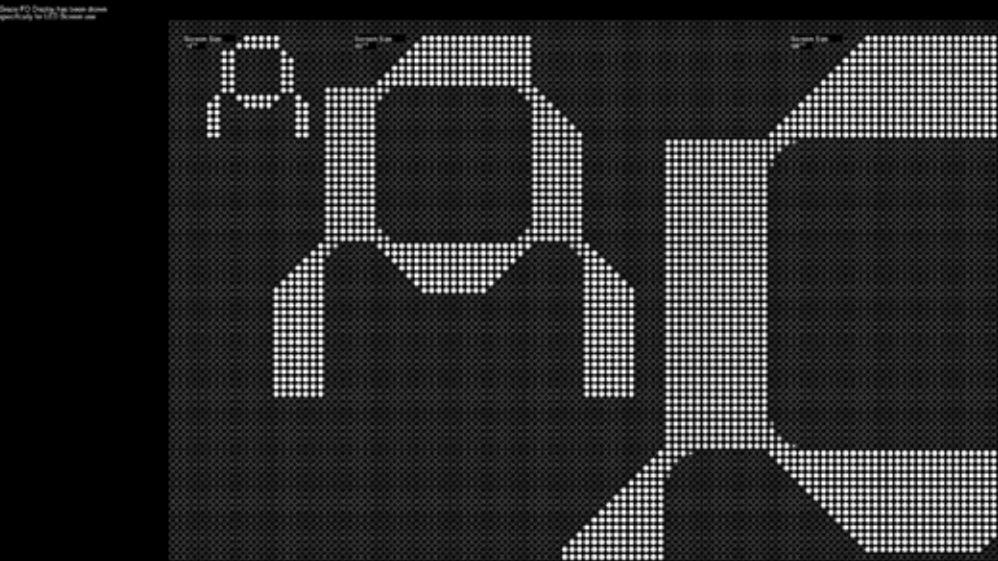
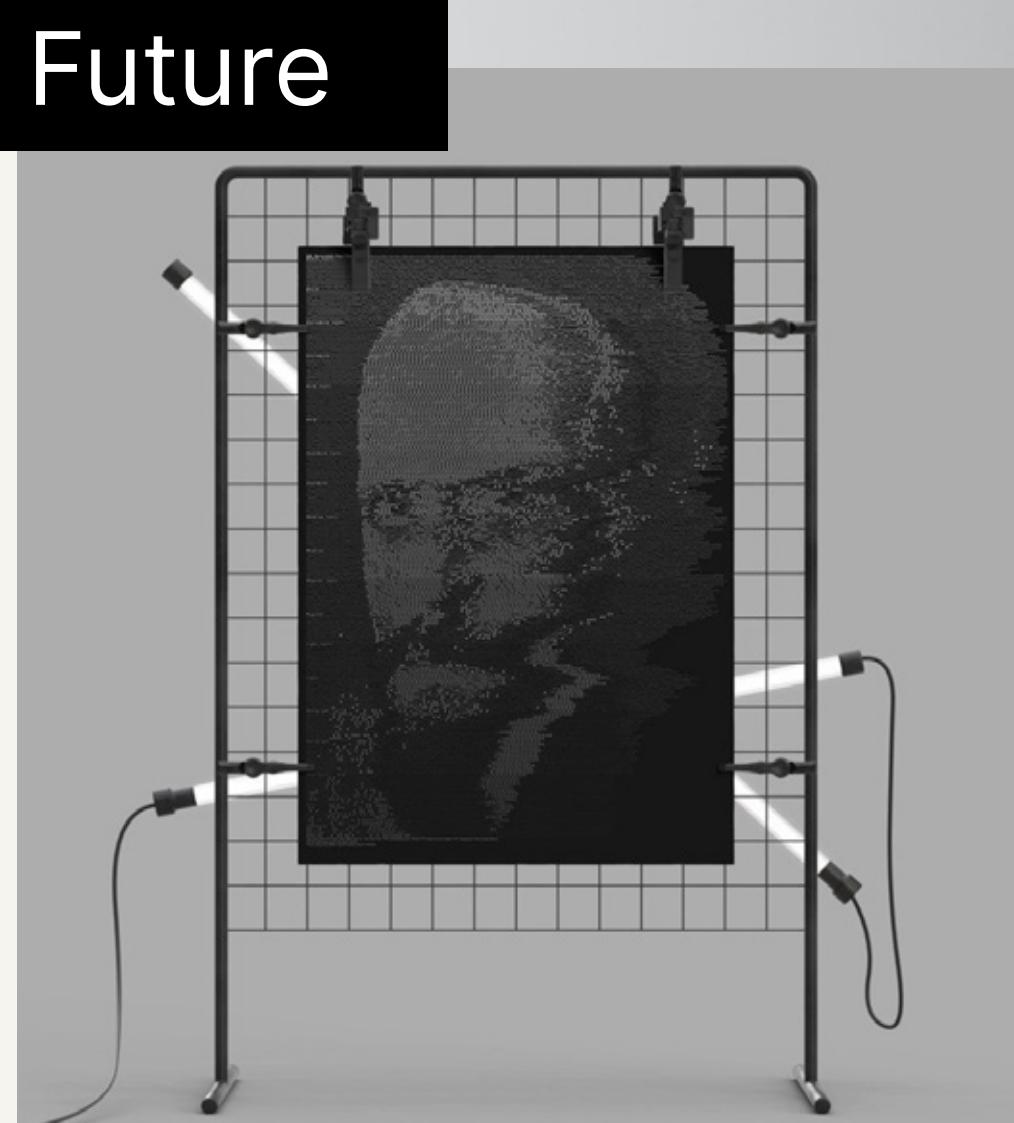
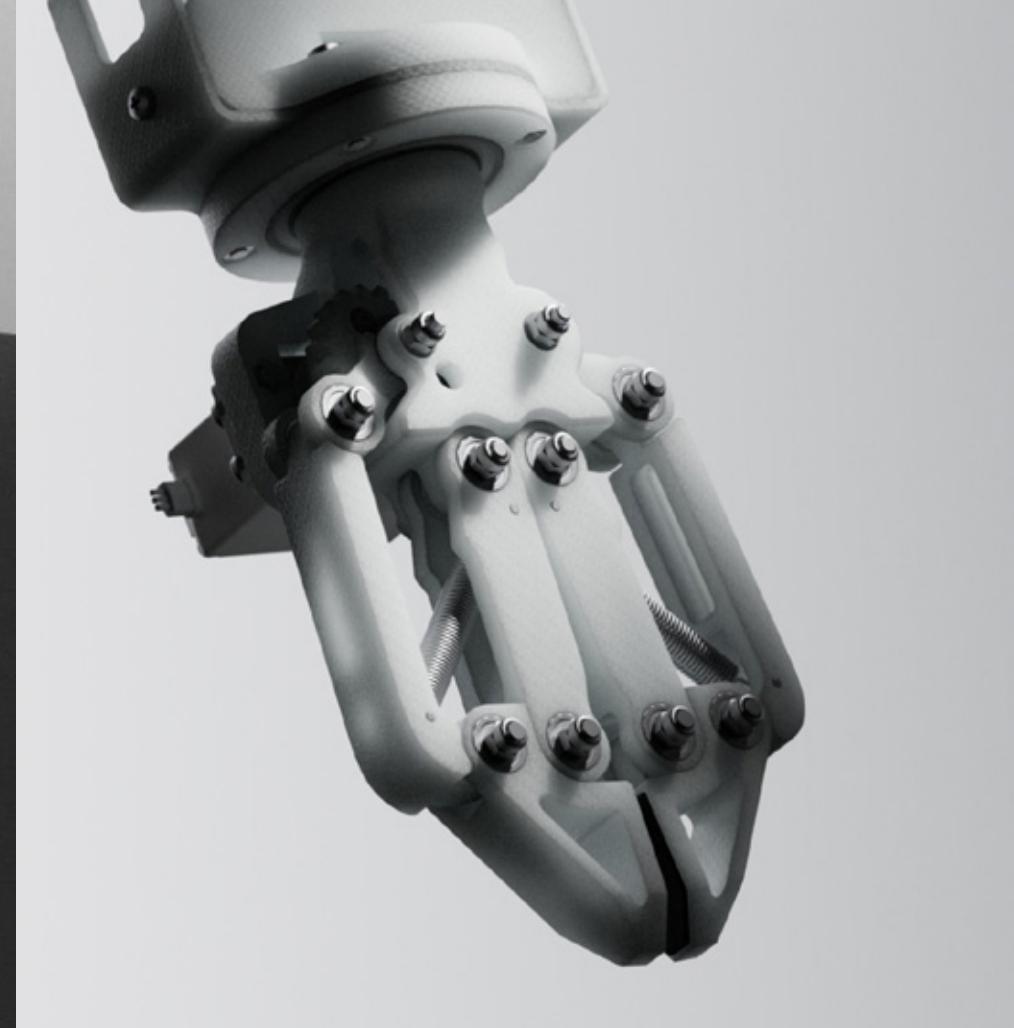


Neutra VDL
Residence
A. 2300 Silver Lake Blvd
Los Angeles, CA 90029
H. Saltonstall
From-Spin

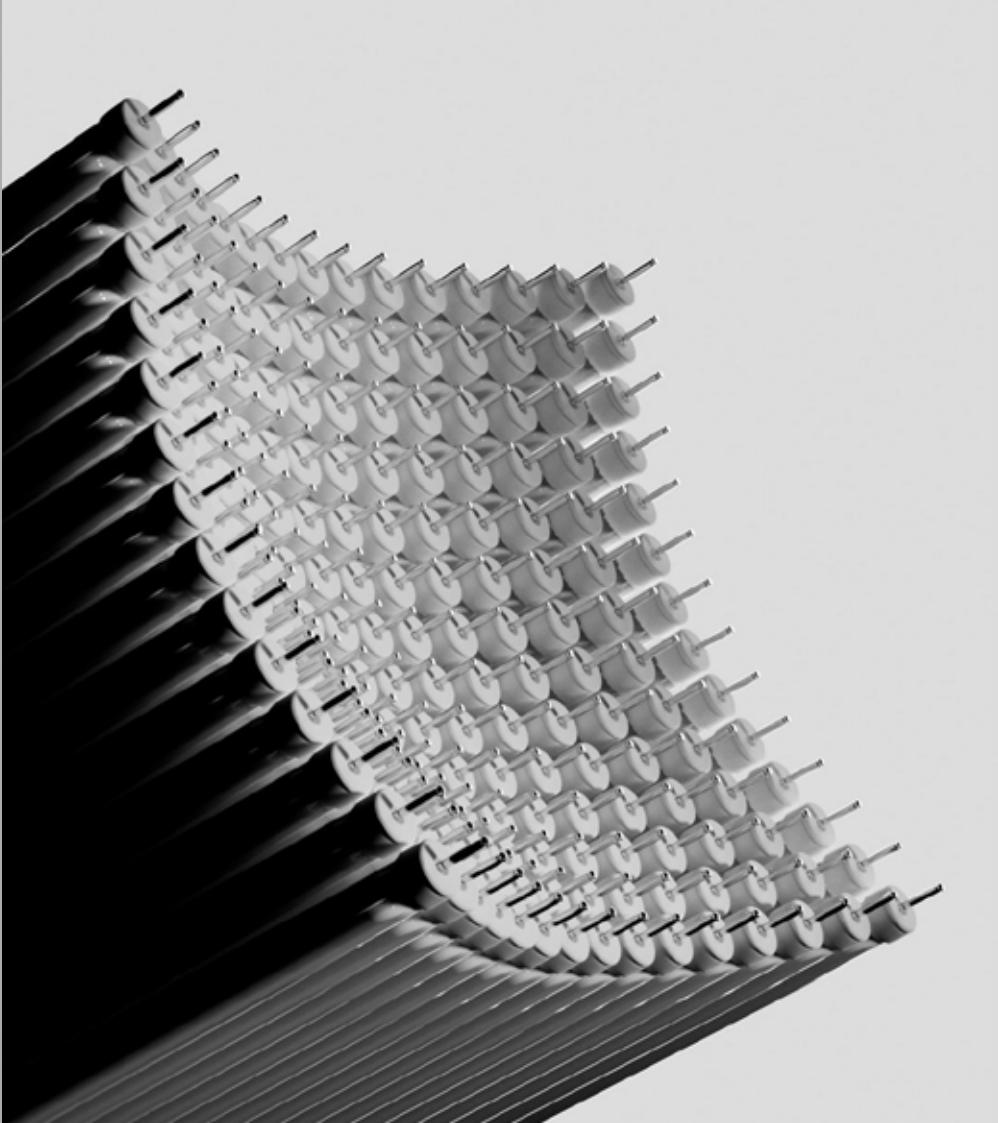
The Neutra VDL Residences is a residential development cultivating urban architecture to strengthen the facility's mission and its neighborhood. Furthering Richard Neutra and his wife Dione's legacy, the VDL is a vibrant, inclusive, and expansive oasis of art and culture.

The VDL is committed to upholding the values of equity, diversity, and inclusion, creating a safe, welcoming, respectful, and walkable neighborhood environment.

Neutra VDL Studio & Residences

An architectural floor plan showing the layout of the building's interior spaces, including rooms and circulation areas.

TI
ME

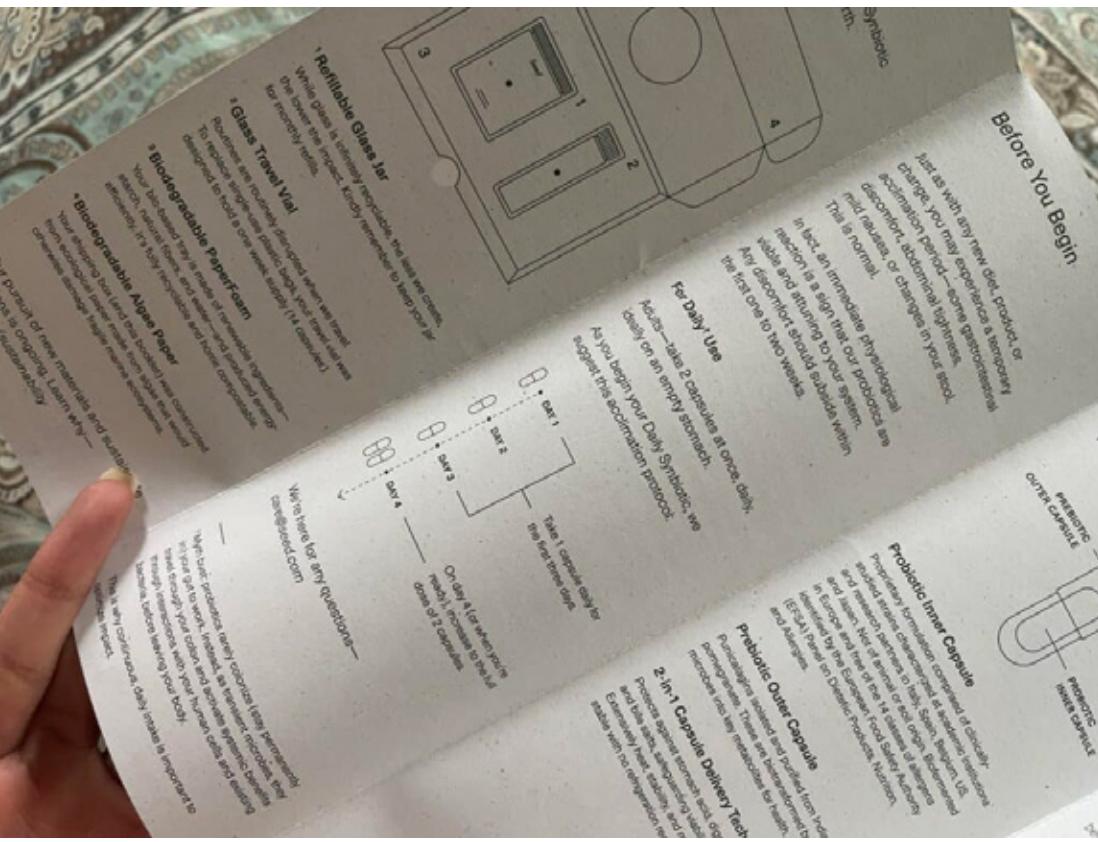


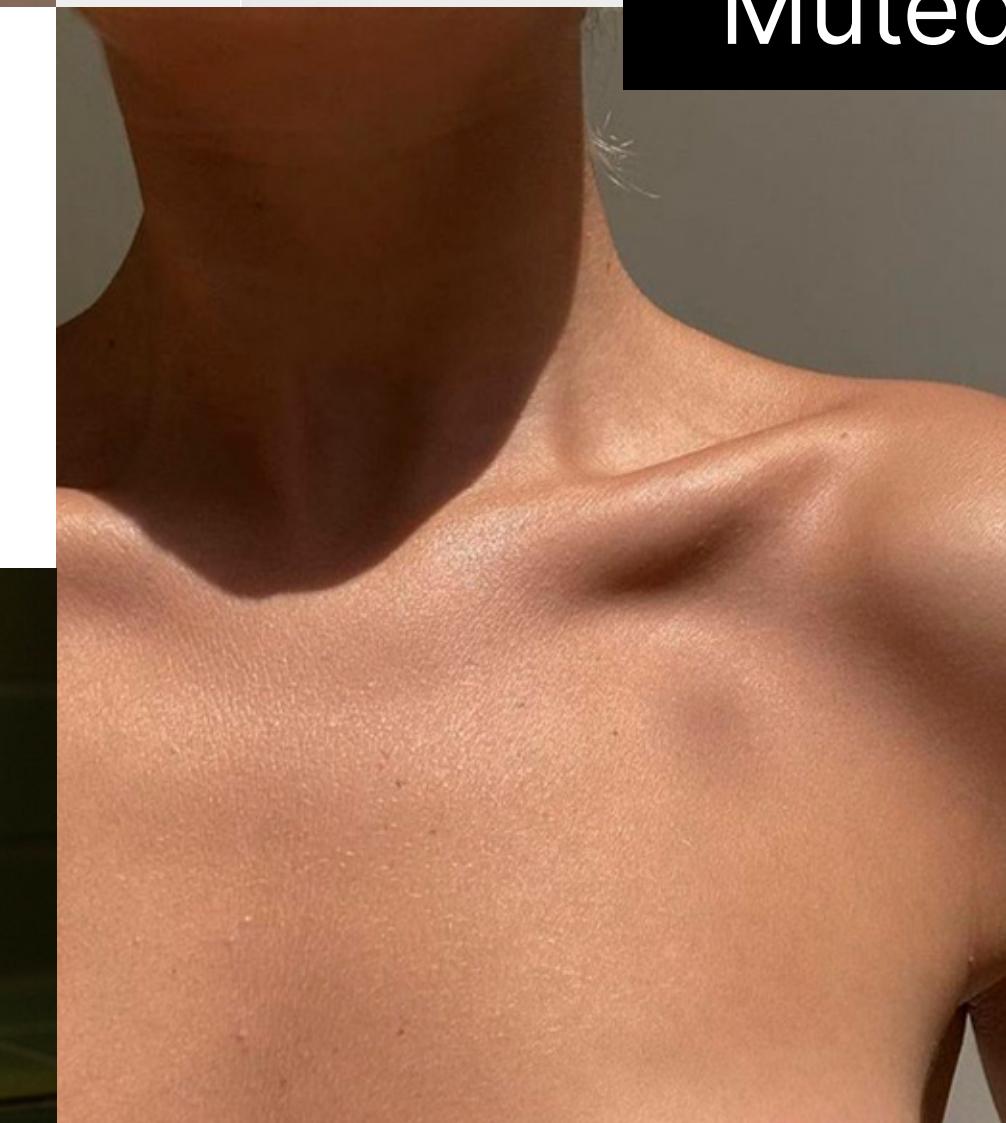
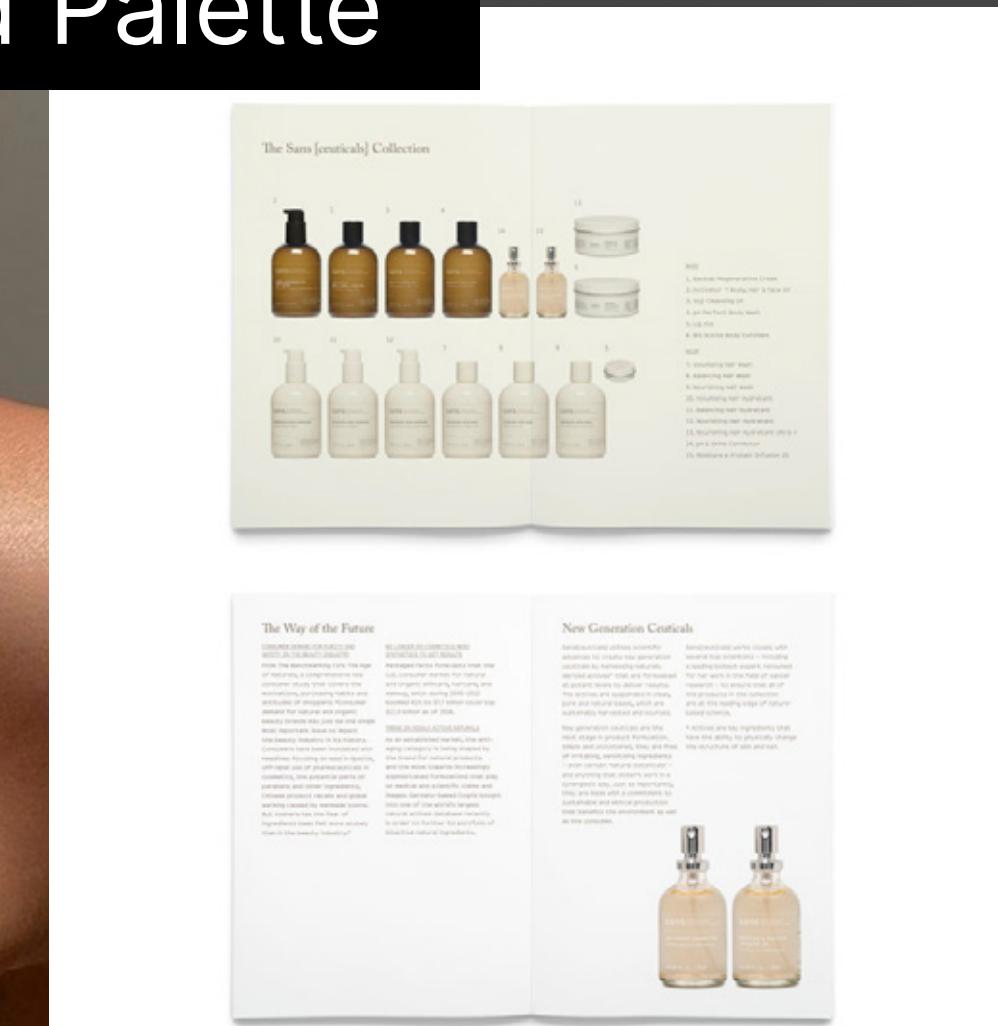
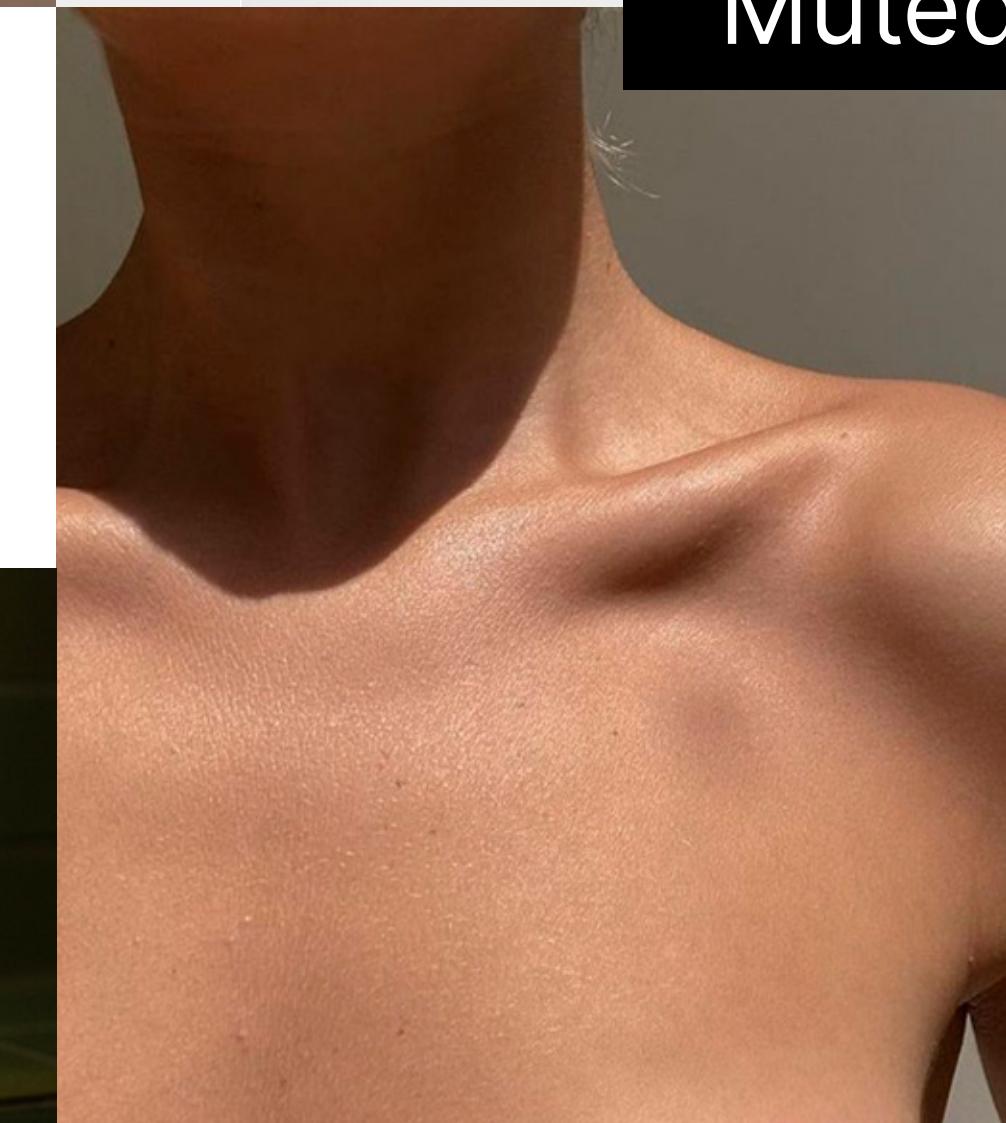
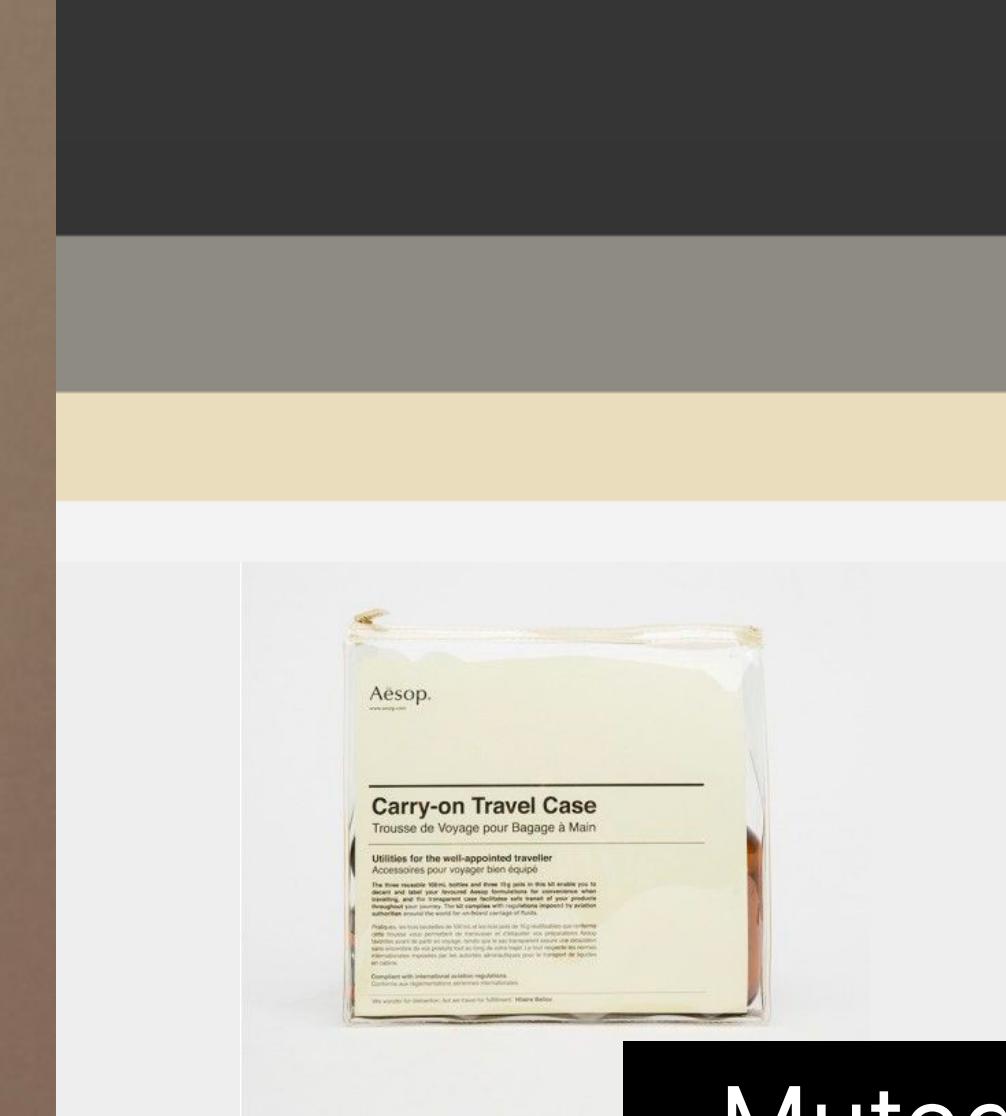


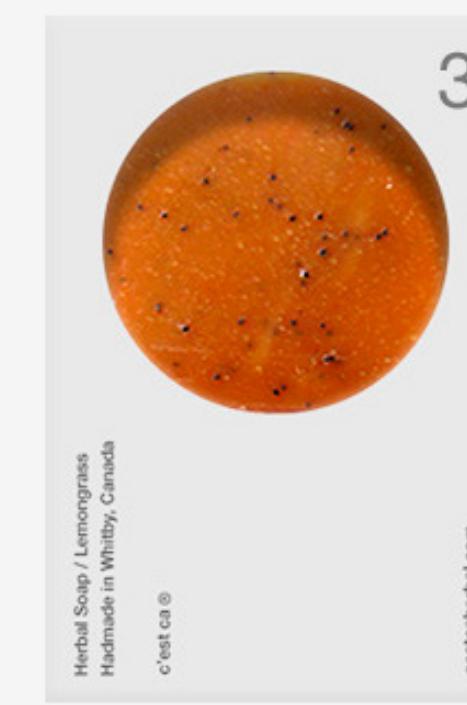
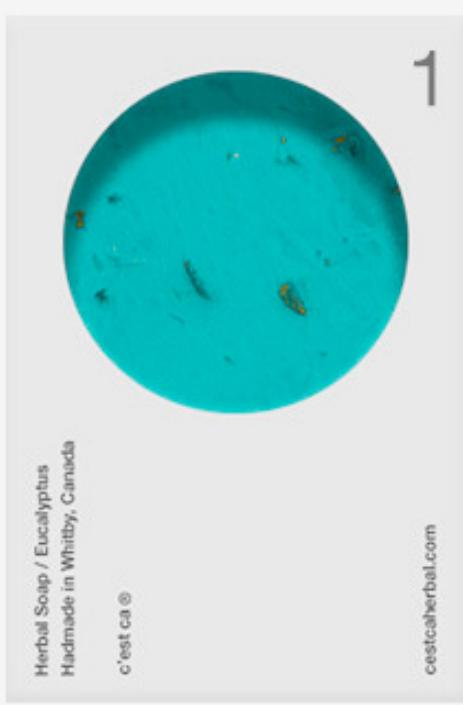
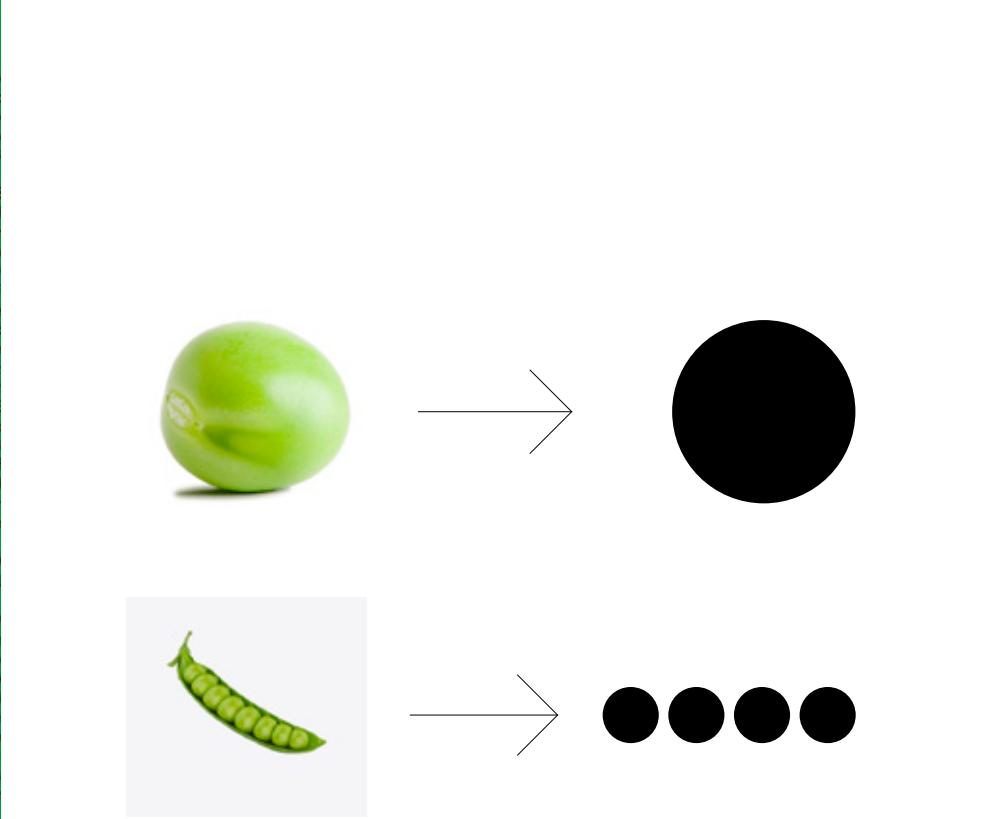
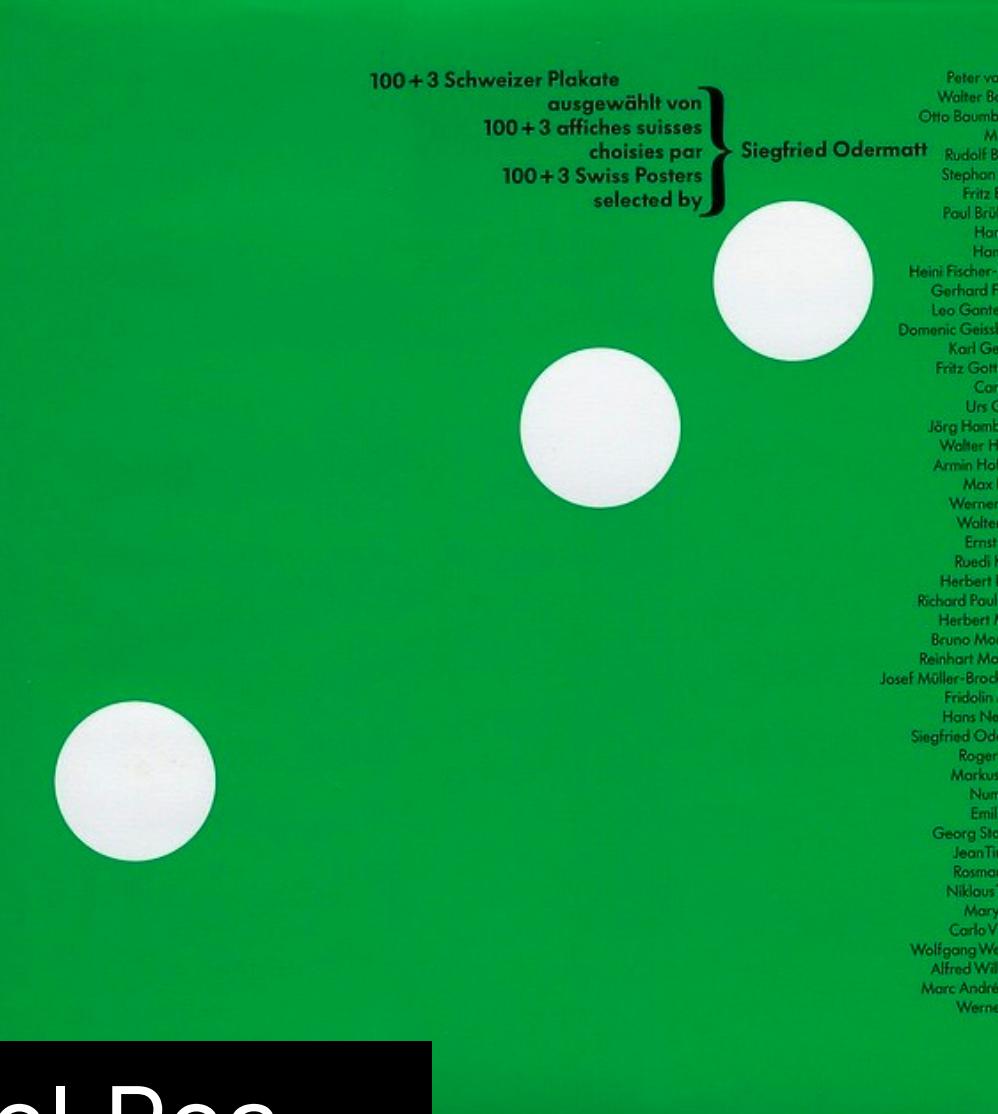
"MyGene is committed to supporting environmentally sustainable and ethical practices"

Should extend to packaging
Recyclable
Algae ink
Reusable jars

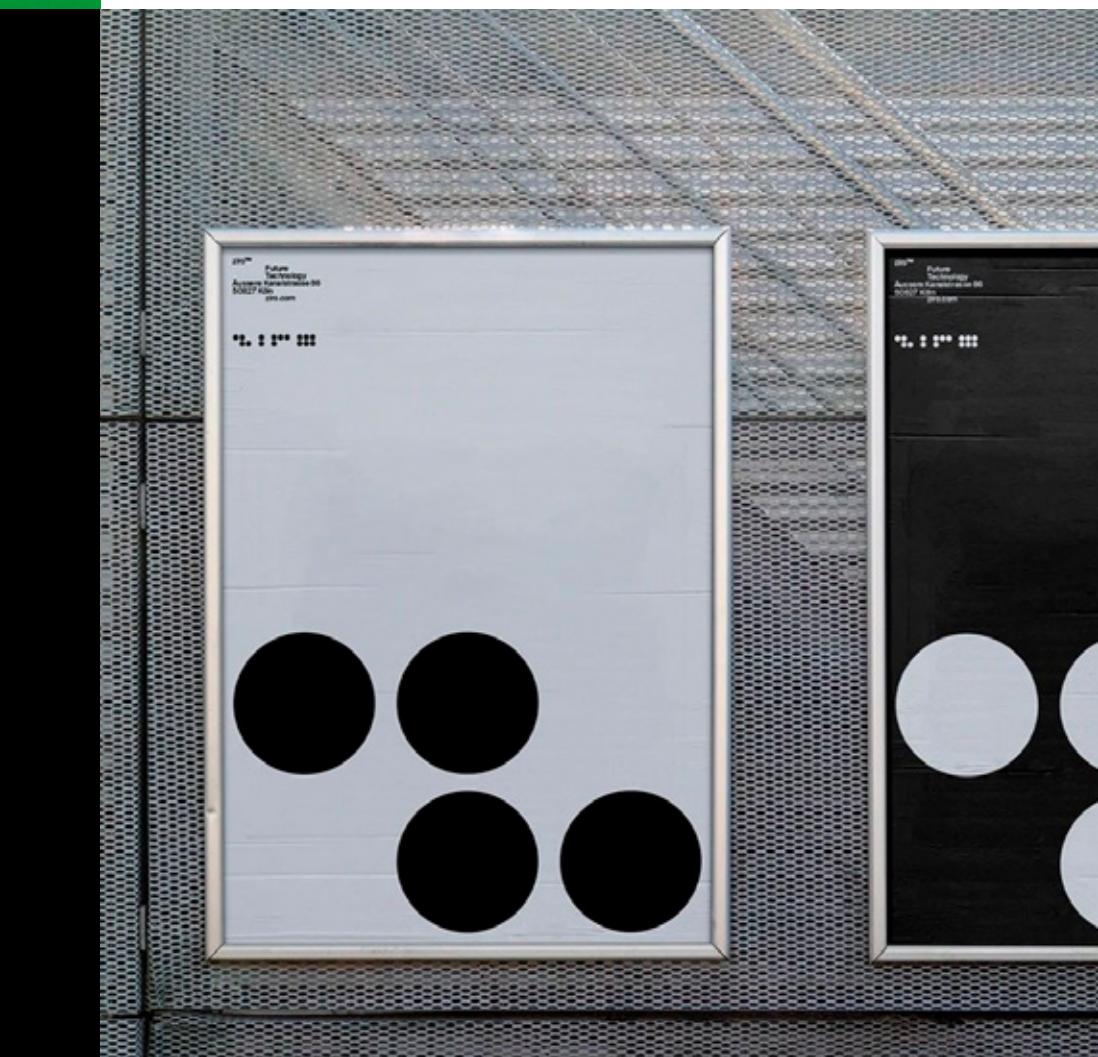
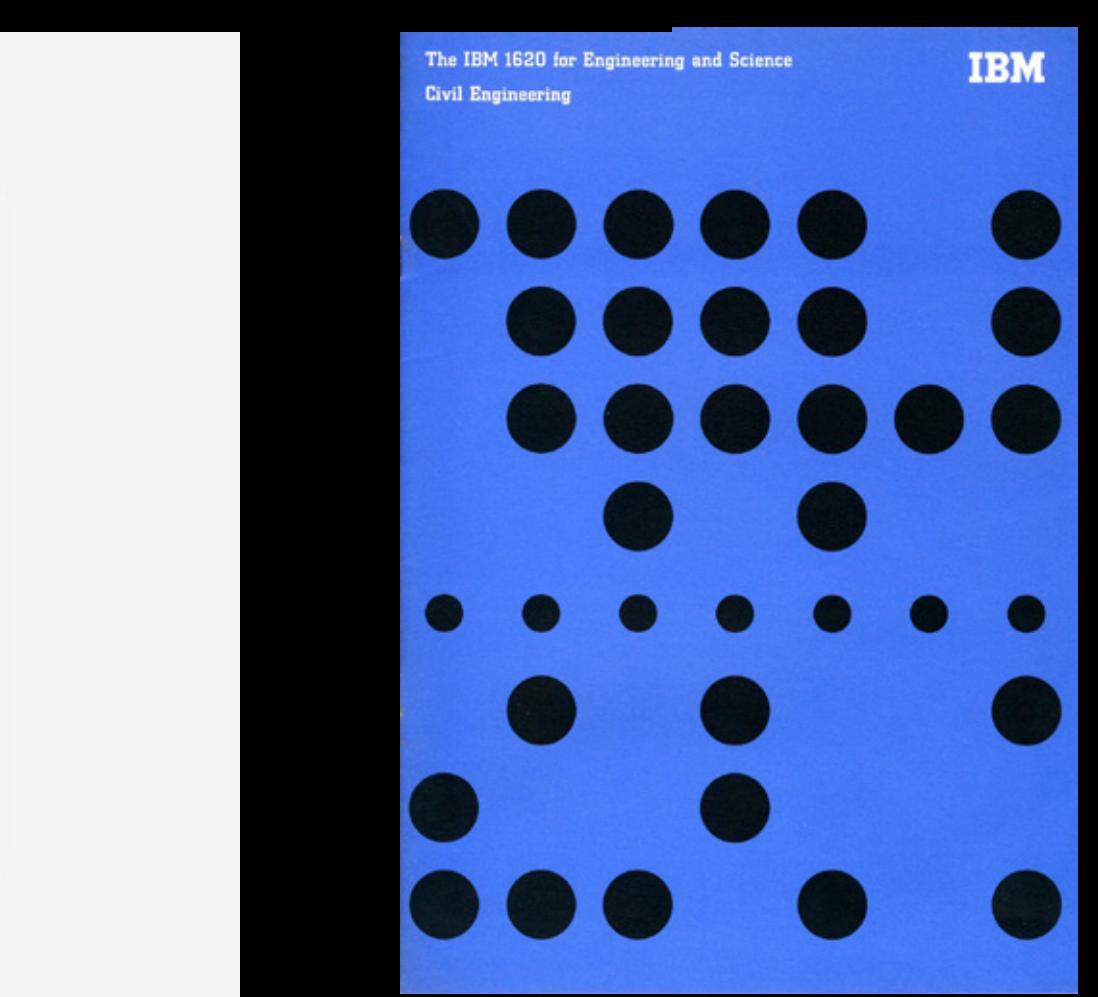
Packaging





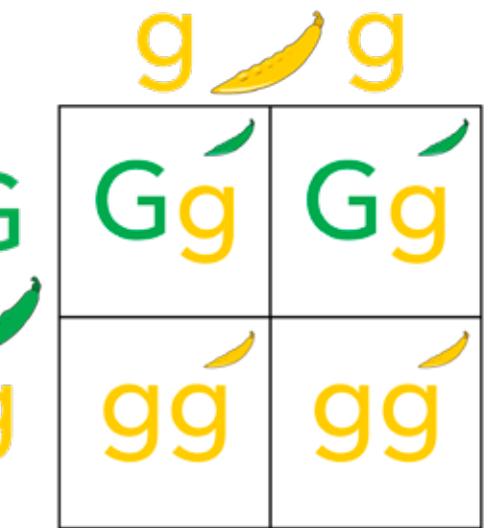
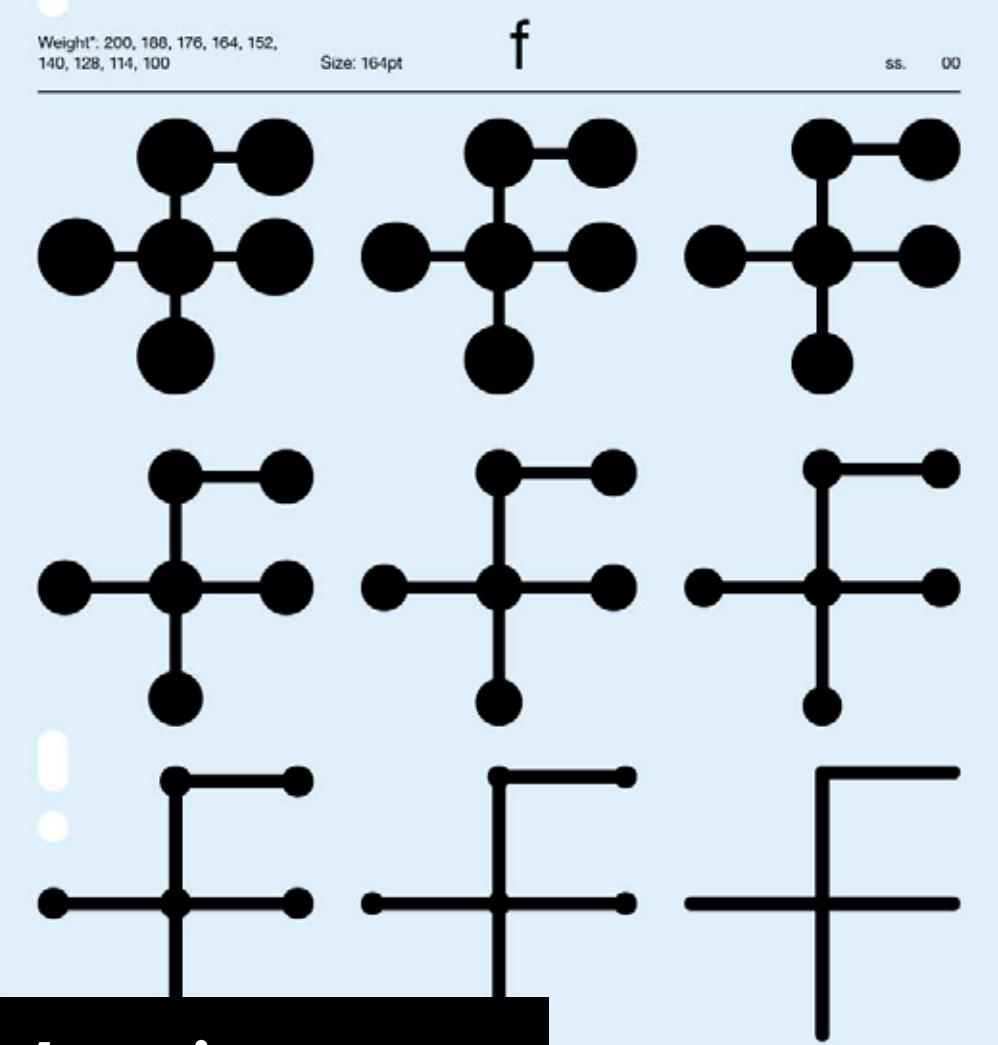


Mendel Pea

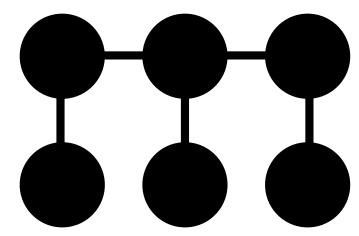




Grids / Matrices



m





Transparency: Ingredients on front



Product naming



Seed
DS-01 Daily Synbiotic



The Ordinary
Hyaluronic Acid 2% + B5
(most popular product)



Endor Technologies



Good Science Beauty
004-Br Skin Brightening Cream

3. Strategy / Naming

Goals

Extend health / life span

Help humans / animals / planet

Be proactive / not reactive

Use science to give precision
medicine

Issues

Sector full of pseudoscience

People sceptical of marketing

Insights

Evidence based

AI driven

Products actually work

Strategic Framework

Work in Progress

Vision

Better health for everyone,
everywhere.

To increase the lifespan of
humans, animals and the
planet.

Mission

To use evidence-based
genomic science to
empower people to make
informed choices about
their health which enable
happier, longer and more
fulfilling lives

Purpose

Shape your future

The future is unwritten

Advancing Global Health

Reimagining health

Values

Transparency
Integrity
Ethics
Authenticity
Honesty
Truthful
Education

Scientific Sounding

Engineering
Actionable Genomics
Advanced Genomics
Advanced Therapeutics
Advanced Phytotherapeutics
Future Therapeutics
Specialised Therapeutics
Intelligent Therapeutics
Technologies
RTX Therapeutics
Advanced Health Technology
Labs
Phyto Labs
Ceuticals
Botanicals
BioLabs
Systems
Innovation

Related to time

endur
aeon
exten
X10
halt
grain

Related to time

Helix
Allele
Code
Coda
Trait
Plei

Embedding more meaning

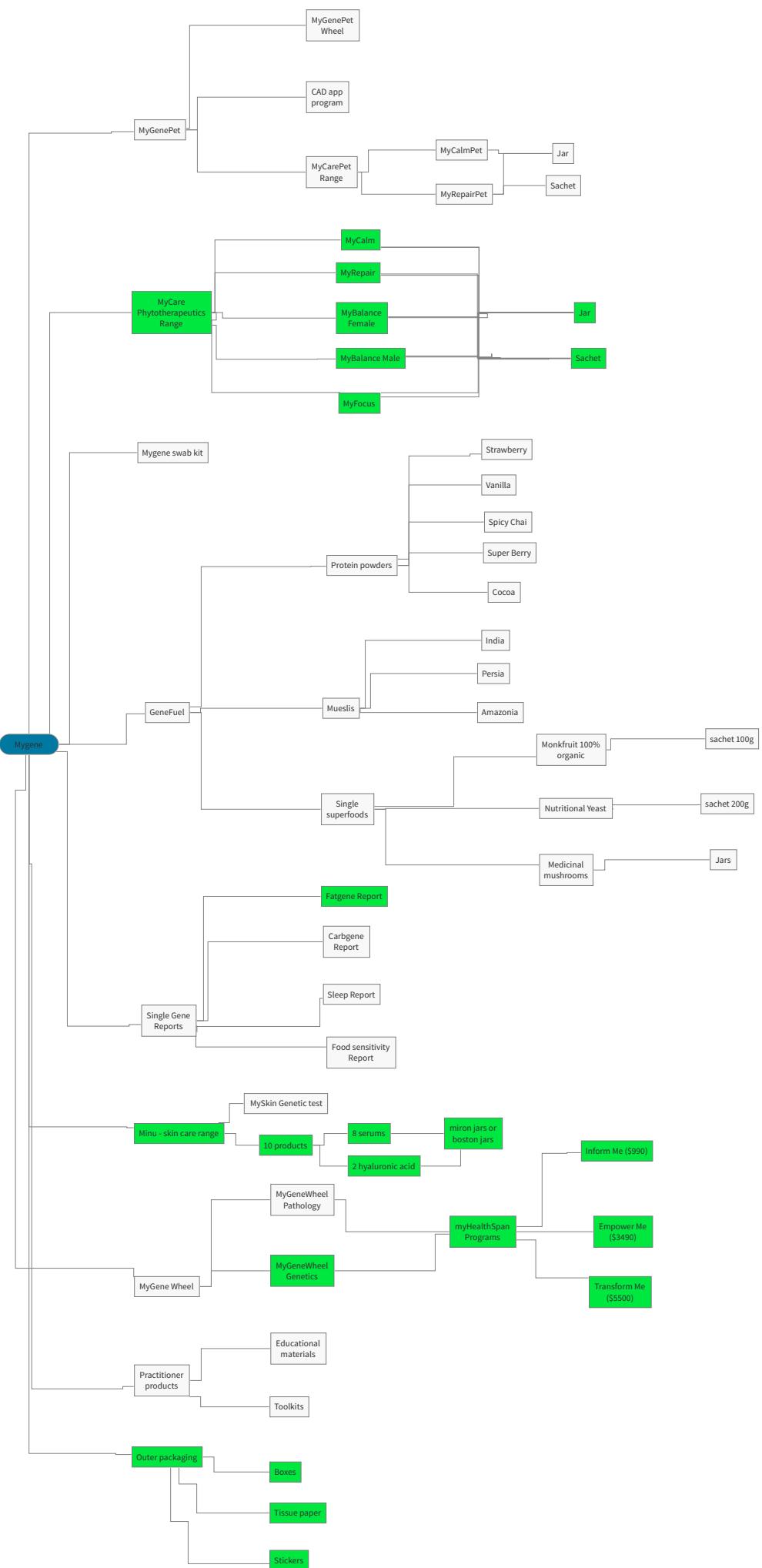
Minu
Grandmother
me + new
New approach to microbiology
Olam
Hebrew
Long time, always, forever.

Seed
2 products

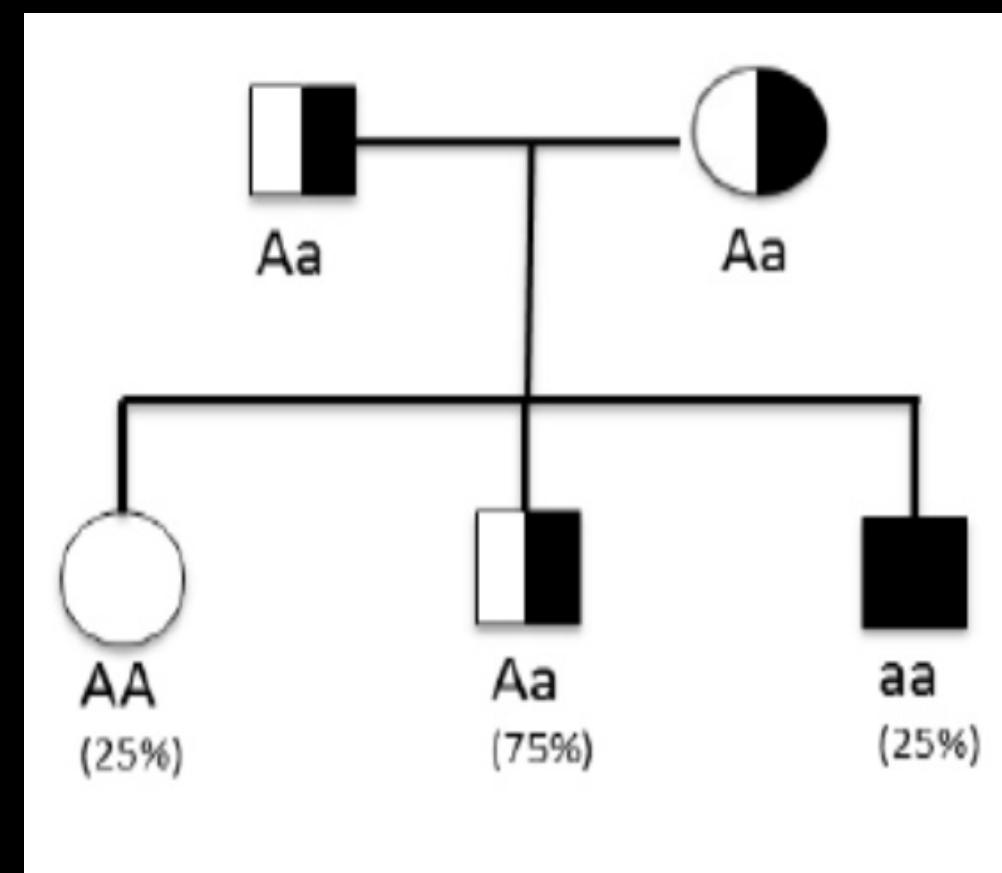
Apple

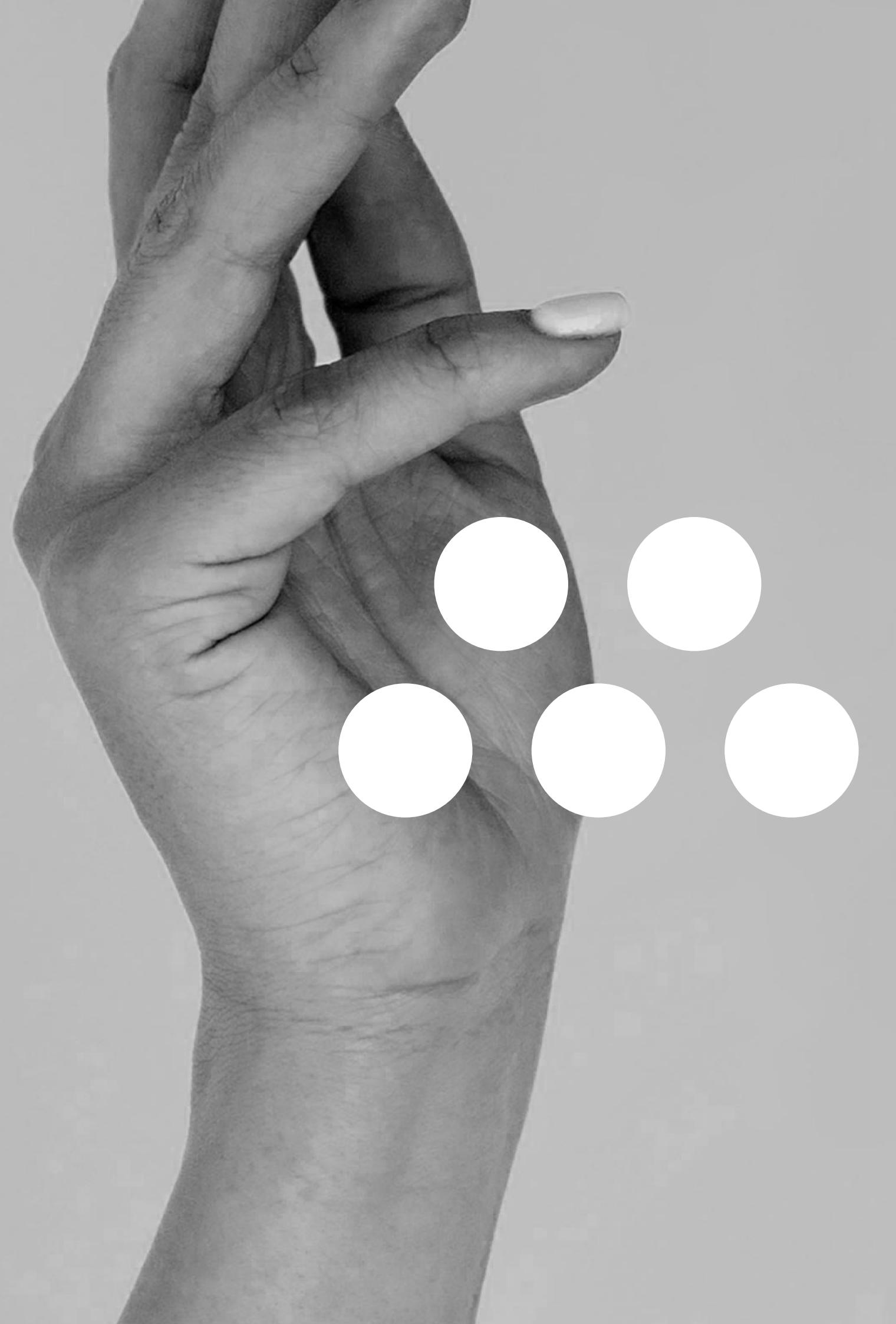
Then:
Computers

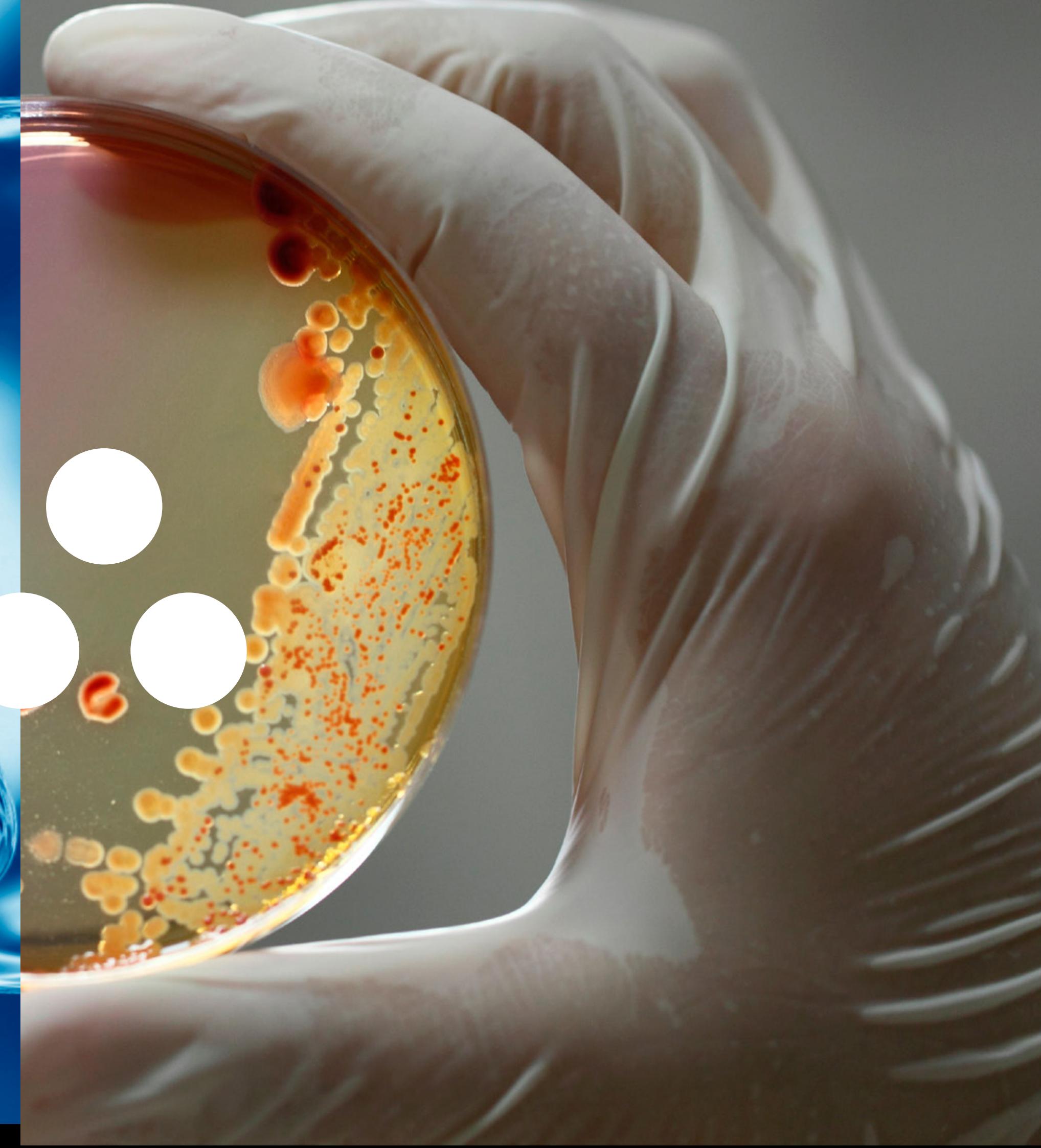
Now:
Music players
Phones
Watches
etc

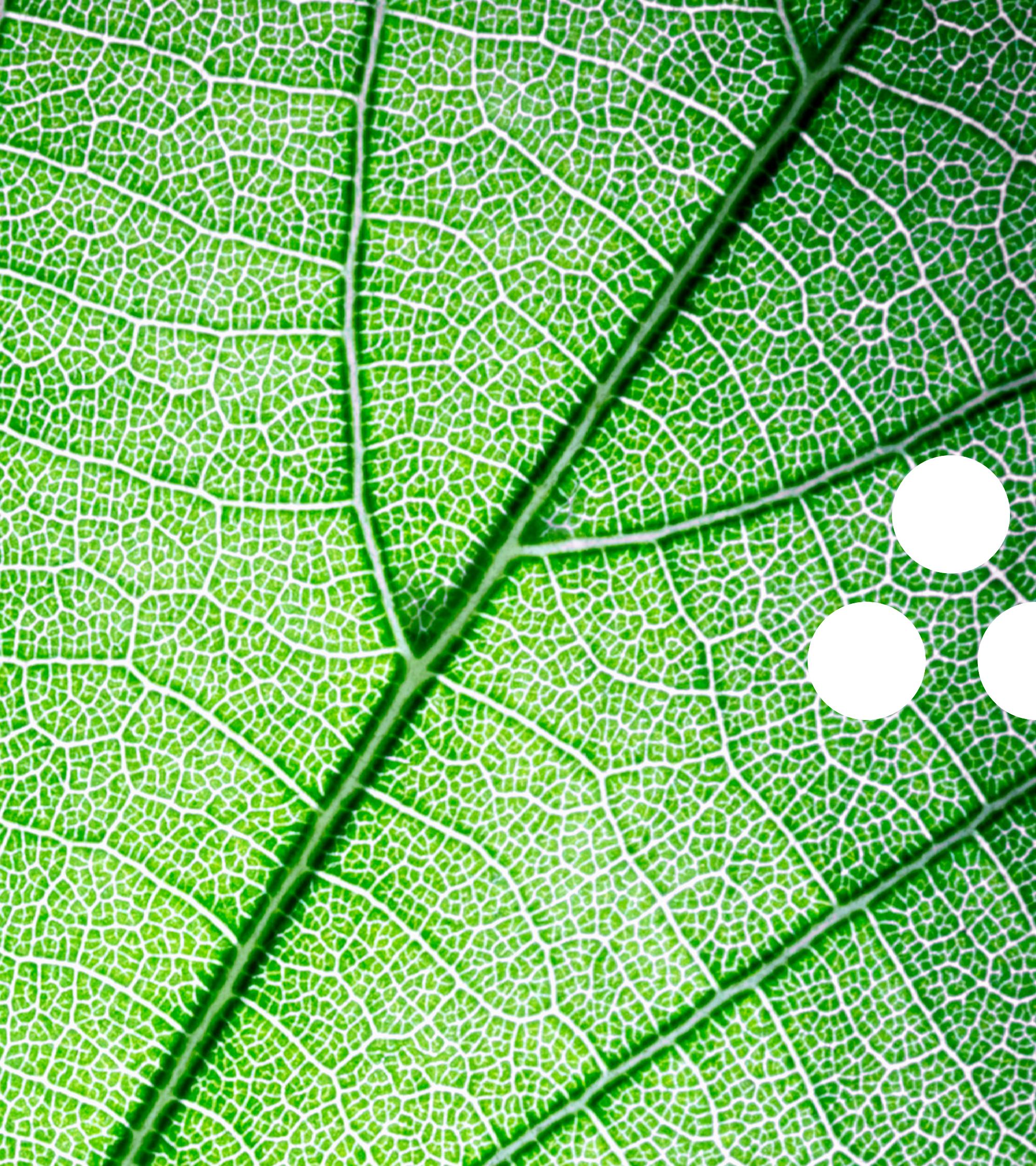


4. Initial Sketches



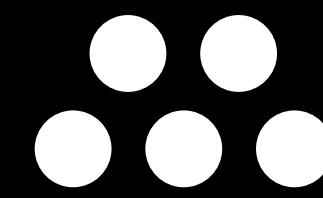




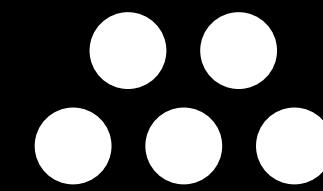




actionable genomics



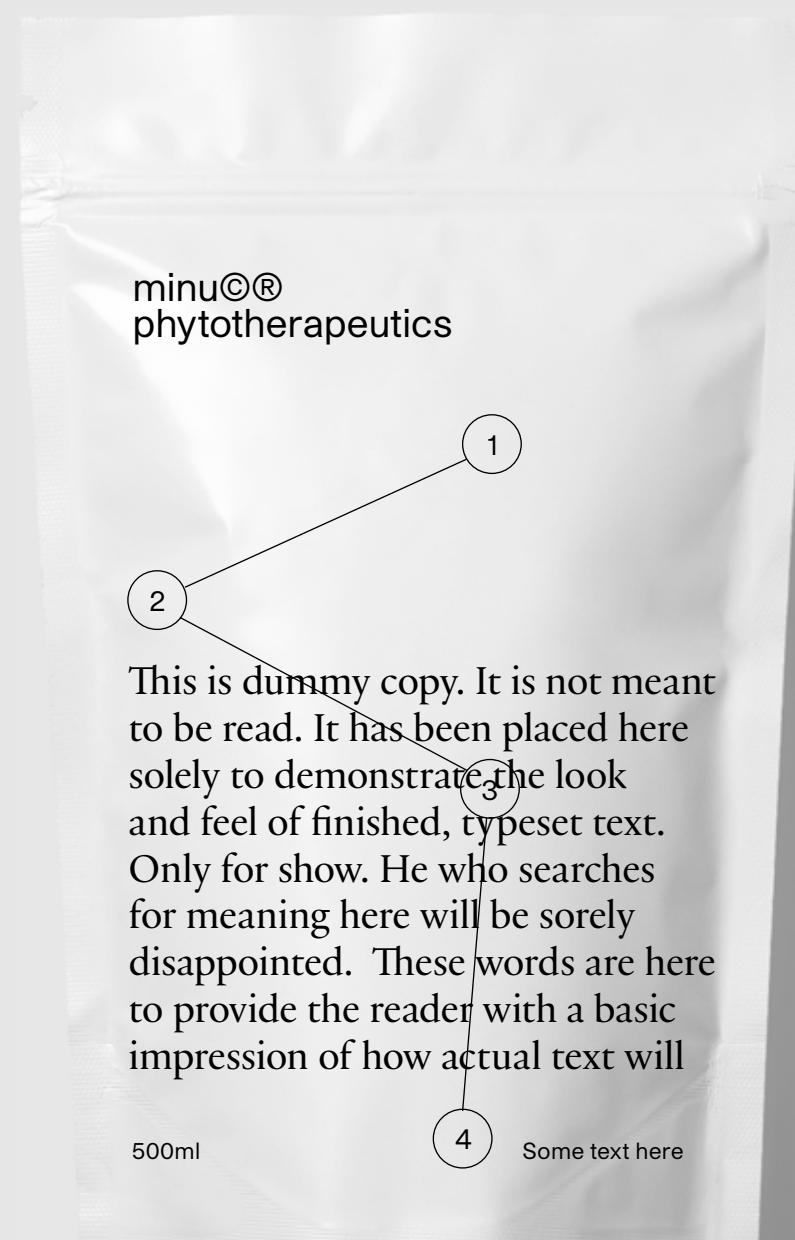
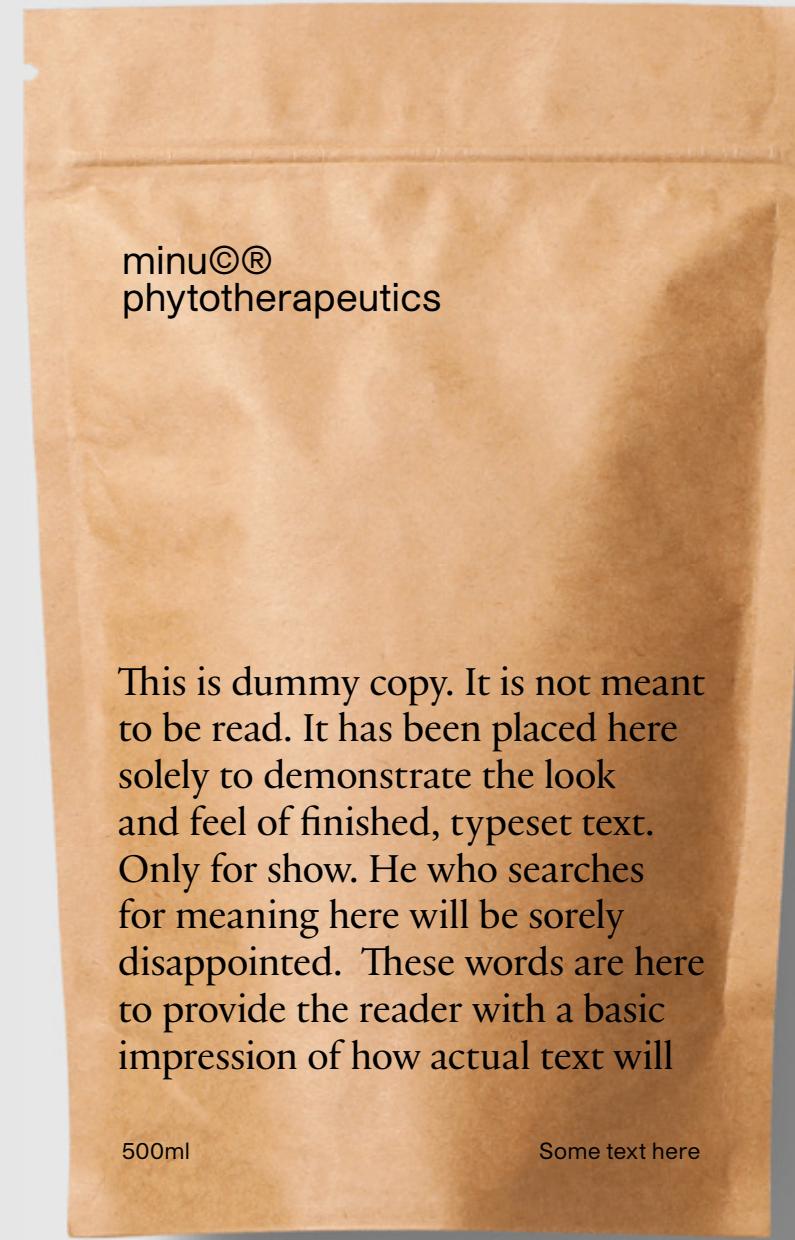
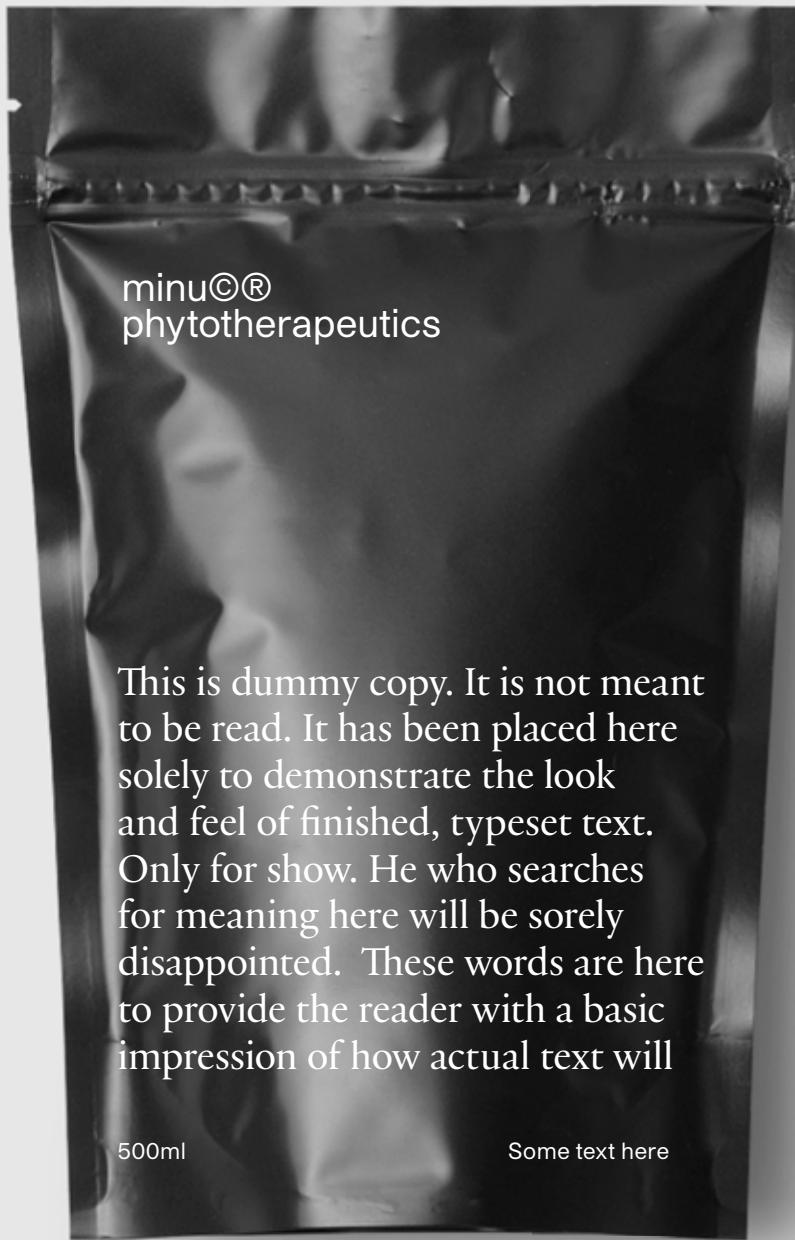
minu[®]
advanced phototherapeutics



Actionable Genomics[®]
Calm





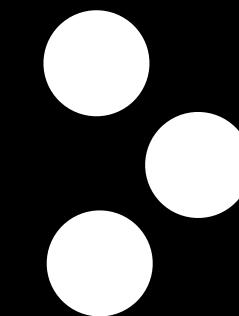






MYGENE™
MC-0043

● MyGene™
● MG-004 Calm



Actionable Genomics™
MG-004 Calm

● MyGene™
Hyaluronic Acid (30%)
Olive Squalane
Nerolina
Aloe Vera Gel

5. Next Steps

- Get feedback
- Move to design development
- Come back with more developed routes

With Thanks

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