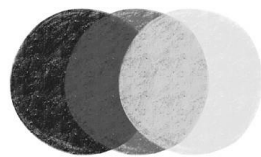


# ZERO%

Naturally KIND™ Formulation





# ZERO%

## The Story

ZERO% is a brand that was created more than 10 years ago as a first-in-class clean ingredient bath and body brand. Today it's been refreshed and is right on trend as now more than ever consumers are choosing simple, natural and transparent formulations for their personal care. The concept behind ZERO% then and now was to design a formulation with ingredients that emphasise purification and hydration.

The finest, most gentle ingredients combine with the fresh, yet subtle fragrance to ensure an eco-friendly and luxurious bathing experience. ZERO% products contains Vitamin E, Panthenol, plant-derived USP glycerin and natural conditioning agents from honey and the brassica plant.

Good for you. Good for the environment.

ZERO%

# Brand Inspiration

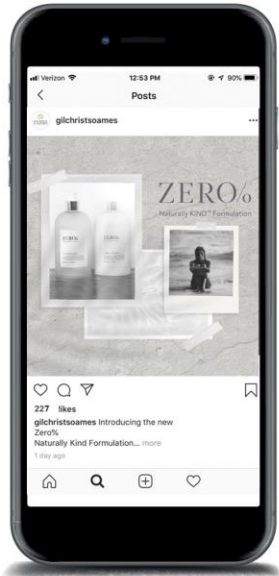


The trends that inspired our next generation ZERO% products were micellar water and Korean skincare - hydration continues to be a pillar of skin & body care.

Water-based treatments and cosmetic waters are part of the latest skincare routines.

# ZERO%

## Market Trends



"The beauty industry is slowly but surely shifting to clean, non-toxic products. As consumer awareness of cosmetic ingredients increases, the demand for clean beauty leads to greater supply."

- *The Good Face Project – Clean Beauty Trends*

"[It's] all about focusing on what your skin truly needs and getting rid of any excess."

- *Sarah Lee – Vogue*

"A return to a more minimalist approach to beauty, this skincare 'diet' is all about using fewer, but harder-working items that contain higher concentrations of effective ingredients. For instance, in Korea we're seeing hybrid products that tone and hydrate in one, using hero ingredients such as green tea and vitamin E."

- *Harpers Bazaar*



## ZERO% Fragrance

The ZERO% fragrance was developed to capture the feeling of freshness and hydration given by plant waters.

Plant waters are categorized as those extracted directly from the plant. Coconut and birch waters are the main contenders in the market. Plant extracted waters take the hydration trend to the next level by offering familiar and natural ingredients.

This nature inspired fragrance opens with an accord of lemon, aloe, fresh herbs and marine ozone wrapped in a blooming floral bouquet of hibiscus, jasmine, rose water and lily. Notes of birch water, sandalwood and musk display an outdoor elegance.



ZERO%

# Formulation

Like the product fragrance, name and packaging, ZERO% formulations are also very intentional. Essential oils were carefully curated into a blend that perfectly completes the story of wellness.

**Glycerin** is a humectant that pulls moisture from the air into skin & hair and is one of the most popular skincare and haircare ingredients.

**Panthenol** conditions and softens hair and body.

**Olive Oil** – known for its nourishing properties, the antioxidant benefits help to protect the skin from free radicals. Olive oil moisturises, nurtures and smooths skin and hair.

Cleansing Bar – contains Shea Butter, known for nourishing the skin.

Skincare Bar – made using Aloe Vera known for hydrating, soothing and cooling.

# ZERO%

## Sustainability



Zero sulphates, zero parabens, zero phthalates,  
zero artificial colours and zero animal testing –  
Naturally KIND™ Formulations.



Recyclable



Leaping Bunny  
certified



ZERO%  
40ml  
Single Use  
Amenities



\*Ultralux Exclusive to Gilchrist & Soames  
US Patent D790,249 S

ZERO%  
285ml  
Ultralux  
Dispenser



\*Mini Bracket Exclusive to Gilchrist & Soames US Patent 10,527,224 B1

ZERO%

443ml

# Mini Bracket Dispenser



# ZERO%

Naturally KIND™ Formulation

Sometimes there is just nothing better than...nothing.

Zero bad additives, only good, gentle ingredients with a subtle, clean fragrance.