



# EARTHWOVEN

HAPPY SKIN, NATURALLY.

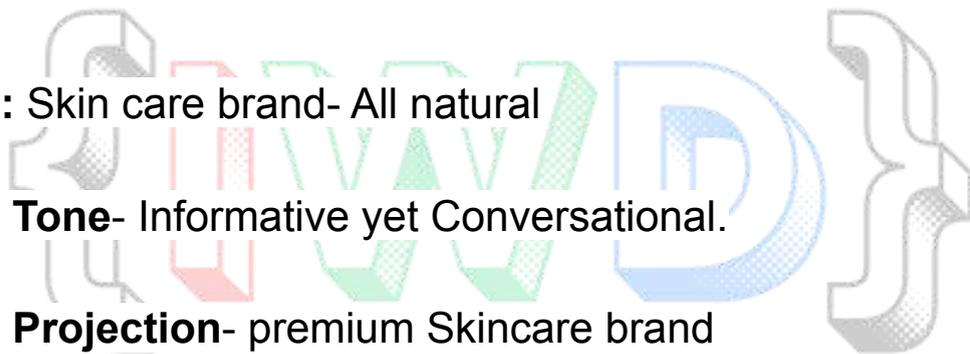
**Brand:** Skin care brand- All natural

**Brand Tone-** Informative yet Conversational.

**Brand Projection-** premium Skincare brand

**Target audience-** Unisex, local New Zealand based

**USP** -Exploring a key line that sums up Earth Woven's point of difference and approach



(Copy by IWD )

## ABOUT US

### OUR MISSION

*We believe everyone deserves to love the skin they're in. We created Earth Woven to help ease the concerns many of us face and to help achieve healthy, radiant skin, naturally.*

### WHO ARE WE

**Option 1:** People behind Earth Woven are your local New Zealanders/kiwis, who felt the need to introduce an all natural skin care product for Acne prone irritated skin that's gentle on the skin and has no nasties. Offering a sustainable product that's FREE from sulphates, parabens or GMOs was important to the creators of Earth Woven skincare range since they have a personal connection to the mission.

Having faced skin struggles for years, they felt that no matter which acne product they used off the shelves it just irritated the dermatitis even more. So, they took it on themselves to formulate something that will help clear even the most sensitive skin and nourish it at the same time. Earth woven have used Scientifically proven ingredients one of which is cutibiome known to reduce sebum production by 80%.

Earth woven aims to be a skincare brand with universal appeal, where they want to encourage both men and women to prioritize skin care. Earth woven products are unisex where skin types ranging from normal to the most sensitive are cared for.

**Option 2:** Face behind the brand is your local kiwi innovator/business woman 'Shaleah.' She felt the need to create a skincare range that's not only effective against acne but gentle on even the most sensitive skin type. She wanted to keep it completely natural too. That's why none of Earth's woven products contain nasties like GMO, sulphites or parabens. This product range is close to her heart since the mission holds a personal connection to her own story.

In her own words ***'I have had skin struggles for years now, I always found that when I used the acne products on the shelves it just irritated my dermatitis even more. I decided to formulate something that will help clear even the most sensitive skin. I have used Scientifically proven ingredients one of which is cutibiome and is even to reduce sebum production by 80%'***.

### OUR COMMITMENT TO SUSTAINABILITY

Even all Earth woven packaging is carefully designed to be as environmentally sustainable as possible. We promise to use pure, plant-based ingredients, to be vegan friendly and to never use sulphates, parabens or GMOs. But most of all, we promise to help you love your healthy, happy skin, naturally!

**VISION FOR FUTURE:**

Long term goal is to expand our product range catering to troubled skin and making it a general well-being brand that is known for its commitment to healthy skin.

