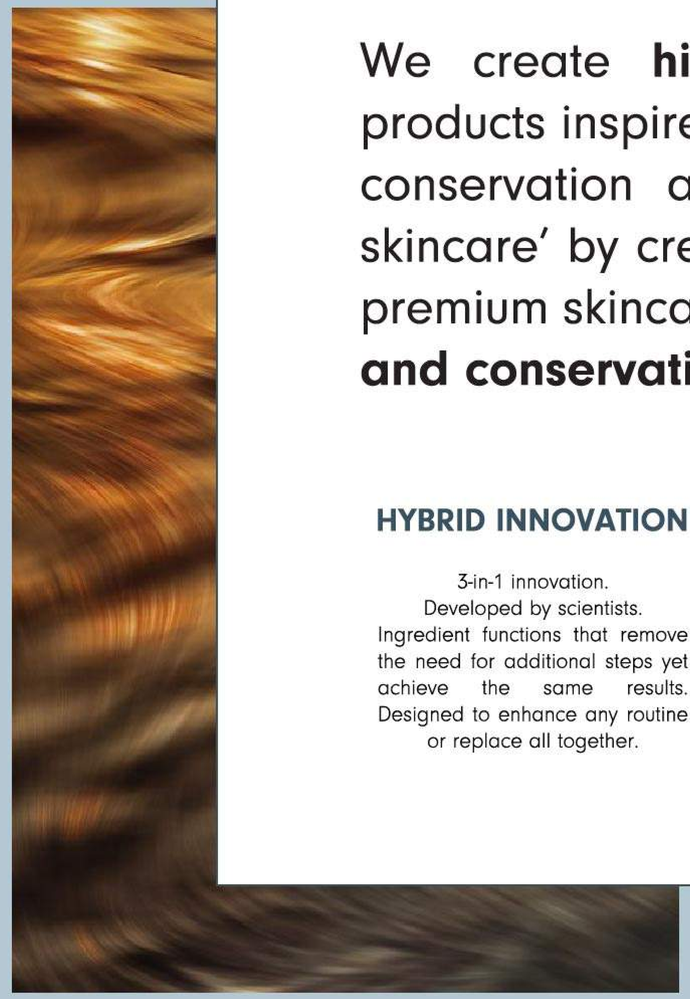
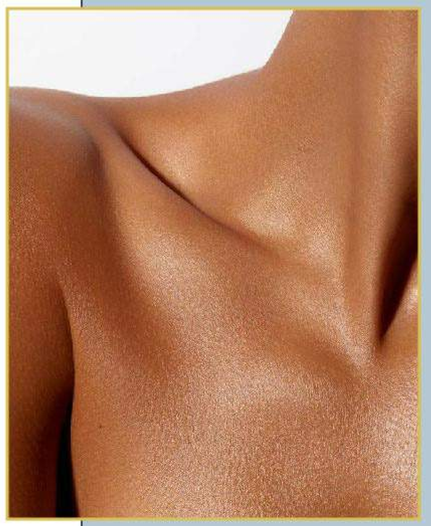
NATURAL MULTITASKING SKINCARE
TRI·BALM
CLEANSE·EXFOLIATE·MOISTURISE
NETTOIE EXFOLIE HYDRATE
3in1
eranium & Mandarin
T WT: 70g / 2.46oz e
FORMULAE
PRESCOTT

OUR MISSION



We create **high performance**, **multitasking** skin and body products inspired by our commitment to reduce waste and support conservation across all touch points. We are defining 'smart skincare' by creating gender neutral solutions for those wanting a premium skincare routine simple and effective. **Innovation efficacy and conservation remain at the heart of everything we do.**



HYBRID INNOVATION

3-in-1 innovation.
Developed by scientists.
Ingredient functions that remove the need for additional steps yet achieve the same results. Designed to enhance any routine or replace all together.

CONSERVATION

Always clean.
100% sustainably farmed ingredients. Free-from chemicals, silicones and parabens to ensure our products do not pollute land, rivers or oceans.

INGREDIENTS

Nature Inspired.
Results based, nutrient dense, naturally active formulations. Committed to creating premium products that address various skincare and wellness needs via our high performance, multitasking approach.

ETHICAL

Awarded with Leaping Bunny logo and Vegan Certified. Packaging and components are 100% recyclable to eliminate landfill waste.

FORMULAE
PRESCOTT
formulaeprescott.com
@fprescottskin

THE FOUNDER

As a businesswoman and frequent traveller I found there was a common challenge amongst other busy men and women, how to simplify a skincare routine without compromising on efficacy or quality. I wanted to create a skincare range in which every product combined at least three essential benefits, using natural active ingredients derived from foods, plants and botanical oils. The formulations had to be simple to use, easy to understand and nutrient-dense. I saw the development of the range as the merging of skincare and wellness. It also needed to deliver the indulgent experience and transformative skin results associated with the highest quality skincare collections. After 3 years of research and development, a capsule collection was launched.

19 months and countless formulations later we launched our first product, Tri-Balm, an award-winning 3-in-1 multitasker designed to effectively cleanse, exfoliate and moisturise in one simple step. The luxurious, nutrient-dense balm leaves your skin clear and radiant; the lightweight stick applicator is easy to use and travel with.

This has been an extraordinary journey for me as a founder and I am immensely proud of what we have achieved.I hope you enjoy the products as much as I enjoyed making them for you.

Warmest wishes,
Pauline Prescott

Pauline

OUR PROMISE

We are constantly innovating to deliver mulit-benefit, multi purpose skincare formulated using the highest quality natural active ingredients. We actively seek to reduce wasteful packaging and conserve water all whilst sustainably sourcing our ingredients.

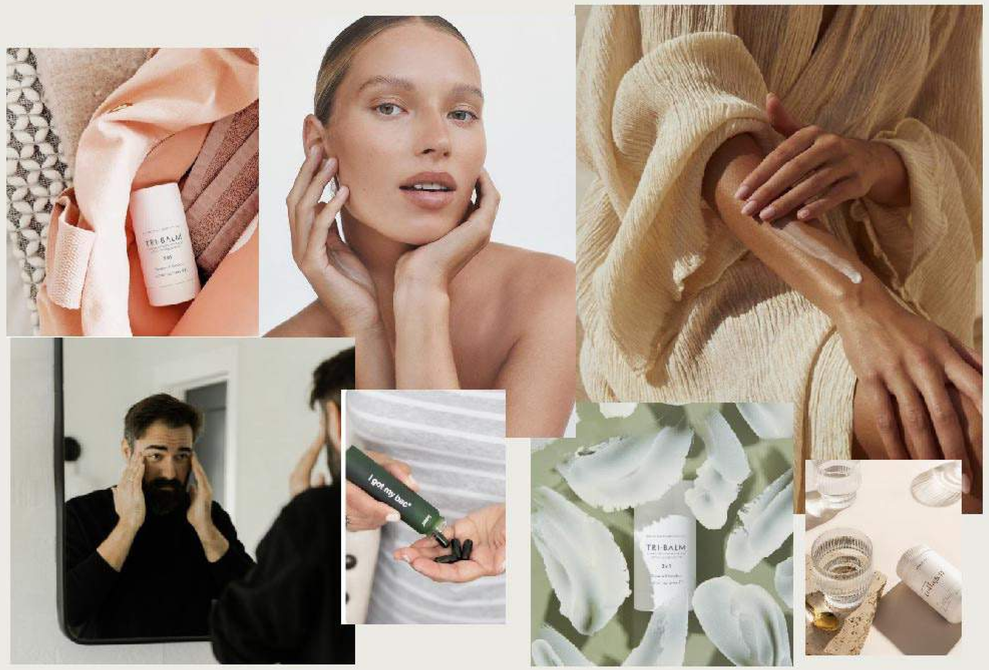
Formulated by scientists, grounded in nature.

Today, we are proud to present a capsule collection of multi-tasking, multi-benefit essentials which naturally nourish your skin and reduce the steps in your routine. Each one is inspired by our goal to create high-performance formulations, while maintaining our environmental commitment to reduce waste, conserve water and source sustainably. Our passion is rooted in wellness and we want everyone to experience the power of natural ingredients in maintaining healthy skin. We hope you will join us on our journey as we pave the way for next generation 'smart skincare'. Our multitasking formulas are designed to restore and rejuvenate your moisture barrier for plumper, smoother and more radiant skin. We promise to streamline your skincare with a simplified regime made with nature's finest ingredients.

Join our skinimalist movement.

LESS WASTE, MORE SPACE.
YOUR BEST SKIN IN ONE SIMPLE STEP.
NATURAL MULTITASKING SKINCARE.

EXISTING CONSUMER TRIBES



Uses FP as their staple skincare.

Buys into the brand entirely and attracted to the brand/collection
a) simple and straight-forward to use and
b) science is easy to understand but enough that it feels authoritative and premium.

VIP BRAND LOYAL

Uses FP as as part of a more considered skincare regime

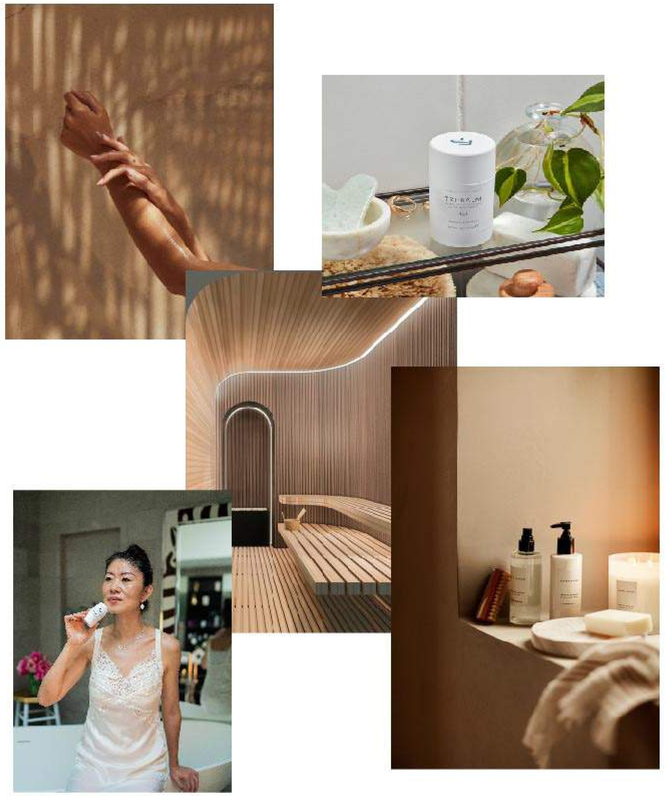
Buys into the brand entirely and attracted to the brand/collection
Tri-Balm devotee but also applies additional non-FP products because they desire more from their products
(more science/SPF, results driven etc.).

VIP PRODUCT LOVER & LOYAL

CONTINUED...

Lifestyle Lover & Frequent Traveller

Uses FP regularly on-the-go whether that's a weekend/night away, holiday (ease of use, less packaging etc.) or throws into gym bag that it feels authoritative and premium.



Spa & Wellness Lover

Will try this first as a temporary solution to suddenly finding themselves 'time poor' i.e., new mum, working from home, etc. - opportunity to convert from brand curious to brand lover/loyal based upon product satisfaction.

Eco-Conscious & Loyal

Conscious and clean consumer who wants to take a break from normal five-step regime and is looking for a more minimalist approach in line with their lifestyle beliefs.

BRAND POSITIONING

CONSUMER INSIGHTS

Someone who loves to think of themselves as an early-adopter.

Curates their purchases to reflect their own values and make life easier, more efficient and effective while making them feel good. Wants a product that does more in terms of benefits but offers less in terms of packaging, waste, etc.

Net Promoter Score of 60 (industry = 13 approx.)

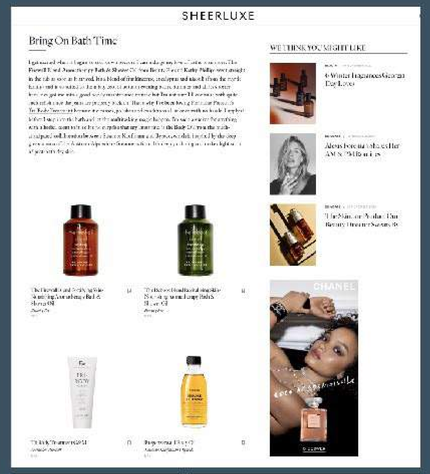
50% Repurchase Rate

100% YoY customer acquisition (2022-2023)

They seek skincare products that "save time and allow me to focus on what matters most".
Formulae Prescott customers value simplified, luxury skincare regimes that are clean and natural yet don't compromise on efficacy or the overall "pleasurable experience"
Formulae Prescott customers wants to connect with brands that have purpose and are sustainably and socially conscious reflecting their own values.

IN THE PRESS

OUR FAVOURITE PIECES OF COVERAGE...



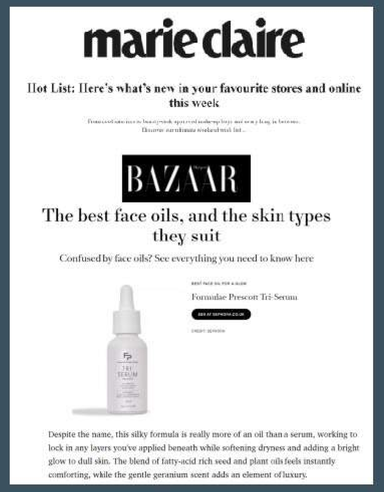
"Get some if you're a person who is, for whatever reason, a person in a hurry – a mum of small children or a master of the universe or just a person who goes away a lot. I could have told you about this product earlier and you could have taken it on holiday with you. We live and learn."
India Knight, Sunday Times Style

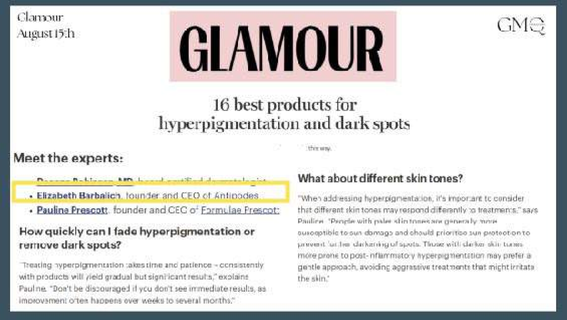
"Tri-Balm is my new favourite travel companion."
Sali Hughes, The Guardian

"A true skincare do-it-all is hard to find. So, thank you."
Alessandra Steinherr

"I think it's a genius product! Love the formulation and the idea."
Inge Van Lotringen

"It's genius – it does three jobs beautifully and feels amazing. You have to try it."
Jo Elvin, YOU





AS SEEN IN...

VOGUE ELLE BAZAAR YOU MAGAZINE BYRDIE

OUR PARTNERS

thirteen lune

bloomingdale's

Oswald

BERGDORF GOODMAN

SEPHORA

A LITTLE FIND
HOME OF CONSCIOUS LIVING

CLOUD10 BEAUTY

John Bell & Croyden
WIGMORE ST, LONDON
EST 1798

Emirates

SINGAPORE AIRLINES

THAI

tigerair

malaysia airlines

AIR MACAU

virgin atlantic

vietjet Air

Aer Lingus

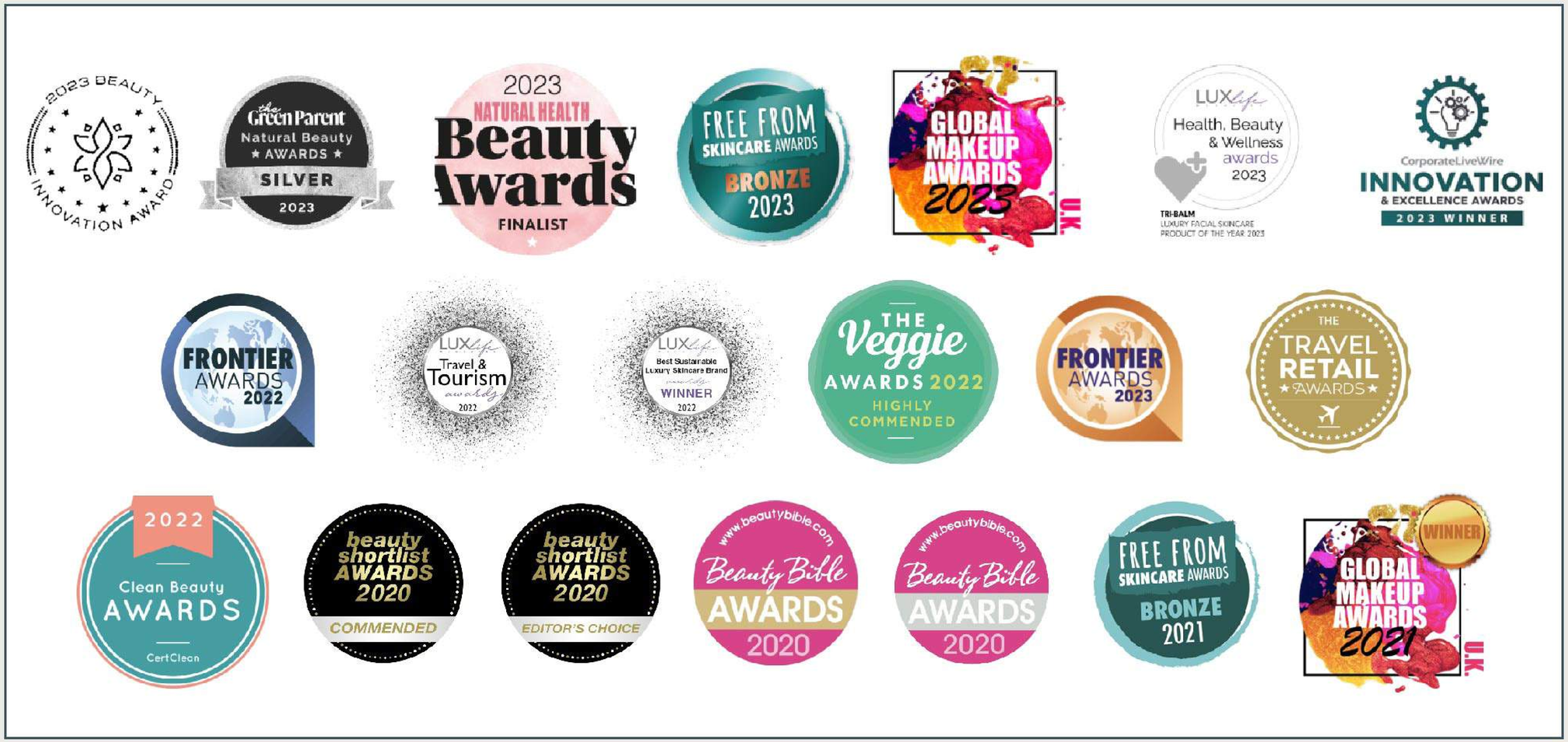
NOCIBÉ
LA BEAUTÉ PARTAGÉE

El Corte Inglés

Glorious BRANDS

Allegro

OUR AWARDS


2023 BEAUTY INNOVATION AWARD
the Green Parent Natural Beauty AWARDS SILVER 2023
2023 NATURAL HEALTH Beauty Awards FINALIST
FREE FROM SKINCARE AWARDS BRONZE 2023
GLOBAL MAKEUP AWARDS 2023 U.K.
LUXlife Health, Beauty & Wellness awards 2023
TRI-BALM LUXURY FACIAL SKINCARE PRODUCT OF THE YEAR 2023
CorporateLiveWire INNOVATION & EXCELLENCE AWARDS 2023 WINNER
FRONTIER AWARDS 2022
LUXlife Travel & Tourism awards 2022
LUXlife Best Sustainable Luxury Skincare Brand WINNER 2022
THE Veggie AWARDS 2022 HIGHLY COMMENDED
FRONTIER AWARDS 2023
THE TRAVEL RETAIL AWARDS
2022 Clean Beauty AWARDS CertClean
beauty shortlist AWARDS 2020 COMMENDED
beauty shortlist AWARDS 2020 EDITOR'S CHOICE
www.beautybible.com Beauty Bible AWARDS 2020
www.beautybible.com Beauty Bible AWARDS 2020
FREE FROM SKINCARE AWARDS BRONZE 2021
WINNER GLOBAL MAKEUP AWARDS 2021 U.K.

BEST CLEANSING BALM

Winner: Formulae Prescott Tri-Balm

Formulae Prescott Tri-Balm

Elevate your skincare routine with these 13 hard-working Marie Claire UK Skin Awards 2023 winners

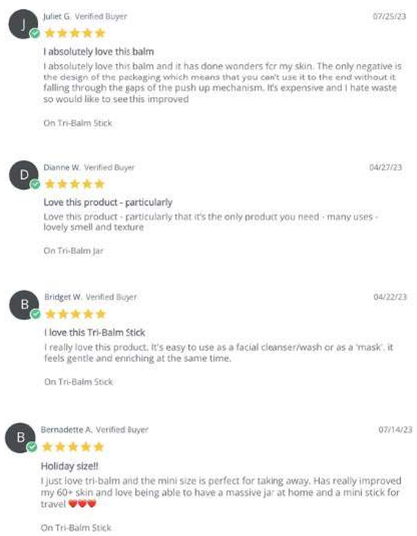
BEST CLEANSING BALM

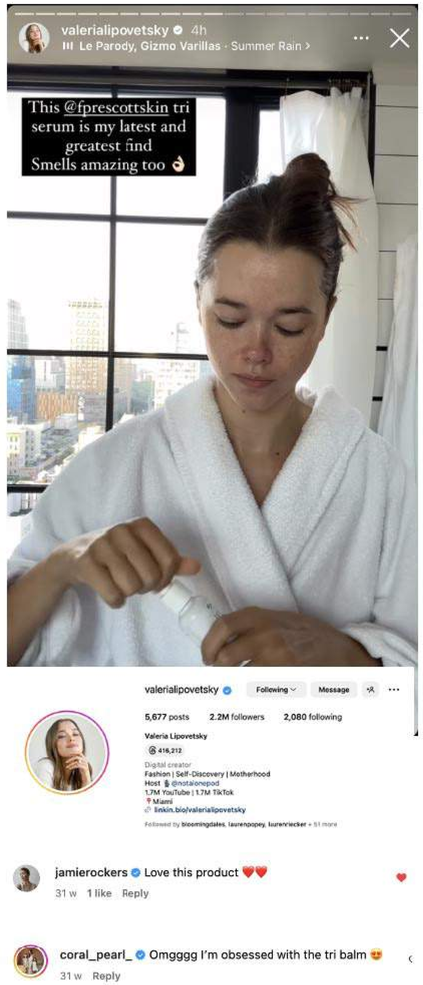
Winner: Formulae Prescott Tri-Balm

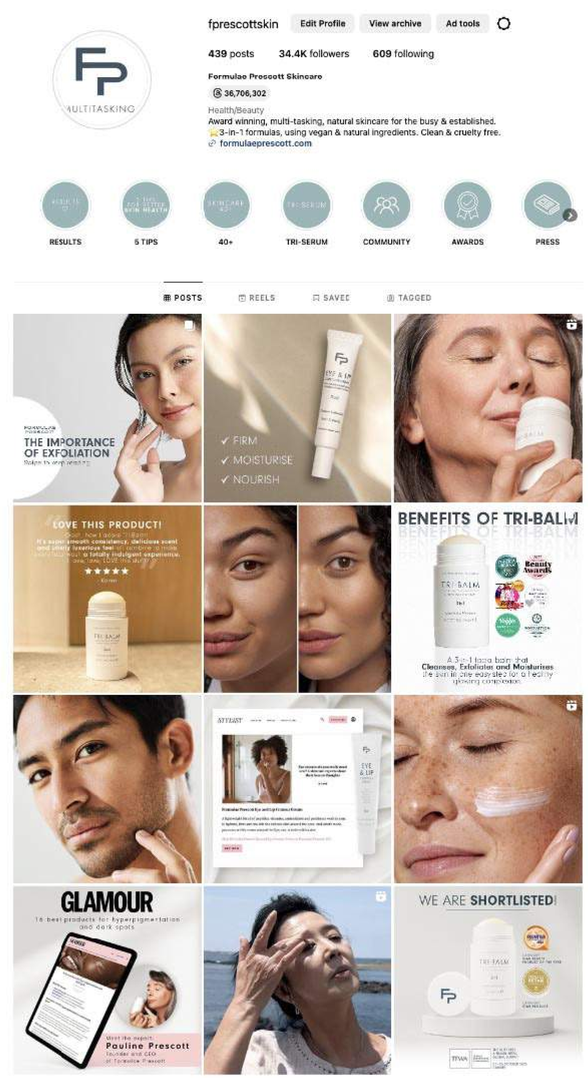
This clever balm is more than meets the eye. It's not just a cleansing balm (though it would still be a fantastic product if it was just a cleansing balm because it does such a good job), but it also works as a smart moisturising balm. Oh, and as an exfoliator thanks to the inclusion of pumpkin enzymes in the formula. "A winner skincare saviour!" says master therapist, skincare expert and judge Michaela Hobbs. "I used to use this for its moisturising properties and keep it to my handbag for those times when I have dry patches or super dry cracks on my hands (thank you winter!) I find the application so easy and it really helps to soothe and restore my dry skin," she adds.

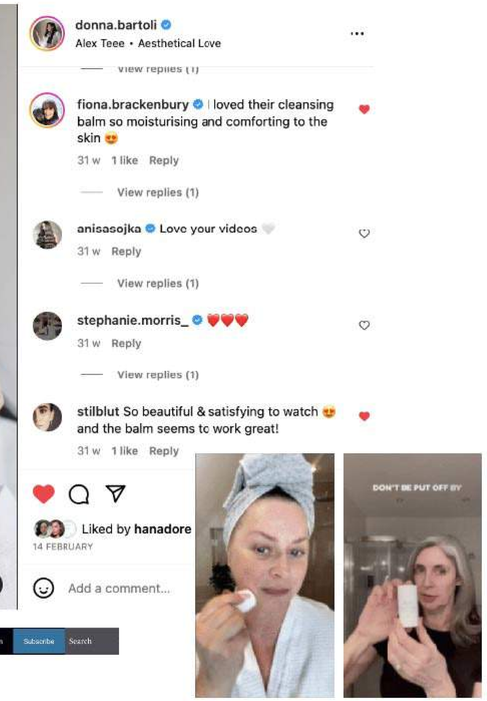
This is the perfect travel companion when opting for carry-on only as it doesn't count towards liquids; it's the "perfect skincare on-the-go" says Consultant Dermatologist and judge Dr Thivi Maruthappu.

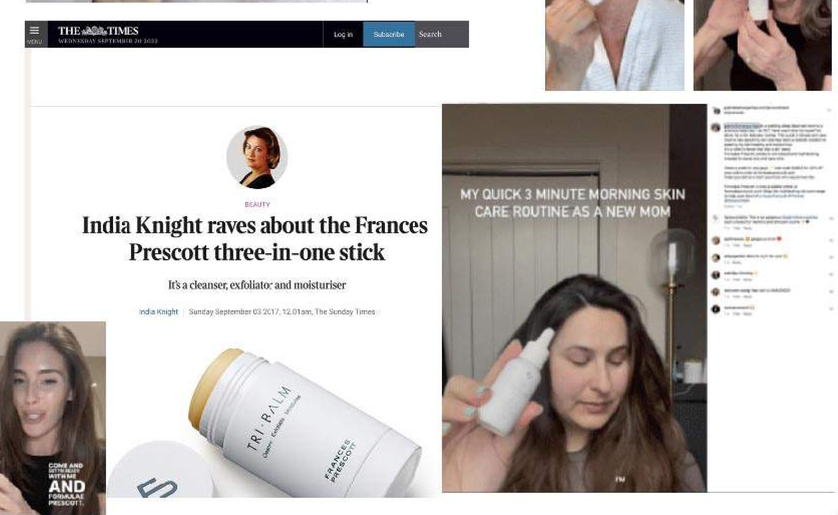
OUR COMMUNITY











NATURAL MULTITASKING SKINCARE
TRI·BALM
CLEANSE·EXFOLIATE·MOISTURISE
NETTOIE EXFOLIE HYDRATE
3in1
Geranium & Mandarin
NET WT: 70g / 2.46oz

CLEANSE, EXFOLIATE & MOISTURISE
TRI-BALM STICK AND JAR
20G STICK | 0.71OZ
70G STICK | 2.46OZ
70G JAR | 2.46OZ
140G JAR | 4.94OZ

FIRM, NOURISH & MOISTURISE
EYE & LIP CONTOUR CREAM
15ML | 0.51 FL OZ

CLEANSE, REPAIR & PROTECT
TRI-BODY TREATMENT
60ML | 2.03 FL OZ
150ML | 5.07 FL OZ

REGENERATE, FIRMING & TONING, BARRIER REPAIR
TRI-SERUM
30ML | 1.0 FL OZ

CELLULAR REPAIR, ANTI-POLLUTION & BLUE LIGHT PROTECTION
TRI-SPRITZ
50ML | 1.69 FL OZ
100ML | 3.38 FL OZ

NPD HAND BODY DÉCOLLETAGE CREAM
TRI-SPRITZ
50ML | 1.69 FL OZ
100ML | 3.38 FL OZ

THE RANGE

ONE STEP

Streamline your skincare with a simplified regime. **Cleanse, exfoliate** and **hydrate** your skin with Formulae Prescott's **3-in-1 Tri-Balm** by repairing and restoring your skin's natural suppleness and bring healthy life back into your skin barrier. With three steps in one, the Tri-Balm is all you need at home or when travelling.

CLEANSE
TRI-BALM STICK OR JAR
Cleanse and remove skin's impurities and restore hydration by rolling the stick directly onto the skin.

Love the formulation but prefer a different applicator? Try our Tri-Balm jar. Scoop out your daily portion, warm the product up in-between your hands and gently remove skin's impurities and makeup. Wipe off the stick's top layer with a tissue.

MASSAGE & EXFOLIATE
TRI-BALM STICK OR JAR
Massage the healing powers of our Tri-balm into your skin to feed your skin barrier with a combination of oils (wheat germ, sweet almond, blackcurrant) and exfoliating enzymes (derived from pumpkin seed). Not only is this product easy to use, the balm formulation washes off makeup whilst gently exfoliating dead skin cells day and night.
Rinse off and pat dry.

MOISTURISE (OPTIONAL)
TRI-BALM STICK OR JAR
The skin should feel hydrated even when the product is rinsed off. For extra hydration, reapply the the Tri-Balm as a moisturiser or use as a base for makeup.

Alternatively, mix some product in with your foundation for an extra dewy finish.

OVERNIGHT OR IN-FLIGHT MASK (OPTIONAL)
TRI-BALM STICK OR JAR
Apply an extra layer of the Tri-Balm in the evenings as an overnight sleeping mask or as an in-flight mask to lock in moisturise whilst gently exfoliating dead skin cells at night. The hyaluronic acid locks in hydration, leaving the skin feeling and looking extra dewy and hydrated. Wash off or wipe off in the morning.

ONE PRODUCT

Formulae Prescott's Skinimalist Routine

Curated by Pauline, this simple 4-step regime will keep the skin barrier hydrated, nourished and healthy. Repair and protect morning and evening with our nutrient-dense, antioxidant rich products – Tri-Balm, Tri-Spritz, Tri-Serum and Eye & Lip Contour Cream.

STEP 1: CLEANSE

ANTIOXIDANT-PACKED TRI-BALM

Cleanse and remove skin's impurities and restore hydration by rolling the stick directly onto the skin.

Don't like the stick? Try our Tri-Balm jar. Scoop out your daily portion, warm the product up in-between your hands and gently remove skin's impurities and makeup.

STEP 2: MASSAGE AND NOURISH

FIRMING AND REPAIRING TRI-SERUM

Optional - Tone with our antioxidant-rich treatment mist (Tri-Serum) to protect the skin's barrier with its anti-pollutant properties. Strengthen and condition the skin.

Dispense a few drops of Tri-Serum into the palm of your hands to warm up, then apply where needed (face, neck, chest, hands) to help increase hydration. Use morning and/or night. Mix in with foundation to keep skin extra hydrated throughout the day for additional moisturising benefits.

STEP 3: FIRM, REPAIR AND MOISTURISE

EYE & LIP CREAM + TRI-BALM

Squeeze a small amount of the Eye & Lip Contour Cream onto fingertip and gently pat onto the delicate eye area and outline of your lips, morning, night and top up anytime in-between.

Lock in hydration and prep skin for makeup or sleep with a final layer of Tri-Balm.

STEP 4: TONE, PREP AND PROTECT

MULTI-FUNCTIONING TRI-SPRITZ

Tone with our antioxidant-rich treatment mist (Tri-Spritz) to protect the skin's barrier with its anti-pollutant properties. Strengthen and condition the skin.

OUR FOUR STEP SKINIMALIST REGIME

PRODUCT BREAKDOWN

TRI-BALM

THE CLEANSER. THE EXFOLIATOR. THE MOISTURISER.

Tri-Balm is not just a great product, but the foundation of a whole new, modern category of skincare regimes known as 'skinamalism'.

This compact, yet mighty miracle product, boasts a blend of **botanical oils**, **starflower & oats** to effectively cleanse removing impurities & make-up including stubborn mascara. **Pumpkin seed enzymes** gently exfoliate to instantly smooth & brighten, while natural **hyaluronic acid & antioxidants**, lock-in moisturiser to plump & hydrate skin all day long.

The **innovative twist up stick** has been designed for easy application both home & away. This combined with a unique **waterless formulation** makes effective skincare on-the-go possible wherever you are in the world making it a game-changer of a travel essential.

Formulated to suit all skin types, our **3-in-1 award-winning**, signature cleansing balm works hard to effortlessly reduce your skincare routine in just one simple step to leave skin softer, clearer, nourished & hydrated.

KEY INGREDIENTS INFO

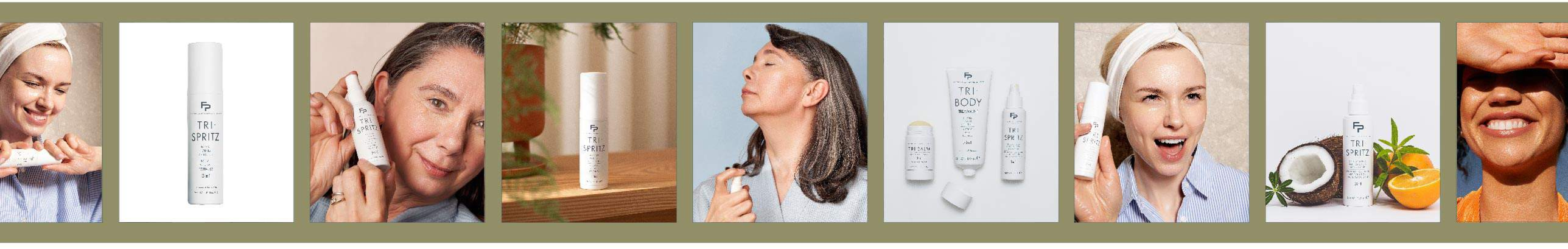
Sunflower, Wheatgerm oils: Cleanses efficiently and aids in premature aging and wrinkles.
Sweet almond oil: Helps to soothe and hydrate skin and hair. Also helps to reduce the appearance of scars, stretch marks and wrinkles to treat skin conditions.
English oil blend enriched with **Blackcurrant, Starflower and Oat:** Aids topical nutrition.
Rice bran oil: Rich in Vitamin E and fatty acids, improve elasticity.
Pumpkin enzyme: A gentle exfoliant. Sodium Hyaluronate (soluble hyaluronic acid) aids hydration.
Carrot tissue oil: Rich in pro Vitamin A, improves skin texture.
Geranium essential oil: Regulates sebum and tones skin.
Mandarin essential oil: Antibacterial and revitalising.
Silica: Acts as a "glue", residing inside collagen fibres, giving our skin and our connective tissues, strength and flexibility.

TRI-SPRITZ

Reparative • Anti-Pollution • Blue Light Protection

Tri-Spritz is a multifunctioning antioxidant treatment mist has nourishing & reparative properties which hydrate, strengthen & condition the skin, whilst offering an anti-pollutant shield & blue light protection.

Introducing our updated Tri-Spritz with our classic **Geranium** and **Mandarin** fragrance and updated formulation. New formulation Tri-Spritz multi-functioning anti-oxidant treatment mist has nourishing and reparative properties which hydrate, strengthen and condition the skin, whilst offering an anti-pollutant shield and blue light protection. Tri-Spritz is formulated to tackle and target modern-day skincare needs and stresses. A multi-tasking treatment mist, Tri-Spritz is your go-to daily defence.



KEY INGREDIENTS INFO

Coconut Water: A reparative ingredient that hydrates skin.
Chufa Milk with Omega-3: Moisturises
White Tea & White Nettle with Lupin Seed Extract: Visibly soothes, calms and firms the skin.
Mandarin: Antibacterial
Geranium: Tones and Tightens, Reduces redness and the appearance of wrinkles.
Peach Flower: Fights against oxidated stress induced by pollution.
Makiswell Film: Acts as a protective barrier to the skin, protecting it from free radicals.
Superox-C AF: Offers blue light protection, potecting skin from oxidated damage, improves skin's radiance, luminositiy and brightness.

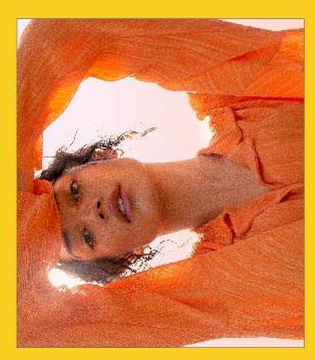
TRI-SERUM

Reparative • Firm & Tone • Barrier Repair

At the heart of this transformative regenerative serum is a cocktail of highly effective botanical ingredients including a powerful plant stem cell complex, vitamins & antioxidant-rich ingredients all combined to infuse their reparative nutrients onto the skin in an easily absorbed serum.

Added to this infusion is an effective anti aging active extract, to address fine lines and wrinkles and to increase the effectiveness of this next generation formulation.

Rich in powerful botanical oils, high in essential fatty acids this serum firms and tones the skin, strengthens and repairs the skins barrier function, improves radiance and moisturizes the skin leaving it smooth, radiant and nourished.



KEY INGREDIENTS INFO

Pomegranate Oil: Revitalises the skin.
Seabuckthorn Oil: Maintains the skin's optimum moisture, slowing the visible formation of fine lines and preventing premature skin aging by boosting the moisture renewal process of the skin and increasing radiance.
Sweet Almond Oil: Rich in Vitamin A, this powerful ingredient supports the skin's renewal and helps firm and tone the skin.
Gatuline: Anti-aging and protects against fine lines and supports the dermis structure to firm and tighten skin.
Borage Oil: Rich in essential fatty acids, this boosts the skin's natural moisture.
Soline: Provides extended hydration by offering lipid replenishment to soothe and strengthen the skin's moisture barrier structure.

TRI-BODY

Cleanse • Polish • Condition

A gel-to milk treatment which cleanses, polishes and conditions your entire body. Essential oils provide anti-inflammatory & anti-bacterial properties to heal and promote radient skin.

Cleanse with a blend of plant-based oils, reparative lipids, multivitamins and skin-brightening pomegranate seed extract. Polish with **Bamboo granules, papaya** and **mango enzyme extracts** which stimulate circulation and efficiently but gently smooth and polish the skin. Conditioning fatty acids derived from seaweed and **rice bran oil extract** tone, sooth, condition and brighten the skin. Tri-Body can be used morning, evening, or as often as your skin needs. For additional benefits can be applied to dry skin and rinsed off later.

Tri-Body essential oils provide anti-inflammatory and anti bacterial properties to heal and promote radiant skin. Suitable for all skin types.

KEY INGREDIENTS INFO

Apricot Kernel: Maintains the softness, suppleness and radiance of the skin.
Oat Lipids: Helps replace our lost ceramides reinforcing our skin's barrier.
Squalane: Strengthens the skin barrier and helps the skin to retain moisture.
Pomegranate Seed Oil: Naturally brightens and revitalises the skin.
Bamboo granules, Papaya and Mango enzymes: Physical and enzymatic exfoliant to buff, polish and smooth skin, boost circulation and enhance cellular renewal.
Seaweed Extract: Skin nurturing fatty acids that penetrate the skin's barrier, adding in extra locked moisture for plump, nourished and conditioned skin.
Rice Bran Oil: Slows the look of aging and brightens the complexion.

EYE & LIP CREAM

Firm • Nourish • Moisturise

This nourishing cream increases collagen synthesis firming the skin, boosts hydration, increases radiance and strengthens the skin's natural moisture barrier.

Eye and Lip Contour Cream combines peptides, vitamins, powerful antioxidants and probiotics to support the skin leaving it hydrated, firm and nourished. This light nourishing cream increases collagen synthesis firming the skin, boosts hydration, increases radiance whilst strengthening the skins natural moisture barrier. Formulated to protect the most delicate, active parts of the face.

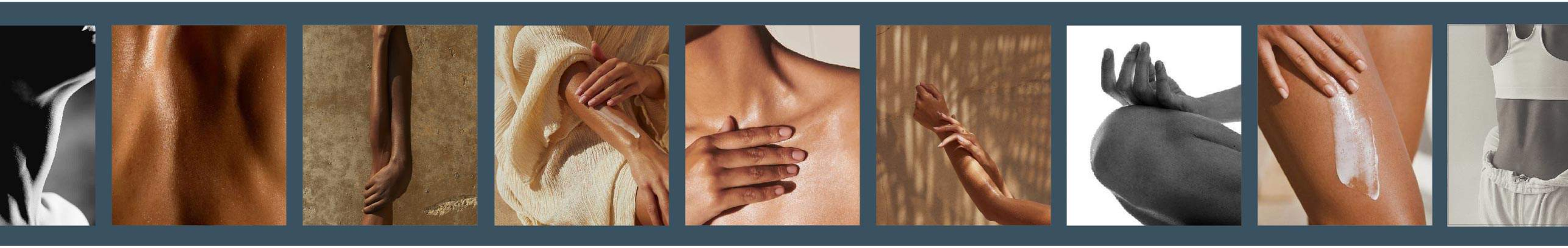
KEY INGREDIENTS INFO

Watermelon: Fatty acids in watermelon help to restore elasticity to the skin.
Vitamin E: A fat-soluble vitamin that acts as an antioxidant to treat damaged skin cells.
Borage Oil: Rich in essential fatty acids, this boosts the skin's natural moisture.
Olive Oil: Helps calm redness and irritation caused by acne or psoriasis and protects against free radicals that lead to wrinkles and premature aging of skin.
Shea Butter: Anti-inflammatory properties soothe skin and boosts moisture.
Hyaluronic Acid: Keeps skin plump and hydrated
Soline: Provides lipid replenishing and soothing benefits as well as anti-aging, anti-wrinkle, moisturising and plumping.

TRI-RESTORATIVE BODY, HAND AND DÉCOLLETAGE CRÈME

Moisturises & Nourishes • Brightens & Hydrates • Anti-Aging

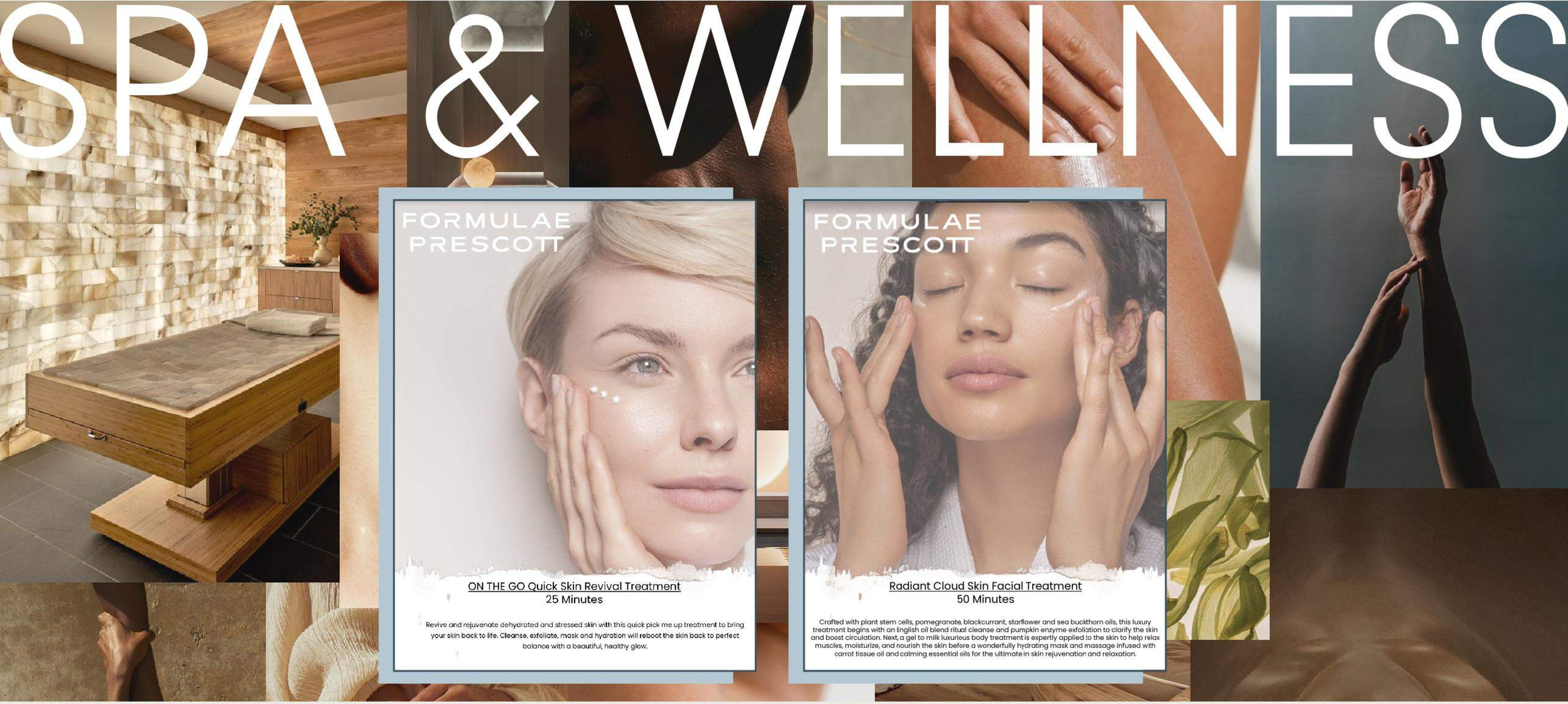
This next generation body cream hydrates, protects and nourishes the skin creating a protective barrier that delivers ultra hydration and moisturization. This vitamin enriched formulation nourishes and feeds dry, dehydrated skin and tackles the signs of sun damage and ageing, delivering intense nourishment, whilst comforting, firming, and protecting your skin. Combining a powerhouse of **vitamins, peptides, antioxidants, fatty acids, anti-ageing** and **skin softening ingredients** to form the perfect body, neck and hand treatment.



KEY INGREDIENTS INFO

Shea Butter: Packs a powerful moisturising punch as it soaks into your skin and creates a moisture sealing barrier, with its protecting, moisturising, and skin regenerating qualities. It aids skin tissue cell regeneration, softening the skin and ultimately helps reduce the appearance of wrinkles, as well as preventing them from developing by boosting collagen levels.
Glycerin: A highly effective humectant that helps maintain the moisture balance and hydrates parched skin. It is one of the oldest and most respected skin moisturisers.
Olive Squalene: A fine non-greasy blend of Olive derived emollients gives skin an amazingly soft feel and a natural bloom, and also helps to reduce moisture loss.
Bright Light Madonna Lily: Acts as an anti-aging, brightening, lightening and regenerating agent. It helps prevent and decrease dark spots caused by aging or UV radiation. It increases cell renewal, limits alterations and contributes to a more uniform tone, delivering radiant, younger looking skin.
Indian Olibanum (Frankincense): Stimulates healthy skin and reinforces cell regeneration, it decreases the production of free radicals, keeping skin in an optimal state, to better fight external aggressors.
Coconut Water: Packed full of essential amino acids, enzymes, antioxidants and phytonutrients. It's a natural source of cytokinins, which regulate growth, development and ageing.

SPA & WELLNESS



Spa and Wellness protocols launched in 2023 with plans to work with hotels, spas and restored globally as an integral part of their business. Our clean multitasking skincare products are ideal for spa professionals and their clients. Multi-functionality is at the core of all Formulae Prescott skincare solutions. Streamline beauty routines by experiencing multiple benefits within one product. This efficiency caters to spa-goers seeking effective yet time-saving treatments, while spa owners benefit from a versatile but luxuruious product lineup that maximizes treatment options and enhances the overall experience.

PROTOCOL

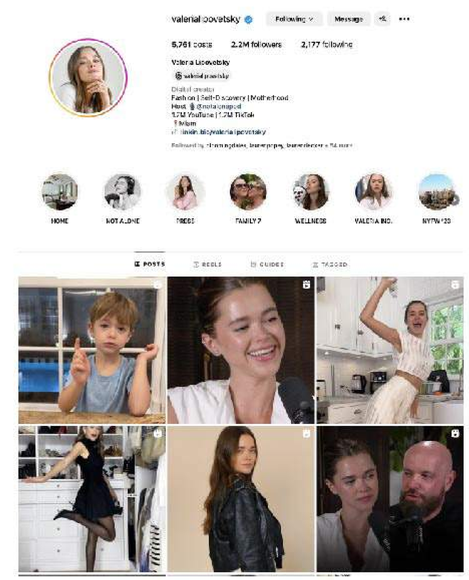
NPD 2024

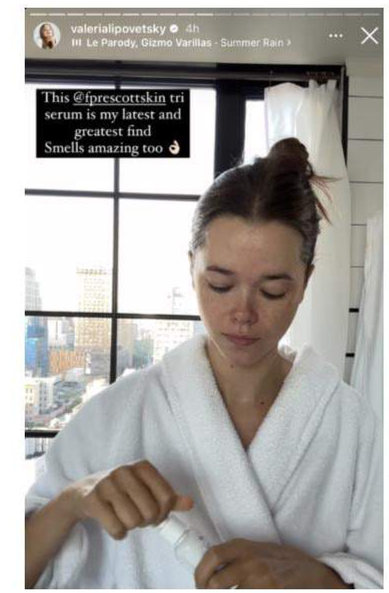
Early Q1: Tri-Restorative Body, Hand and Décolletage Créme
Late Q2: Tri-Solé Sunscreen in SPF30 and SPF45
Q2/Q3: Bath Soak Satchets
Q4: Candle

Summer 2024
Discovery Kits
Bundles

Winter 2024
Holiday gift sets

February's Allure Beauty Box - Tri-Balm 20g Stick inclusion
110,000 recipients





Marketing activation with Valeria Lipovetsky - Luxury Lifestyle Influencer based in Canada and the United States.

MARKETING 24

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