

bkr

S/S

2022



**THE BEAUTY ESSENTIAL THAT WILL
CHANGE THE WAY YOU HYDRATE FOREVER.**

OUR STORY



Best friends and co-founders, Tal Winter and Kate Cutler started bkr in 2011 with the belief that inner and outer beauty were connected. Their product was the clean, addictive, cult favorite bkr bottle and their concept was Beauty 101: drinking water is the foundation for soft, dewy, pretty skin—and wtf-hydrating shouldn't be so hard.

Fast forward to a couple years later. Confident they had solved the hydrating-is-hard problem, they were annoyed that they still had dry lips—despite being two of the most hydrated people on earth who owned every lip product in existence. They decided to do the thing they were inspired to do: create the hydrating, holy grail, omg, cosmetic soulmate of lip balms themselves.

The critically lauded Paris Water Balm is that holy grail lip balm. The balm furthers bkr's commitment to holistic hydration, clean beauty and wellness. With the introduction of Kiss Kits and their rapid rise to cult status, bkr is well on its way to establishing itself as your hydration everything and the ultimate destination for people who know to start inside for a pretty outside.

XX

Tal
Winter

&

Kate
Cutler

CEO + FOUNDER

**HEAD OF STRATEGY
+ CO-FOUNDER**

“

EVOCATIVE, ON-POINT.

—*VOGUE*

DISRUPTING THE BEAUTY SPACE.

—*HUFFINGTON POST*

**A SHINY NEW WAY
TO KEEP US HYDRATED.**

SIP, GLOSS, REPEAT!

—*MARIE CLAIRE*

**A WATER BOTTLE WITH A LIP BALM
COMPACT BUILT RIGHT INTO THE CAP.
IF THAT'S NOT LOW-KEY GENIUS,
WE DON'T KNOW WHAT IS.**

—*REFINERY29*

”

AN ELEVATED ALTERNATIVE TO PLASTIC

SMALL MOUTH

for easy, no-spill sipping

LEAK-PROOF

ergonomic cap

DISHWASHER SAFE

NON-TOXIC

all parts bpa-,
bps-, bpf- and
phthalate-free

GLASS

Is endlessly
reusable and
doesn't taste
like metal



SIZE MATTERS



BIG

1L — 32 OZ
2X/DAY

FOR: When you're thirsty. On your bedside table, at your desk, by your side when working out



LITTLE

500ML — 16 OZ
4X/DAY

FOR: Everyday drinking. In the car, in your bag, on you always.



TEENY

250ML — 8 OZ
8X/DAY

FOR: A full glass of water on the go. For beauty elixirs, wellness tonics, for your little ones, in your ultra-cute handbag.



PARIS WATER BALM



ORIGINAL
clear semi glossy finish

ULTRA-HYDRATING GLOSSY LIP TREATMENT

A proprietary complex of rose, algae and essential biolipids with a natural peppery French rose scent.

CLEAN TECHNOLOGY

This blend of 16 thoughtfully-chosen natural plant actives nourishes and hydrates while 4 innovative clean ingredients deliver the benefits. The Water Balm was formulated in the EU under the strictest safety standards in the world, is REACH compliant and will never be harmful to humans, animals or the earth.

ACTIVE INGREDIENTS

Mediterranean Algae increases your own hyaluronic acid and stimulates the expression of collagen, French Rose hydrates and balances, and the bkr Paris Essential Biolipid Complex softens, plumps and prevents moisture loss.

PROVEN EFFECTIVE

Clinically tested and shown to soften, moisturize and protect lips:

- 86% of users reported lips were softer, nourished and comforted
- 90% of users reported lips were moisturized
- 100% of users reported lips were protected

PARIS WATER BALM



BITTEN
sheer juicy boysenberry



ELLE
sheer glossy coral



BEDROOM
glossy sheer raspberry tint
With violet iridescence



THE CHERRY ON TOP

We also created an innovative cap designed to connect the Water Balm or the empty compact to the bkr bottle. The balm itself is easily removable, so you can slip it into a bag whenever your bkr isn't with you.

COMPACT CAP



250/500ML



1L

THE BKR **KISS KIT.**

**Wait, is that a lip balm on your bottle?
Holy sh*t, did we just do something?**

- your nightstand everything
- your workout everything
- your in-flight everything
- your hydration everything.
- HYDRATE INSIDE AND OUT
- NEVER SEARCH FOR YOUR LIP BALM AGAIN
- Never carry your balm in your sock or bra again
- Your most surprising best thing ever

Includes one bkr glass water bottle with silicone sleeve + one Paris Water Balm (our bestselling, ultra-hydrating glossy lip treatment) + one Custom Compact Cap to connect it all. The balm compact snaps into the compact cap and can easily be removed or replenished.



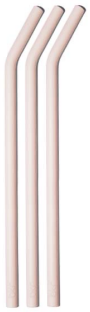
STRAW & STRAW CAP



SIP CAP
1L



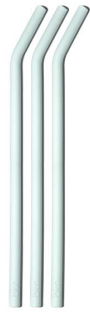
SIP CAP
500/250ML



TUTU STRAW
1L (3 PACK)



DOE STRAW
1L (3 PACK)



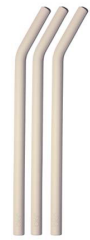
JAMES STRAW
1L (3 PACK)



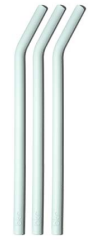
FROST STRAW
1L (3 PACK)



TUTU STRAW
500ML (3 PACK)



DOE STRAW
500ML (3 PACK)



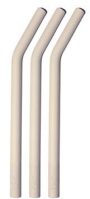
JAMES STRAW
500ML (3 PACK)



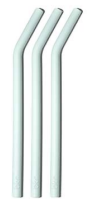
FROST STRAW
500ML (3 PACK)



TUTU STRAW
250ML (3 PACK)



DOE STRAW
250ML (3 PACK)



JAMES STRAW
250ML (3 PACK)



FROST STRAW
250ML (3 PACK)

CORE *ASSORTMENT*

These iconic colors will always be part of our permanent assortment.



TUTU



TEDDY

FORMERLY "NAKED"



JAMES



JET



LALA



GRACE



FROST



LONDON



FIFTH AVE



WINTER



DOE

2022 ONGOING *ASSORTMENT*

These colors will be in our assortment and may become CORE or we will advise within 3 months if they will be discontinued.



HEATHER



SLOANE



JUNIPER



DREAM



ATLAS



HAVEN

2022 LIMITED *ASSORTMENT*

These colors will only be assorted for a limited time, so get them while they last.



PUFF



ASPEN

**BEAUTIFUL
SKIN REQUIRES
HYDRATION,
NOT A MIRACLE.**



MYBKR.COM

SALES@MYBKR.COM

MARKETING@MYBKR.COM

PRESS@MYBKR.COM

PARTNERSHIPS@MYBKR.COM

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