

b.fresh™

with skin loving ingredients.

it's bodycare.
done different.



where we're going

speaking to gen z'ers

we are the **only brand speaking to gen z** in this space. through b.fresh we have a proven formula to engage and build a cult following among gen-z'ers. put into practice, this formula will **drive gen z customers into stores** again + again.

our **winning formula** includes:

- ✓ products that meet the **wants + needs** of the beauty + socially conscious gen z customer
- ✓ packaging, copy + marketing that **speaks directly to gen z'ers**
- ✓ active **cult following on social media** with a huge appetite for newness
- ✓ driving brand awareness + actions via digital ad campaigns with focus on tiktok ads, targeted to gen z
- ✓ leverage our database of content creators of all sizes to engage an audience of **2000+ brand advocates**
- ✓ **build brand loyalty** to encourage repeat purchases with very brand loyal gen z

we build a bridge that starts with digital and brings gen z'ers into stores



skin benefit migration

- ✓ trending ingredients emerge through many avenues ranging from superfoods to supplements
- ✓ when they get traction they become staples in prestige serums
- ✓ moving to mass retail face care
- ✓ the best of the best move from face to hand and body lotion



trending ingredients from the beautyverse

key elements that make it into face serums

key mass retail face moisturization

hair care

hand + body lotion

body wash

lip care

deodorant

the b.fresh difference

all of the good, none of the bad

we want what's best for the body + what's best for the planet... which means we use the best skin nourishing ingredients from mamma nature, none of the bad stuff.



natural skin loving ingredients

with ultra hydrating hyaluronic acid, vitamin c, detoxing willow bark extract, fruit extracts and activated charcoal, we source the finest proven natural skin care ingredients.



no added nasties

crafted from the cleanest naturally derived ingredients to give a lil extra lovin' to your skin, with all the benefits and none of the bad stuff



cruelty free

we love animals, so no we do not test on them. we are proudly PETA-certified as cruelty-free + vegan.

say “hello” to b.fresh™

get fressssh all over

say hello to b.fresh - it's bodycare done different. keep your skin feeling fresh AF + oh-so-nourished with the best skin conditioning ingredients from momma nature.

we're all about bringing skincare to your bod. b.fresh with bodycare products jam packed with the best skin lovin' ingredients + natural scents your hot bod has ever experienced.

- ✓ all about celebrating cleanliness...it's no sweat to be fresh!
- ✓ products are a little bit fun, a little bit quirky and a whole lot of fresh
- ✓ we love your bod. and the planet. 100% vegan, cruelty free and bottled with love

www.bfresh.rockz



deodorant



body wash



lip serum



body serum



haircare

b.fresh™

it's bodywash
done different.



say hello to

b.freshTM

bodywash... done different

say hello to the b.fresh range of skin loving, grime busting body washes.
why not get clean, smell great and nourish skin!

b.fresh body washes are enriched with skin conditioning, natural ingredients
and jam packed with a blend of plant and mineral based ingredients to
naturally cleanse skin and keep you smelling great.

get squeaky clean in style with ultra bright bottles that look just as great in
your shower as they do in your travel bag.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free



the b.fresh body wash

secret sauce

get fressssh and nourish your skin

the best targeted ingredients for any skin concern!



hyaluronic acid

to help plump skin + retain moisture, while helping to visibly reduce fine lines + wrinkles



vitamin c

an antioxidant and anti-inflammatory to brighten, soften and smooth



willow bark extract

with its anti-inflammatory properties + ability to clear pores and alleviate acne



fruit enzymes

to gently exfoliate the skin by breaking down the material that binds dead skin cells together



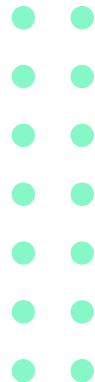
activated charcoal

to absorb toxins, which binds to dirt and oil on the skin and helps clear out pores



ginseng

for tighter skin and pore tightening. it washes away impurities without stripping oils



your whole body...
covered



fresher than ever body wash

enriched with skin conditioning, natural ingredients and jam packed with a blend of plant and mineral based ingredients to naturally cleanse skin and keep you smelling great.



ocean fresssh

be fresh with b vitamins and sea salt to detox and nourish skin.



sweet dreamz

wash away the worries of the day with this calming lavender vanilla blend enriched with hyaluronic acid for silky soft skin.



watermelon mint

a truly unique showertime experience with a powerhouse of fruit enzymes to deeply exfoliate and keep your skin feeling great.



grapefruit good

an ultra refreshing citrusy scent that's oh so good. enhanced with hyaluronic acid to deeply hydrate and keep your skin feeling great.



mighty mango

the magic of mango is in the air! a nourishing body wash infused with mango oil to help fight dryness + peptides to ease inflammation.



tropicalicious

your passport to a tropical paradise...without ever leaving your shower! a punchy blend of pineapple + fruit enzymes packed with antioxidants.

fresher than ever body wash

enriched with skin conditioning, natural ingredients and jam packed with a blend of plant and mineral based ingredients to naturally cleanse skin and keep you smelling great.



ocean fresssh

be fresh with b vitamins and sea salt to detox and nourish skin.



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a truly unique showertime experience with a powerhouse of fruit enzymes to deeply exfoliate and keep your skin feeling great.



grapefruit good

an ultra refreshing citrusy scent that's oh so good. enhanced with hyaluronic acid to deeply hydrate and keep your skin feeling great.



squeeze the day

your morning wake up call enhanced with invigorating ginseng and antioxidant rich vitamin c



mighty mango

the magic of mango is in the air! a nourishing body wash infused with mango oil to help fight dryness + peptides to ease inflammation.



tropicalicious

your passport to a tropical paradise...without ever leaving your shower! a punchy blend of pineapple + fruit enzymes packed with antioxidants.



b.fresh™

it's deodorant.
done different.



say hello to

b.fresh™

it's no sweat to be fresh!

wanna smell great without making your pits feel drier than a desert? meet the b.fresh range of deodorants. it's deodorant, done different.

without nasty aluminum, the b.fresh range is made from a blend of plant and mineral based odor neutralizers that help prevent odor-causing bacteria from forming on the skin. while the deliciously yummy scents of each deodorant stick come from special blending of essential oils.

the b.fresh deodorant sticks are all paraben-free + packed full of skin-loving ingredients that will smooth, nourish + hydrate your pits for the happiest, freshest smellin' pits ever. like why just smell great when your skin can feel great too? it's no sweat to b.fresh.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



aluminum
free



sulfate
free



the b.fresh deodorant deets

it's deodorant. done different.

many deodorant brands use aluminum to block sweat ducts from producing sweat and add other nasties like parabens, triclosan, alcohol, phthalates and propylene glycol.

b.fresh is deodorant **done different**. without nasty aluminum, the b.fresh range is made from a blend of **plant and mineral based** odor neutralizers that help prevent odor-causing bacteria from forming on the skin. our stick is alcohol-free, paraben-free and goes on **smooth + clear**. we use ingredients like caprylic/capric triglyceride (from coconut oil), candelilla cera, sodium bicarbonate (baking soda) and zinc ricinoleate along with skin loving shea butter.

b.fresh deodorants also include a blend of **essential oils**. Rosa Damascena (Rose) Flower Extract, Citrus Bergamia (Bergamot) Essential Oil, Jojoba Oil, Lavandula Angustifolia (Lavender) Oil, Citrus Grandis (Grapefruit) Seed Extract, Butyrospermum Parkii (Shea Butter), Citrus Aurantium Dulcis (Orange) Peel Oil. b.fresh is also made with **natural scents**. due to FDA regulation, we use the term fragrance to refer to these oils.



candelilla cera

a skin conditioning agent that helps reduce moisture loss and traps + absorbs odor molecules.



bergamot essential oil

antibacterial + anti-inflammatory properties of bergamot essential oil help to calm + soothe skin.



lavender oil

antibacterial + anti-inflammatory properties of lavender oil helps to calm, soothe, + cleanse skin



shea butter

packed with fatty acids + vitamins, shea butter helps to heal, condition + tone skin.



caprylic/capric triglyceride

made from coconut oil + glycerin, it's a powerful antioxidant + skin smoother!



rose flower extract

helps to calm, heal + soothe irritation and redness to leave skin feeling + looking fresher.



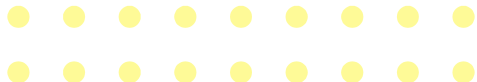
jojoba oil

gentle + suited to all skin types, jojoba oil does it all! moisturizes, hydrates, protects + heals



citrus oils and extracts

help to cleanse, tone, balance oils + detox skin while also being a rich source of antioxidants



skin loving deodorant

50g
size



only

we all like smelling great, but if you also like to love that skin you're in then say hello to the b.fresh range of armpit loving, odor zapping deodorants. why not smell great and nourish skin!



nutty bout coconut

sweet coconutty goodness!
blended with argan oil to
improve skin condition and
nourish sensitive under arms.



bring the bliss

blissful days ahead. a woody
and enchanting scent to keep
you oh-so grounded. with
niacinamide to reduce redness
+ irritation.



positive vibes only

oh the serenity, a lush calming
lavender scent enriched with
jojoba oil for silky soft
underarms. it'll be tank tops
everyday!



peach out

armpit stank is really the pits.
get peachy pits instead. loaded
with chamomile to ease
inflammation and soothe. oh,
sweet relief!



stop and smell the...

smell like fresh roses all day.
enhanced with hyaluronic acid
to keep your pits happy and
your skin feeling great.



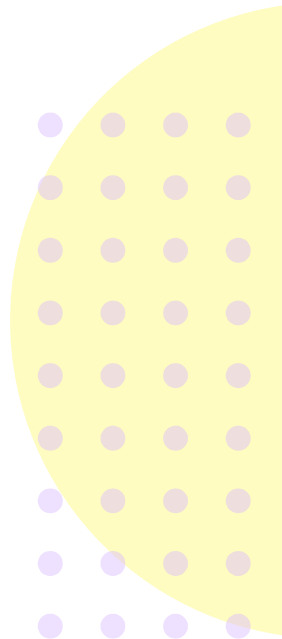
fresssssh AF!

an ultra refreshing citrusy scent
that's oh so good. juiced up
with hyaluronic acid to keep
your pits happy all day and your
skin feeling great.



sweeter than...

you're already sweet. smell
even sweeter. enriched with
marula oil keeping your
underarms feeling smooth af.



b.fresh™

it's bodycare
done different.



say hello to

b.fresh™

get fresssh all over!

sporting a fresh face but leaving your bod high and dry? treat the rest of your skin to the kind of hard working ingredients your greedy lil' face usually keeps to itself.

lightweight but hella concentrated, we're delivering real, effective skincare to each and every inch of your skin. give us your skin concern and we'll give you the best targeted ingredients for the job. from hydration, exfoliation, brightening to firming, we've got it covered. now it's up to you to get covered in us...

like, why just b.fresh-faced when you can b.fresh all over?



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free



the b.fresh body serum secret

like a face serum for your whole body!

some lotion and serums use nasties like parabens, triclosan, alcohol, phthalates and propylene glycol. but not us!

b.fresh takes natural ingredients you know and love for your face, and applies them to your whole body! enriched with powerhouse natural hydrators, protectors, exfoliators and brighteners like...



hyaluronic acid

to help plump skin + retain moisture, while helping to visibly reduce fine lines + wrinkles.



niacinamide

to help build cells in the skin + protect it from environmental stresses + toxins



willow bark extract

with its anti-inflammatory properties + ability to clear pores and alleviate acne



ceramides

for tighter skin + pore tightening. it washes away impurities while keeping natural oils



licorice root

rich in glabridin, inhibiting the enzyme causing pigmentation in response to sun exposure



glycolic acid

gently exfoliates and increases cell turnover to improve the skin's overall texture + tone



your whole body...
covered

fresh all over body serum

get real, effective skincare to each and every inch of your skin. give us your skin concern and we'll give you the best targeted ingredients for the job. from hydration, exfoliation, brightening to firming, we've got it covered.



let's bounce

with hyaluronic acid, niacinamide, oolong tea and vitamin e to deeply hydrate while firming and toning tired skin



from dull to dewy

with hyaluronic acid, botanical complex, ceramides and vitamin e to replenish, rejuvenate and quench even the driest skin



lit from within

with hyaluronic acid, niacinamide, licorice root and vitamin c to help reduce pigmentation and visibly brighten skin



smooth AF

with hyaluronic acid, multi-fruit extract, glycolic acid and vitamin e to refine and restore for smooth and fresh looking skin



fresh all over body serum

get real, effective skincare to each and every inch of your skin. give us your skin concern and we'll give you the best targeted ingredients for the job. from hydration, exfoliation, brightening to firming, we've got it covered.



let's bounce

with hyaluronic acid niacinamide, oolong tea and vitamin e to deeply hydrate while firming and toning tired skin



from dull to dewy

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lit from within

with hyaluronic acid niacinamide, licorice root and vitamin c to help reduce pigmentation and visibly brighten skin



as good as new

with hyaluronic acid, skin renewal complex, white water lily and lactic acid to restore moisture and balance skin cell renewal



b.fresh™

it's haircare done different.



say hello to

b.freshTM

hairecare is the new self care

we've all been there when our hair can make or break our whole mood for the day. kick those bad hair days to the curb by treating it to the self care routine + hair lovin' ingredients it deserves.

our range of hair lovin' treats are packed with all the good stuff momma nature gave us to get that mane lookin' fresh. whether you're looking for everyday shine, volume, deep cleansing or nourishment - we've got the ingredients + delicious scents to help you live out your good hair dreams.

let's get those locks lookin' luscious and fresh AF.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free



the b.fresh hairecare secret

hairecare is the new self care

our b.fresh fam love using the best natural, loving ingredients all over their body - their hair is no exception!

like all of our bodycare, we take a full-scale approach to haircare. we deliver the best targeted ingredients for all different hair needs.



jojoba + raspberry oils

anti-inflammatories to nourish, moisturize + hydrate your scalp and repair hair



charcoal + kaolin clay

are deep cleansing heroes to help remove impurities and excess product build-up + oils to help restore bounce



chamomile + goji berry

natural anti-inflammatories that soothe any sensitivities. a healthy scalp = healthy AF hair growth



vegan collagen + vegan biotin

help to improve overall hair health, strength and shine while fighting damage



niacin

helps improve blood circulation in the scalp and delivers needed nutrients to the hair follicles stimulating hair growth



sugar cane extract + kakadu plum

help to restore + maintain moisture, shine and elastin for a glossy, healthy head of hair



mango butter

helps to restore strength + protect from further damage, soften and smooth your overall hair



your hair needs...
covered



hair care is the new self care



our range of hair lovin' treats are packed with all the good stuff momma nature gave us to get that mane lookin' fresh. whether you're looking for everyday shine, volume, deep cleansing or nourishment - we've got the ingredients + delicious scents to help you live out your good hair dreams.



good hair day. every day.

for all hair types looking for some daily care to keep their hair fresh errrry day. enriched with chamomile, goji berry, kakadu plum + sugar cane extract to add shine + treat those tresses.



like a hairway to heaven

for dry + heat damaged hair looking for some nourishment. repairs and nourishes with heavenly hair-loving ingredients like jojoba oil, raspberry oil + mango butter.



get it squeaky clean

for oily hair that needs a routine cleanse to keep it fresh. rebalances, clarifies + detoxes for the ultimate fresh hair feeling with green tea, charcoal + kaolin clay.



turn up the volume

for fine, thin hair types looking to turn it up a notch. works to volumize hair to the max + treat the scalp with hair-loving ingredients niacin, vegan collagen + vegan biotin.

clarify, condition + treat

a haircare routine with only shampoo + conditioner... where's the fun in that? whether you need some protection, deep cleaning or restoration, our lil' hair treats are packed with delicious scents + hair loving ingredients to target what you + your hair have been looking for.

new!



hot hair goals
heat protection shine mist

add moisture + shine, keep flyaways at bay and help fortify hair against frequent heat styling. loved up with botanical extracts + amino acids for protection and shine.



your scalp savior
clarifying scalp scrub

exfoliate away dead cells and product build-up to rejuvenate scalp-skin and promote healthy hair growth.



love is in the hair
restorative hair mask

love all around those strands to moisturise + soften your hair. with shea butter, vegan keratin + silk proteins for the silkiest and shiniest locks yet.



locks of love
nourishing lux oil complex

repair, strengthen and restore healthy hair appearance for luster, shine and manageability in a lightweight oil. luxuriously enriched with moringa + argan.



hair for days
follicle loving scalp serum

stimulate a healthy scalp + hair with a powerful blend of concentrated proteins + hydrators for luscious locks everyday.

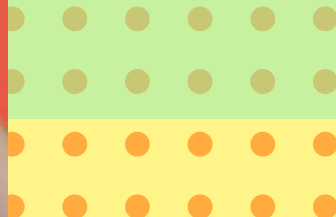


get it done all in one
multitasking blow dry lotion

your blow dry bff. conditions, smoothes, repairs, improves comb-ability, adds shine + heat protects all-in-one!

b.fresh™

more products
to make you feel
fresh AF



say hello to

b.freshTM

lip serums... pucker up for freshness!

are you applying all the best skincare + serums everywhere on your face except those lips? are you kinda ignoring them until they're burning or flaking? let's turn those lonely lips into lovely lips with the skincare routine they deserve.

sure, regular lip balms are great and all, but these lip serums are here to deliver real skincare benefits with concentrated ingredients to target your specific lip concern. let's get those lips all primed for smoochin' (or for post-smoochin'...) with deliciously flavoured serums to exfoliate, hydrate, plump + more, we promise that pout is gonna look great and feel even better.

so pucker up + freshen up those luscious lips, babe.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free

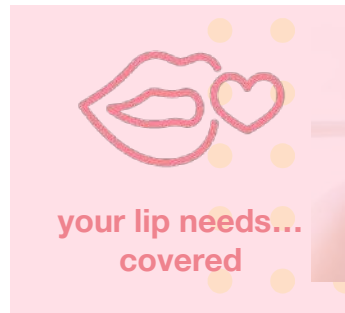


the b.fresh lip serum secret

it's lip care done different

the b.fresh range of lip lovin' lip serums are here to deliver real skincare benefits with concentrated ingredients to target your specific lip concern. from exfoliation, to hydration, to plumping + more, we pack the best ingredients from momma nature to freshen up those lips.

all topped off with delicious scents + flavors for the freshest pout in town.



plant derived hyaluronic acid

draws moisture in to your lips + locks it in for smooth, soft, pillowy lips to keep lips soft, smooth + hydrated



vegan collagen

helps to firm, plump + protect your lips. rejuvenates as it adds volume for a perfect pout



ceramides

are the building blocks of the skin. they help to restore + secure your lips natural moisture barrier



calendula oil

is ultra soothing and rich in vitamins. it helps to deeply rehydrate + repair cracked lips



chamomile oil

is a natural anti-inflammatory + antioxidant that helps to heal swelling + reduce pain while protecting against further damage



vitamin c

is a powerful antioxidant that helps to protect, repair + condition lips. hydrates and restores to soften for smoothness



shea + murumuru butters

momma nature's most nourishing butters. rich in fatty acids to deeply restore moisture + hydration and keep your lips protected



jojoba oil

is most similar to the oils our skin naturally produces, so it's absorbs easily to deeply heal + nourish lips



fruit enzymes

are a natural exfoliant that gently break down dead skin cells on tired lips and reveal fresh lips

freshen up those luscious lips



regular lip balms are great and all, but these lip serums are here to deliver real skincare benefits with concentrated ingredients to target your specific lip concern.



gotta plump it up

with hyaluronic acid and vegan collagen to draw in moisture + lock it down for plumped, supple lips. paired with a tropical scent for a smooch-worthy pout.



gimme some lip

with jojoba oil and ceramides to revive dry lips by locking in hydration + strengthening the barrier. with a delicious cherry bomb scent for the cherry on top.



got that pillow pout

with vitamin c + fruit enzymes to gently exfoliate + encourage healthy cell turnover to reveal fresh AF lips with a fruity scent primed for that 'first' kiss.



never been kissed

with vitamin c + fruit enzymes to gently exfoliate + encourage healthy cell turnover to reveal fresh AF lips with a fruity scent primed for that 'first' kiss.



bye bye to the burn

with calendula and chamomile oils to rehydrate, repair + soothe your lips when they're feeling the burn. blended with a minty fresh scent for the coolest, freshest lips out.



kiss my sass

with cupuacu + cocoa butters for a nourishing treat that restores skin elasticity and replenishes the skin's moisture barrier.



butter than ever

it doesn't get butter than this. with almond butter and sweet almond oil to condition and treat that pout. topped with a buttercream scent to sweeten you right up.

smooth as body polish

b.fresh™

don't hate...
exfoliate

nothing leaves you feeling **fresh** like buffing away those old, dead skin cells and revealing the **fresh, bright, glowing** skin underneath. polish up that skin all over your bod with a range of different skin loving exfoliants paired with **skin nourishing** ingredients to leave your skin feeling smooth, looking glowy and smelling like a dream.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free



exfoliate and nourish your bod

meet the b.fresh range of skin loving exfoliators. here to buff away the dead skin cells + nourish the fresh cells to reveal silky smooth, glowing skin aaaall over. topped off with funky fruity scents for ultimate fresh skin experience.



scrub me like you mean it

don't just exfoliate me. scrub me like you mean it! buff away dry and dead skin cells with this sugar paired with soothing shea butter to reveal soft, velvety skin hiding underneath.



don't hate, exfoliate

hating your dull, dead skin cells is out. exfoliating them away is in. lactic acid gently polishes while licorice root helps to brighten that glow. the lush melon fragrance will leave you smellin' and feelin' all magical + fresh.



when in doubt, buff it out

get your skin all buffed + ready to go with this super gentle body buff. topped up with a fruity fizz scent to leave you smelling and feeling oh-so-fab + fresh.



b.fresh™

hot NPD
coming soon!



whole body care

b.fresh™

don't leave that bod high and dry

is your body as dry as the sahara? when the going gets dry, you can count on us to help get you through

nourishing + hydrating products packed to the max with all that your bod needs to feel its very best. ultra smooth and oh so rich, workin' overtime to firm you right up. it's time to kiss that dry skin goodbye and say hello to a whole new you.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free



body lotion

when the going gets dry, these ultra hydrating lotions will solve all your woes. targeted ingredients for every skin need will save the day + your tired, dull skin.



shea it ain't so

the perfect hydration to get you all moisturized and ready to go? shea it ain't so! a triple whammy of shea butter to hydrate, hyaluronic acid for smoothness and yangu oil for soothing



time to glow up

now's the time to glow up. this hydrating body lotion. hyaluronic acid plumps while niacinamide provides moisture and oolong tea protects



better than ever

life is about to get better than ever! keepin' it cool with coconut and aloe and shea butter to smooth, soothe and calm





moisturizing body treatments

treat your body to the TLC it deserves. we stay hydrated by drinking all the H₂O, you owe your whole body the same kinda love! a family of moisture-rich + firming products for use on the daily, nightly, or even weekly to keep you feelin' hydrated AF.



whipped dream

body whip

body whip during the day will keep the dry skin at bay. a moisturizing body whip jam packed full of the good stuff. shea butter locks in moisture and ceramides and coconut oil doubles down on hydration. peach + tangerine sunny scents are sure to brighten the day.



butter me up

body butter

a body butter so smooth you'll hardly believe it. shea butter, ceramides + coconut oil seal in moisture and nourish and improve tone and texture. the perfect before bed companion, calming lavender and vanilla will prime you for that beauty rest.



cutie with a booty

moisturizing booty + body butter

looking for a boost for the bod? look no further than this mango coconut delight that works to visibly firm + tighten skin while intensely moisturizing + smoothing. juiced up with guarana extract (more powerful than caffeine!) that increases blood flow. when this cutie with a booty calls, don't forget to answer.

hair + body mists

b.fresh™

smell + feel your best

let the power of your senses take you away and leave you smelling deliciously amazing. a range of hair + body mists to boost your mood and your spirits with just a little spray. spritz yourself in a magical mist and express yourself. with a scent for every day and every occasion.

this collection of inspiring fragrances to invigorate, calm, uplift...the full sensory experience.



skin loving
ingredients



paraben
free



100%
vegan



cruelty
free



sulfate
free



hair + body mists

don't mist out on the chance to smell great! elevate your daily routine and unleash your vibrant essence, leaving a trail of captivating scents wherever you go.



what's monoï is yours

show me the monoï! loaded with the sweet + sultry scent of tiare flower + coconut oil to elevate your mood. to the islands of tahiti you go.



salty little beach

when you need escape the daily grind with some sunshine in a bottle, a caramel, sea salt combo to brighten your spirits.



peony for your thoughts

a floral blend of sweet peony rose + jasmine extracts to help you get your mind right and ready for whatever you might embark on.



vanilla bean dream

you'll be smelling like a dream. relax + unwind with this warming fusion of freshly baked cookies and make you feel warm and fuzzy.



i'm on paradise time

there's no time like paradise time. a tropical blend escorts you to the lands of palm trees and breezy days.



deodorant assortment plan

it's deodorant. done different.

we all like smelling great, but if you also like to love that skin you're in than say hello to the b.fresh range of armpit loving, odor zapping deodorants. why not smell great and nourish skin! b.fresh is enriched with skin conditioning ingredients and jam packed with a blend of plant and mineral based odor neutralizers, they have no nasty aluminum or added parabens and won't leave any residue or stains behind.

along with all day defense against odor are the skin loving benefits of hyaluronic acid, argan and jojoba oil, plus fresh essential oil fragrances that will have you taking a whiff of your own pits all day. with ultra bright twist-up sticks that look just as great on your bathroom vanity as they do in your gym bag, it really is no sweat to b.fresh.



on shelf assortment



FSDU assortment



Example Point-Of-Sale fixture only. Assortment subject to change.

bodycare assortment plan

it's bodycare. done different.

say hello to b.fresh! it's b.tan's partner against grime delivering real, effective skincare to each and every inch of your body with odor zapping, skin loving deodorants, body washes and serums. give us your skin concern and we'll give you the best targeted ingredients for the job.



Example Point-Of-Sale fixture only. Assortment subject to change.

hair care PDQ display

hair lovin' treats packed with all the good stuff momma nature gave us to get that mane lookin' fresh. whether you're looking for shine, volume, protection or something to tame the tresses - we've got the ingredients + delicious scents to help you live out your good hair dreams.

8 skus. 24 products.

good hair day. everyday.

shampoo x 3 + conditioner x 3

for all hair types looking for some daily care to keep their hair fresh errrry day. enriched with chamomile, goji berry, kakadu plum + sugar cane extract to add shine + treat those tresses.

like a hairway to heaven

shampoo x 3 + conditioner x 3

for dry + heat damaged hair looking for some nourishment. repairs and nourishes with heavenly hair-loving ingredients like jojoba oil, raspberry oil + mango butter.

get it squeaky clean

shampoo x 3 + conditioner x 3

for oily hair that needs a routine cleanse to keep it fresh. rebalances, clarifies + detoxes for the ultimate fresh hair feeling with green tea, charcoal + kaolin clay.

turn up the volume

shampoo x 3 + conditioner x 3

for fine, thin hair types looking to turn it up a notch. works to volumize hair to the max + treat the scalp with hair-loving ingredients niacin, vegan collagen + vegan biotin.



give the gift of being fressssh AF

say “hello” to fresher skin

with this gift set of our bodycare heroes. we've got your whole bod covered with the freshest scents + the most skin nourishing ingredients, like, ever. it's bodycare done different.



includes:

- **let's bounce body serum** - 100ml
- **fressssh AF body wash** - 100ml
- **gimme some lip lip serum** - 15ml
- **loofah**

b.fresh™

appendix.

region specific assortments

full assortment

♥ = NPD



full assortment - europe h1 2024

♥ = NPD



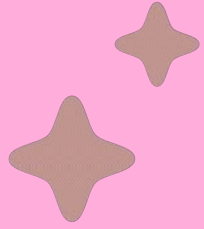
★ = Going into full production Q1



full assortment - europe - h2

♥ = NPD





it's bodycare.
done different.

