

b.freshTM

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 momma 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.rocks



hair+body mist



body wash



lip serum



deodorant



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.



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.



grapefruity 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.



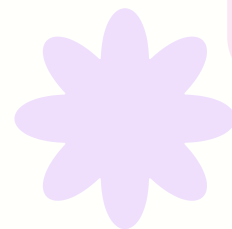
tropicalicious

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



ocean fresssh

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



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.



a coconut a day...

you'll be coco for coconuts with this blast of coconutty goodness. loaded up with ceramides to protect skin + coconut oil for maximum moisture.



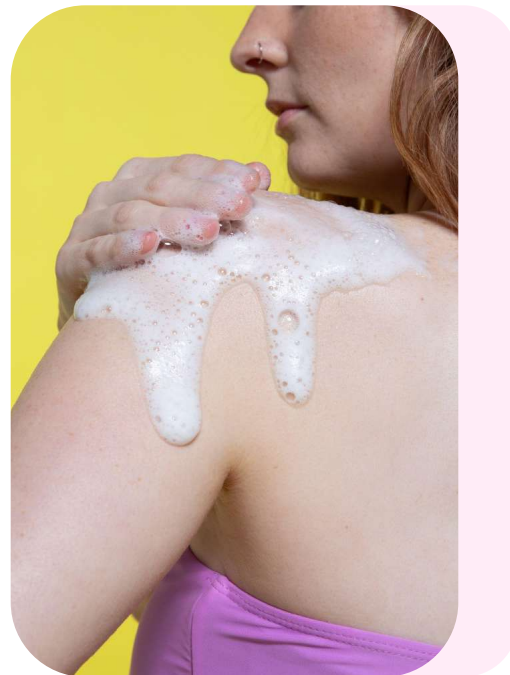
calm your petals

well, hello mellow you! relax the day + your cares away with this gentle floral blend. with chamomile to protect skin + peony for a flower powered treat that calms inflammation.



it's not just a glaze

treat yourself to the sweetest shower. a glazed donutty goodness body wash juiced up with niacinamide to soothe + shea butter to hydrate.



b.fresh™

**it's deodorant.
done different.**



say hello to

b.freshTM

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.

free from aluminum salts, the b.fresh range is made from a blend of plant and mineral based odor neutralizers that help prevent odor-causing bacterias 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
salt 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 salts, the b.fresh range is made from a blend of **plant and mineral based** odor neutralizers that help prevent odor-causing bacterias 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.



caprylic/capric triglyceride

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



bergamot essential oil

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



rose flower extract

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



lavender oil

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



jojoba oil

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



shea butter

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



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



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.



stop and smell the...

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



fressssh 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...

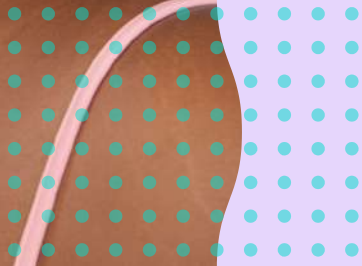
you're already sweet. smell
even sweeter. enriched with
marula oil keeping your
underarms feeling smooth af.





b.fresh™

**it's bodycare
done different.**



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. with hyaluronic acid + niacinamide for extra moisturized skin, anti-inflammatory vitamin e for a stronger skin barrier and oolong tea for a radiant glow.



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 monoi is yours

show me the monoi! 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 that makes you feel warm and fuzzy.



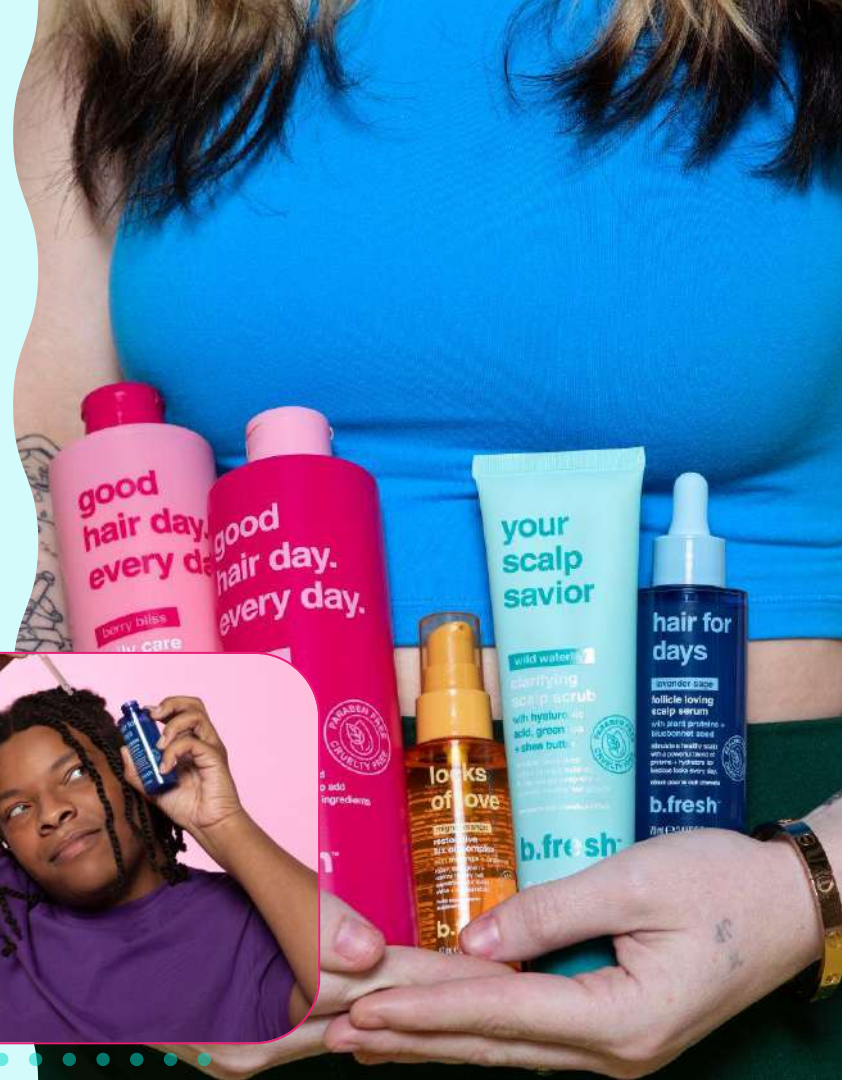
i'm on paradise time

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



b.fresh™

it's haircare
done different.



say hello to

b.freshTM

haircare 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 haircare secret

haircare 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 every 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.



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.



your lip needs...
covered



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 shea + murumuru butter to butter you up in bed. the moisturizing + nourishing benefits along with the calming vanilla scent will soothe you and those lips as you snooze.



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 shea butter and sweet almond oil to condition and treat that pout. topped with a buttercream scent to sweeten you right up.





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.



new!

i'm your hero baby

the hero your lip's been looking for. provides that sweet relief with moisture and locks it in.



new!

chillin' it softly

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



new!

smooth things over

smooths uneven and chapped lips, making skin stronger and more resilient.



new!

perfect pout lip serum trio

pucker up for your perfect pout with this lip lovin' trio! featuring three unique lip serums, each infused with nourishing ingredients to keep your lips oh-so-luscious.

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

the b.fresh body scrub

secret sauce

get fressssh and nourish your skin

say hello to 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.

b.fresh body scrubs are enriched with skin conditioning, natural ingredients and topped off with funky fruity scents for ultimate fresh skin experience.

nothing leaves you feeling fresh like buffing away those old, dead skin cells and revealing the fresh, bright, glowing skin underneath.



licorice root

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



fruit enzymes

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



glycolic acid

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



shea butter

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



your whole body...
covered



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.



only



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**



2025 assortment EU

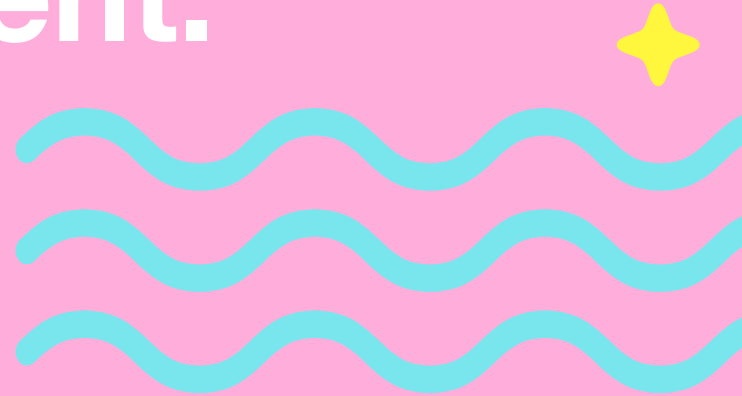


- ♥ = 2025 NPD
- ♥ = Restaged
- ♥ = 2024 NPD





**it's bodycare.
done different.**



b.fresh™