

FIGGITM

BEAUTY

FIGGI LUXE · RETAIL INTRODUCTION · 2026

For sensitive, changing skin.

Powered by South African Green Rooibos.
Designed for Skin Resilience.

The skincare that knows.

Ancient wisdom. Modern science.

Dr Jeanne Retief · Founder & Formulator



THE SOURCE

Green Rooibos, before anything else.

Green rooibos only grows naturally in South Africa's Cederberg region. FIGGI uses the unfermented botanical to preserve a higher concentration of its distinctive polyphenol, *aspalathin linearis*.

Research links green rooibos with antioxidant, anti-inflammatory and cellular-protective activity, supporting a credible science-led story for sensitive, changing skin.

GI-PROTECTED ORIGIN

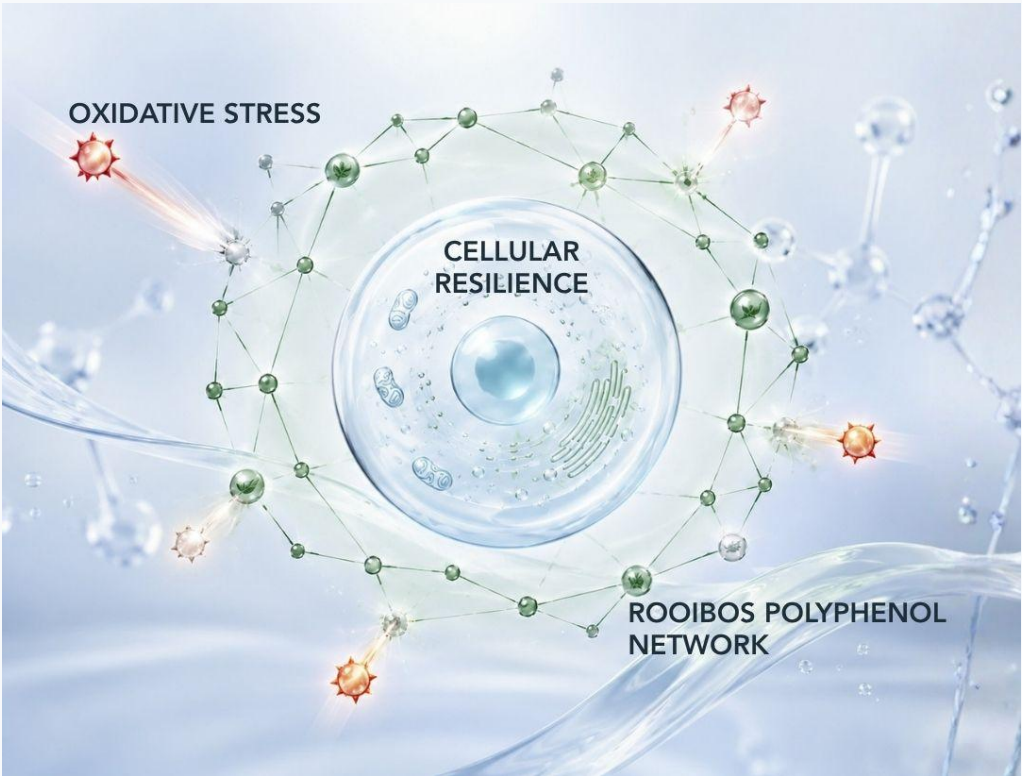
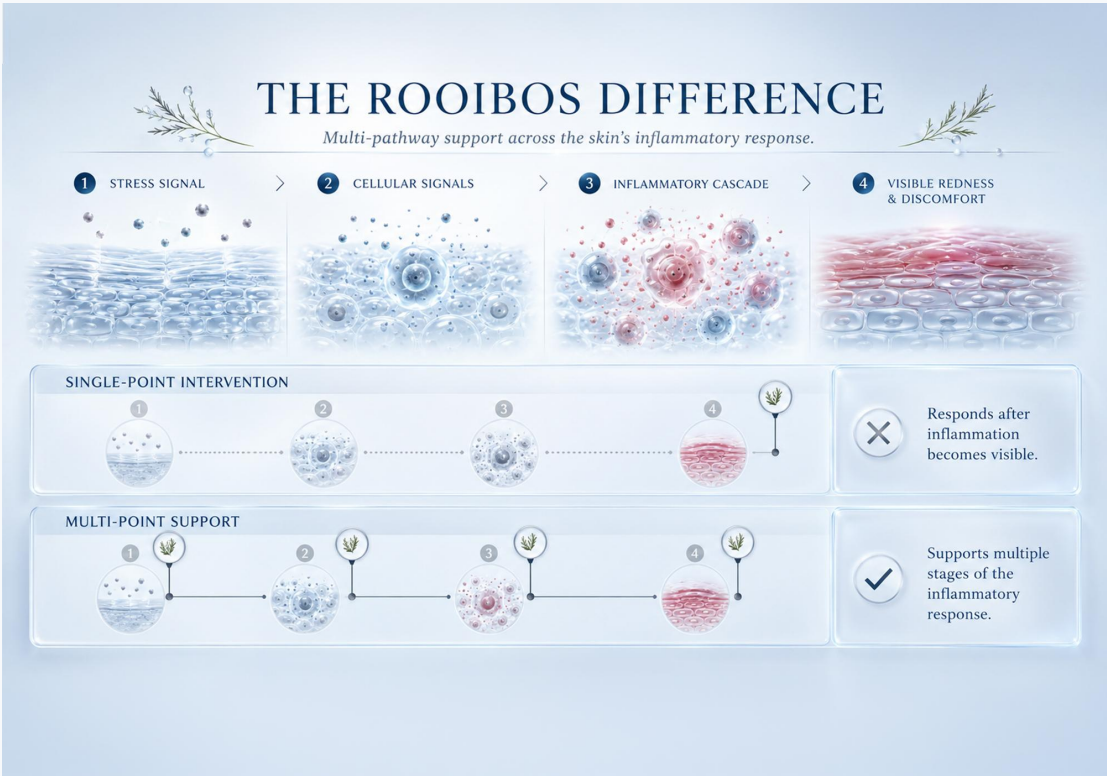
SOIL ASSOCIATION CERTIFIED

UNFERMENTED EXTRACT



Multi-Pathway Support for Skin Under Stress

A polyphenol not found in any other plant or species: *Aspalathin linearis*. Decades of scientific evidence collected.



INFLAMMATORY RESPONSE

Supports the journey from early stress signalling to visible redness and discomfort, unlike other ingredients that only act after redness appears.

ANTIOXIDANT DEFENCE

Rooibos polyphenols support cellular defence, barrier function and skin resilience.

MICROBIAL BALANCE

Antimicrobial and antifungal activity has been explored in research.

THE ASPALUX3™ SKIN PHILOSOPHY

A Three-Stage System for Skin Resilience.

Green rooibos sits at the heart of three connected stages: calm inflammatory stress, restore cellular function and reinforce barrier resilience.

One philosophy.
A coherent ritual across the line.



Six buyer-facing formats, ready to order.

Full sizes, 15 ml travel minis and two mask formats, with GS1 barcodes and **stock held in Scotland**.



Luxe Day Crème

FULL SIZE

50 ml · RRP £98

EAN 5070004344115

500 now · +900 November



Luxe Day Crème

TRAVEL MINI

15 ml · RRP £30

EAN 5070004344146

900 now · +600 November



Luxe Night Crème

FULL SIZE

50 ml · RRP £110

EAN 5070004344108

500 now · +900 November



Luxe Night Crème

TRAVEL MINI

15 ml · RRP £34

EAN 5070004344153

900 now · +600 November



Green Rooibos Sheet Mask

RETAIL BOX OF FIVE

RRP £88

EAN 5070004344139

700 boxes ready now



Green Rooibos Sheet Mask

DISCOVERY FORMAT

RRP £24

EAN 5070004344122

400 available now

A growing Green Rooibos ritual.

Seven additional products extend the range beyond the formats available today.



Luxe Cleansing Balm

100 ml • RRP £58

1,500 units • November 2026



Luxe Miracle Mist

75 ml • RRP £55-60 approx.

PRODUCTION READY



Luxe Serum

30 ml • RRP £149 approx.

PRODUCTION READY



Luxe Body Moisturizer

200 ml • RRP 75 approx.

PRODUCTION READY



Luxe Sunscreen

30 ml • NPD

IN DEVELOPMENT



Luxe Dark Spot Serum

30 ml • NPD

IN DEVELOPMENT



Luxe Eye Crème

15 ml • NPD

IN DEVELOPMENT

Buyer-ready operations, from stock to sell-through.

The launch infrastructure is in place for UK and EU retail conversations.

3,800

consumer-facing units ready now

+4,500

additional units arriving November

30,000+

units of scalable production capacity

OPERATIONAL & COMPLIANCE READY

GS1 BARCODES

Retail-ready identification across launch formats

GMP MANUFACTURE

Production and quality controls in place

UK & EU RESPONSIBLE PERSONS

Compliance representation established in both markets

SCPN & CPNP NOTIFICATIONS

Product notifications completed

PIF, CPSR, MSDS & COAs

Buyer and compliance documentation prepared

STOCK HELD IN SCOTLAND

Immediate UK dispatch capability

DEDICATED SHIPPING & LOGISTICS

Retail account coordination in place

JOINT LAUNCH & MARKETING PLAN

Ready to tailor to confirmed retailer and activity

REPLENISHMENT · New production available within 60–90 working days. Repeat orders fulfilled faster, depending on component and stock availability.

Recognition and Founder Experience behind FIGGI.

Dr Jeanne Retief brings the recognition, retail discipline and sensitive-skin expertise developed through building FIGGI—mindful luxury for skin under stress.

Her distinctive path spans a PhD focused on the international laws of war and an intentional move into skincare, supported by an Advanced Certificate in Cosmetic Chemistry and certification in EU and UK cosmetic regulations.



BUY WOMEN BUILT

Women-built and founder-led in the United Kingdom.



PROTECTED ORIGIN

GI-protected green rooibos · Soil Association certified ingredient.

INDUSTRY MEMBERSHIPS

Member · British Beauty Council
Member · CEW UK

RETAIL VISION

Imagine FIGGI Luxe in Your Space.

From a considered countertop edit to a dedicated wall bay, the expression can scale to the retail environment while keeping the calm, premium world of FIGGI intact.

Countertop · Free standing · Wall Bay

Concept direction for discussion. Final presentation is developed with the retail partner.

Joint launch and marketing plan ready.



A Joint Business Plan, Ready to Tailor.

The commercial, marketing and operational framework is already built, then shaped around the retailer and customer.

01

JOINT BUSINESS PLAN

Opening assortment, margin architecture, launch phasing and replenishment cadence, ready to tailor by account.

02

MARKETING & FOUNDER ACTIVATION

Joint launch calendar with meaningful co-investment across PR, digital, sampling, founder appearances and retail-team education.

03

SELL-THROUGH TOOLKIT

Approved imagery and copy, staff training, sampling tools, launch events and scheduled performance reviews.

04

LOGISTICS & COMPLIANCE

Dedicated shipping and account coordination, GS1 barcodes, GMP manufacture, UK/EU compliance, Scotland-held stock and 60–90 working days for new production, with shorter lead times for repeat orders.

From opening order to sell-through, the support plan is ready to activate.



DIRECT RETAIL CONTACT

Let's build the right FIGGI Luxe launch.

For assortment, launch planning, commercial terms and samples:

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Founder & Formula Creator

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