

auê



AUÊ NATURAL® - UK

BRINGING RAINFOREST-POWERED™
PERSONAL CARE TO RETAIL

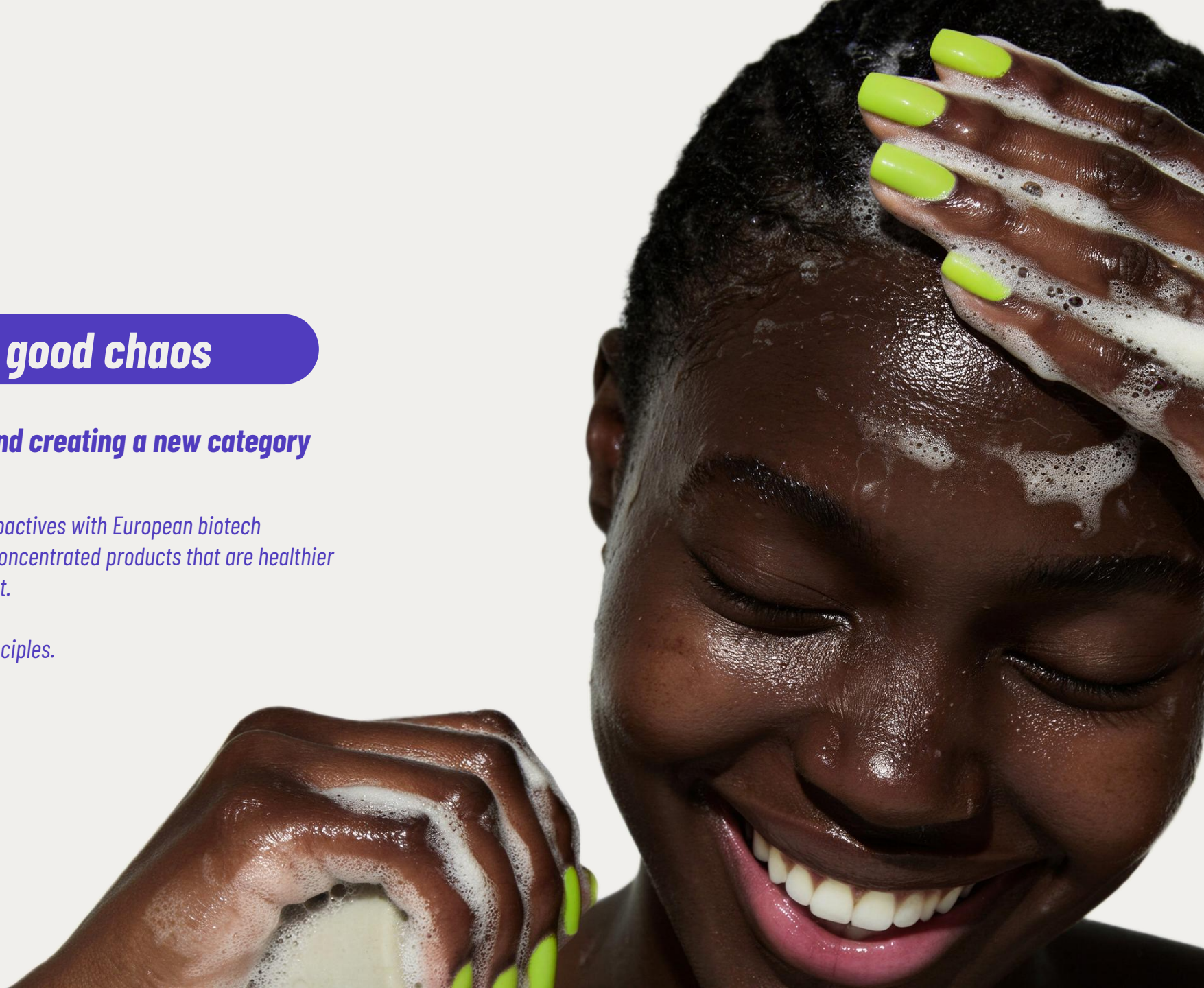


Auê /aw 'eh/ (slang) good chaos

Auê natural® is an impact-led British brand creating a new category of Rainforest-Powered™ personal care.

We combine seasonally harvested Amazon rainforest bioactives with European biotech innovation to create high-performance high-vibrancy, concentrated products that are healthier for people and designed to reduce environmental impact.

Built on plastic-free, low-water and judgement-free principles.



THREE PRESSURES ARE COLLIDING ON THE SHELF

Sustainable personal care is growing 8.1% CAGR to \$87bn by 2031 (20% of the wider market) and biotech ingredients will drive 34% of premium beauty sales by 2029.

CONSUMER HEALTH & NATURAL BUYING TRENDS

- 22% of beauty sales driven by social commerce¹
- 11 potentially irritating actives in average teen routines²
- +1,000% UK search interest in 'microplastics & human health', past 12 months³
- \$25.7bn → \$57.6bn (by 2031) natural/organic market growth

REGULATION & THE GREENWASHING TRUST GAP

- 80% don't believe brand sustainability claims⁴
- 56M+ UK/EU shoppers now self-check on Yuka⁵
- UK's CMA can fine beauty companies for false claims by up to 10% of turnover⁶

SOLID-FORMAT SKEPTICISM VS. PROVEN MOMENTUM

- 76% more shampoo bars bought by Lush's UK customers than liquid bottles
- \$10.3bn → \$25.5bn global waterless & solid-format cosmetics market by 2034 (9.5% CAGR)⁸
- 10.4% CAGR on multi-use sticks as "skiminalism" takes hold



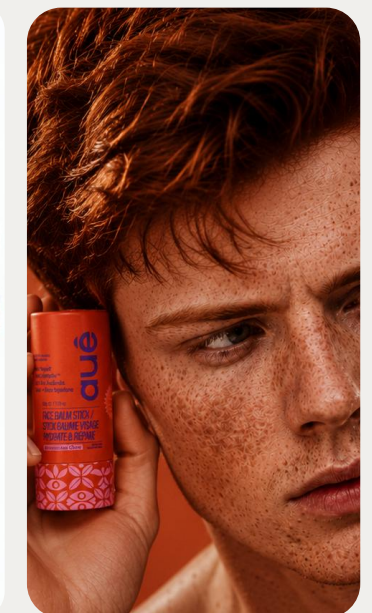
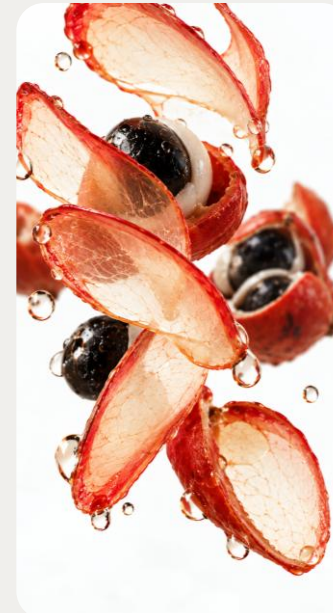
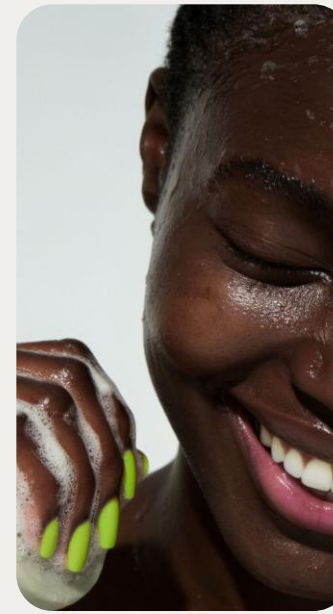
THE AUÊ ANSWER

We fuse responsibly harvested rainforest bioactives with biotech-refined European science, engineered into named active complexes, not a vague botanical-extract list.

RAINFOREST-POWERED™ PERSONAL CARE

- Seasonally harvested ingredients in the Amazon rainforest by a B Corp partner
- Manufactured in the UK and France, in line with COSMOS natural standards
- Vegan-friendly
- Brand co-development with conscious consumers since 2024
- 99-100% natural-origin formulas (owned IP)
- 100/100 Yuka score on most products¹
- Dermatologically tested²
- No synthetic perfumes; only essential oils
- Concentrated or waterless formulas
- Vibrant, plastic free packaging system

Source: (1) Yuka score 100/100: Body Butter, Conditioner Bar and Shampoo Bar; (2) Dermatologically tested: Face Balm and Body Butter.

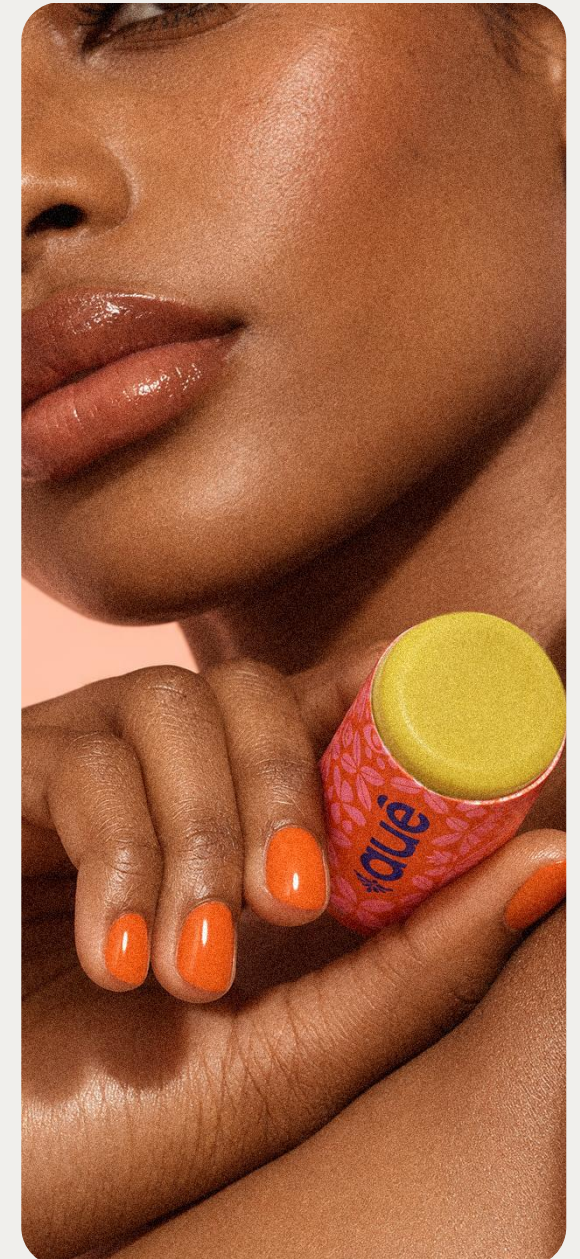


THE ORIGIN OF THE IDEA

Auê's vision is to bring the power of the Amazonian biodiversity refined by European science to build the most effective personal care brand in the world.

Auê is a proof that natural beauty can be desirable, high-performance and restore more than it takes: for people, the environment, the beauty industry and the rainforests.

Founder Michelle Sartorio is Brazilian-English-Italian citizen born in Rio de Janeiro, with a business career across global brands and finance (KPMG, HSBC, BBDO, Lintas, M&G & Brookfield). She completed her sustainability degree at Cambridge University CISL and holds an MBA from Warwick Business School. She is an Ambassador for Diversity in the Investment Industry and a mother of two.



THREE SHOPPERS, ONE SHELF

THE CONSCIOUS UPGRADER

Age range 20–55, urban UK, £45k+ income. Already buys clean beauty and is trading up. Checking INCI lists and Yuka scores before checks price.



What they buy.

Entry at £15–16 on the bars, core at £30–36 on face balm and body cream. The £95 discovery kit drives gifting and first trial. Basket builds across hair and skin, not within one.



Where they shop.

Premium health and beauty, department store beauty halls, and considered online. Cross-shops wellness, supplements, refills and sustainable household – not mass haircare.



Why they switch.

Concentrated formats that last two months, no plastic, no water, and an ingredient story they can verify. Efficacy first, values second, in that order.

THE SENSITIVE-SKIN SWITCHER

Ages 20–55, switches after a reaction to something else. Dermatologically tested and fragrance-transparent: reads the back of the box first.



THREE MARKET SEGMENTS AND A GAP ON THE SHELF



SET 1

AMAZON-INGREDIENT BRANDS

Examples: Sol de Janeiro. Prove that demand for rainforest ingredients exists at scale, in conventional formats.

SET 2

CLEAN PRESTIGE SKINCARE

Examples: Tropic, REN, Origins. Compete on efficacy and premium pricing. Own the performance shopper but remain water-based and plastic/glass-packaged.

SET 3

SOLID-BAR SPECIALISTS

Examples: Kitsch, Lush. Compete on plastic-free credentials at entry prices. Own the sustainability shopper, sit below the premium tier.

Three sets compete for this shopper. None combine rainforest bioactives, EU green science and plastic-free formats.



Where Auê wins.

The only range centred on rainforest actives, 100% natural commitment and EU biotech innovation formulation achieving higher performance. A non-overlapping listing, not a share shift.



The gap on the shelf.

Concentrated formats sit in sustainability bays; premium actives sit in beauty. Auê bridges both — which makes the adjacency decision matter more than the facings count.

REAL NAMED ACTIVES, REAL SOURCING. NOT A BOTANICAL-EXTRACT LIST



Breu Branco (natural scent)



Guaraná (helps reduce puffiness)



Buriti (skin radiance)



Ucuuba (skin barrier repair)



Green clay (purifies pores)



Ylang ylang (natural scent)



Muru muru (deep hydration)



Tucumã (long-lasting nourishment)



Açaí (visible skin vitality)



Andiroba (soothing properties)

RANGE & PRICING

Widening access to authentic sustainable beauty.

As an emerging brand, we're looking for launch partners to grow with. We propose a sustainable entry margin, tailored to the number of doors and volumes, and we commit to improving your margin as we scale together.

PRODUCT	SIZE	CURRENT RRP
Face balm stick Amazonian Glow	50g	£30
Body butter Rainforest Boost	130mL	£36
Shampoo bar Tropic Freshness	75g	£15
Conditioner bar Gloss Ritual	50g	£16



RANGE & PRICING

The Amazônia Discovery Kit is a built-in gifting SKU today: four hero products in one carton.



PRODUCT	SIZE	CURRENT RRP
Amazônia Discovery Gift Set (4 SKUs)	350g	£95

Pipeline 2027: INCI, pre-order and sample available

PRODUCTS

Sunblock stick 100% natural

Deodorant bar 100% natural



INITIAL TRACTION & VALIDATION

INDUSTRY RECOGNITION:

- Winner: Innovator of the year 2025, Climb UK Awards
- Finalist: Global Good Awards, SME of the Year 2026
- Speaker at COP30 (Nov 2025) – Embrapa AgriZone



COMMUNITY ENDORSEMENT:



*"I absolutely adore the face balm it has genuinely become a staple in my daily routine" **

*"I have sensitive, dry skin that I'm continually battling with, and the balm not only feels deeply nourishing but also gives a wonderful plumping effect" **

*"Great product! I've tried a few natural shampoo bars before, but this is by far my favourite. Really effective when paired with the Aue conditioner bar!" **

* Website review (2026).

RETAIL AND DTC TRACTION:

Onboarded at H&B Marketplace (UK):

Holland & Barrett

PARTNERSHIPS / POP-UPS:

- Pop-up Earthfest 2026 (London Climate Action Week)
- Pop-up Westfield - London
- Beauty Bulb Trade Show
- Chelse Old Town Hall, London
- Old Spitalfields Market

SPONSORSHIP/GROWTH ADVISORY:



JPMorganChase



OWN YOUR CHAOS

A first-to-shelf position in one of beauty's fastest-growing segments.



1

FIRST TO SHELF

Rainforest-Powered™. Clean and natural beauty and personal care" 2X growth vs conventional beauty. Lead it rather than follow it.



2

DIFFERENTIATION

A distinct, non-overlapping SKU set that draws a shopper your current range does not reach today.



3

TRACEABLE SOURCING

Named rainforest bioactives - a regulator-safe sustainability story.



4

LOWER RISK

Dermatologically tested*, biotech-refined formulation: protects repeat rate and reviews.



5

MARGIN & LOGISTICS

£15-36 RRP. Concentrated, solid SKUs - lighter, smaller, less breakable to move.

RETAIL CREDIBILITY

Innovator of the Year 2025. Onboarded on H&B Marketplace. British Beauty Council, CEW UK & Buy Women Built member.

COMMERCIAL FIT

Premium tier at £15-36 in multi-benefit formats that build basket value, not just unit price.

DEMAND GENERATION

Early stage partnership with the commitment that we are investing in paid media, creator seeding and PR to drive trial and footfall behind the launch and beyond.

WHAT AUÊ BRINGS TO THE PARTNERSHIP

Not a claims-driven brand chasing a shelf slot: a first-mover in a category retailers can't yet buy anywhere else.

WHITE SPACE, NOT ME-TOO

Sustainable personal care is growing at 9.6% CAGR — nearly 3x the wider beauty category: toward an \$87B market by 2031. No brand fuses rainforest bioactives, concentrated formulas and 100% plastic-free packaging in one: not Lush, not Ethique, not CeraVe, not Sol de Janeiro.

DEMAND ALREADY PROVEN

Innovator of the Year 2025, Global Good Awards and London Packaging Week finalist, COP30 speaker. Formulated to high standards, most of our products secured 100/100 Yuka scores, dermatologically tested certificate and vegan-friendly: proof over claims.

BUILT FOR SHELF ECONOMICS

A category-leading margin structure, a built-in gifting story with the Amazonia Discovery Kit, and paid media, creator seeding and PR engineered to drive footfall to the shelf: not just clicks online.

Source: Fortune Business Insights, Grand View Research, McKinsey State of Beauty 2026.



auê

Let's grow together.

We're looking to launch across the 4-SKU core range, with the Amazonia Discovery Kit as the gifting and seasonal-peak layer. Support aligned to a first-season retail pricing commitment.

MICHELLE SARTORIO

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Auê Natural Limited. Companies House number: 16007377, England and Wales. Auê Natural® Trademark number: UK00004245095.



LINKEDIN



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PRODUCT FACT SHEETS

FACT SHEET | FACE BALM

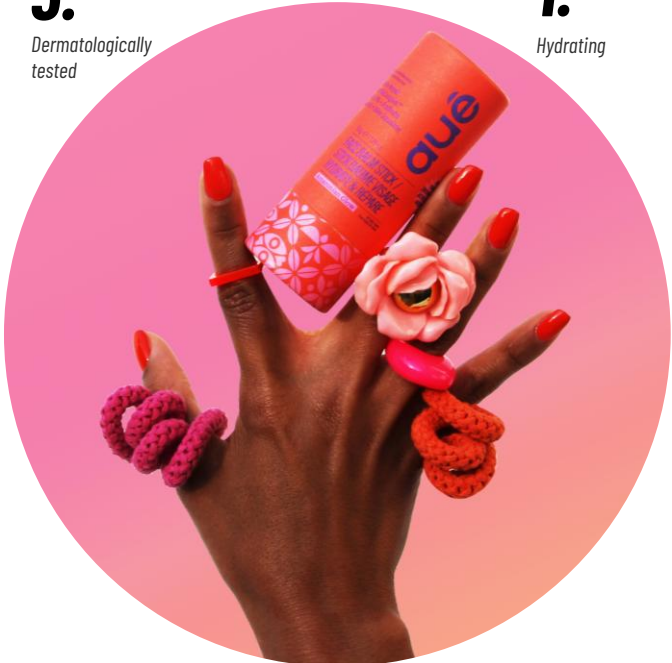
5.
Dermatologically tested

1.
Hydrating

4.
Soothing

2.
Suitable for sensitive skin

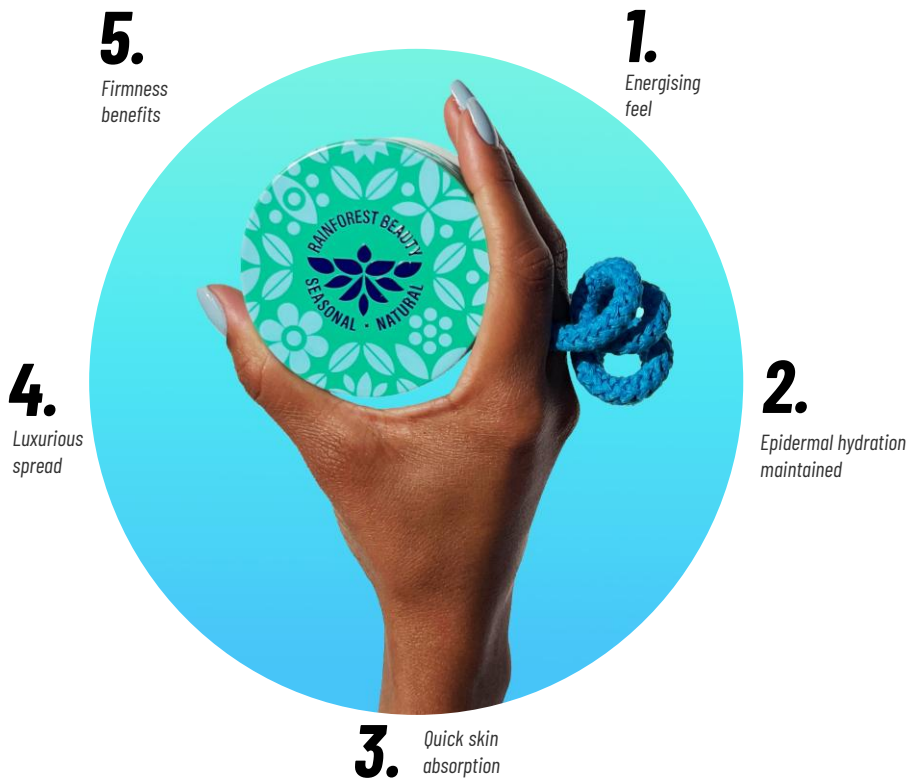
3.
Environmental damage prevention



FACE BALM, 50g	This featherlight balm is skincare in stick form: designed to simplify routines. It delivers a high concentration of science-backed rainforest actives (>50%) combined with Olive Squalane. 100% waterless, plastic-free format. Dermatologically tested. Suitable for sensitive skin.	
HERO INGREDIENTS	- Murumuru butter & passion fruit oil. Nourishing yet non-comedogenic - Açaí & camu camu. High dosage of natural antioxidants + vitamin C boost - Guaraná & andiroba oil. Energising and Soothing - Olive Squalane	
ESSENTIAL OILS (SCENT)	- Top note: Mandarin. Bright, citrusy, and uplifting; evokes vitality and freshness - Heart note: Ylang Ylang. Crisp, green-woody aroma, with hints of citrus leaves and floral freshness - Base note: Brazilian Frankincense. Resinous, fresh, piney, woody aroma	
BENEFITS (TARGET) *	- Hydration - Non-comedogenic - Helps brighten post-blemish marks	- Anti-inflammatory plant compounds 20x antioxidant power (vs. grapes) - Shields from environmental stress
PACKAGING	- Primary: FSC-certified push-up paper-based stick, plastic-free, recyclable - Secondary: FSC-certified, kraft box, soy ink, vegan glue, embossing	
SUSTAINABILITY (TARGET) *	100% NATURAL ORIGIN MADE IN UK PALM OIL FREE FSC 100% PLASTIC FREE DERMATOLOGICALLY TESTED VEGAN FRIENDLY	

* Formulated and packaged to meet COSMOS Natural and FSC standards. COSMOS Natural, Vegan and B Corp certifications planned for 2027, in line with our launch timeline.

FACT SHEET | BODY BUTTER



BODY CREAM, 130ML

A botanical and rich body cream that works as hard as your workout. Infused with caffeine and omegas, this energising formula helps your skin recover, glow and stay strong (minus the synthetics).

HERO INGREDIENTS

- Passion fruit oil. Known oil regulator, and for soothing and skin barrier features
- Ucuuba butter. Rich in fatty acids, helps restore damaged skin
- Tucumã butter. Rich in lauric and oleic acids, softens skin and supports skin elasticity
- Guaraná extract. Caffeine-rich, energises skin

ESSENTIAL OILS (SCENT)

- 100% natural-origin fragrance
- Yellow fruits, fresh & floral profile
- No allergen at intended dosage

BENEFITS (TARGET) *

- Hydrates, and supports smooths and stretch marks
- Absorbs fast, despite high active concentration
- Boosts post-workout skin tone and glow

PACKAGING

- Primary: Aluminium tube
- Secondary: FSC-certified, kraft box, soy ink, vegan glue, embossing

SUSTAINABILITY (TARGET) *



RRP	£36.00
EXPECTED USAGE	1 month
RP	Biorius
UK/EU REGISTERED	Yes

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FACT SHEET | SHAMPOO BAR

5.
Scalp
purifying

1.
Frizz control
(cationic film)

2.
Restores
hydration

3.
Creamy
lather

4.
Hair
shine



SHAMPOO BAR, 75g	A planet-positive bar powered by Amazonian botanicals. This shampoo gently cleanses while respecting your microbiome and the rainforest. Foams within 10 seconds.	
HERO INGREDIENTS	- Tucumã. Rich in carotenoids for strength and shine - Murumuru. Rich in lauric acid, supports smooth, hydrated hair - Green clay. Detoxifying and balancing for the scalp	
ESSENTIAL OILS (SCENT)	100% natural-origin fragrance - Fresh, fruity & floral profile - No allergen at intended dosage	
BENEFITS (TARGET) *	- Reduces frizz - Creamy natural surfactant lather - Purifies scalp and roots	- Improves hair manageability - Protects against oxidative stress 1 bar 75g = 2 bottles 250ml
PACKAGING	Secondary: FSC-certified, kraft box, soy ink, vegan glue, embossing	
SUSTAINABILITY (TARGET) *	100% NATURAL ORIGIN MADE IN FRANCE FSC VEGAN FRIENDLY Yuka 100/100	

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FACT SHEET | CONDITIONER BAR

5.
Hydration

1.
Frizz reduction
(cationic actives)

4.
Plant-based
surfactant

2.
Seals moisture and
reduces split ends

3.
Restores shine
and elasticity



CONDITIONER BAR, 60g	Rainforest butter-rich, plastic-free and effortless to apply, this bar restores bounce, softness and control to even the driest strands - without coating hair or harming oceans	
HERO INGREDIENTS	• Pracaxi oil. Enhances combability, restores shine, seals cuticles, reduces frizz • Tucumã butter. Restores shine and elasticity • Ucuuba butter. Strengthens damaged hair, soothes irritated scalp • Stearyl/Behenyl Betainate Esylate (and) Stearyl/Behenyl Alcohol. Cosmos approved plant-based, natural cationic emollient	
ESSENTIAL OILS (SCENT)	• 100% natural-origin fragrance • Tropical, coconut & fresh profile • No allergen at intended dosage	
BENEFITS (TARGET) *	• Seals in moisture and fights frizz • Deeply hydrating • Detangle (cationic surfactant action)	• Restores shine • Adds silky slip and spreadability • 1 bar 60g = 2 bottles 200ml
PACKAGING	• Secondary: FSC-certified, kraft box, soy ink, vegan glue, embossing	
SUSTAINABILITY (TARGET) *	100% NATURAL ORIGIN MADE IN FRANCE FSC® VEGAN FRIENDLY Yuka 100/100	

* Formulated and packaged to meet COSMOS Natural and FSC standards. COSMOS Natural, Vegan and B Corp certifications planned for 2027, in line with our launch timeline.

FACT SHEET | AMAZONIA DISCOVERY GIFT BOX

A gift that belongs in every kind of retailer: mindful and premium retailers, beauty halls ready to diversify with sustainable gifting, and airport and travel retail as a ready-to-go travel set. Equally a perfect wellness gift set, a corporate gift or incentive, or a Christmas present.



RRP	£95
RP	Biorius (4 SKUs)
UK/EU REGISTERED	Yes

	FACE BALM STICK Amazonian Glow	BODY BUTTER Rainforest Boost	SHAMPOO BAR Tropic Freshness	CONDITIONER BAR Gloss Ritual
SIZE	50g	130mL	75g	50g
HERO INGREDIENTS	Murumuru butter, andiroba oil, açai oil, buriti oil, olive-derived squalane, passion fruit oil	Guaraná extract, passion fruit oil, tucumã butter, ucuuba butter	Tucumã butter, murumuru butter, passion fruit oil	Pracaxi oil, tucumã butter, ucuuba butter
BENEFIT (TARGET) *	Hydrates, nourishes and supports the skin barrier for soft, naturally radiant skin	Deeply nourishes and softens skin with long-lasting hydration	Gently cleanses, leaving hair fresh, soft and manageable	Smooths and softens, improves manageability and reduces frizz
PACKAGING	Outer box: FSC-certified paper board, Amazonian landscape print. Each product in its own pack inside the kit, with full INCI, directions and safety information.			
SUSTAINABILITY (TARGET) *	Rainforest harvest, Vegan friendly, Cruelty free, FSC-certified paper packaging, Member of Buy Women Built, SME Climate Hub signatory, Triman + Info-Tri (France)			

* Formulated and packaged to meet COSMOS Natural and FSC standards. COSMOS Natural, Vegan and B Corp certifications planned for 2027, in line with our launch timeline. Net contents and barcode (EAN-13) to be confirmed.