

THE FIRST SKINCARE ROUTINE FOR DEVELOPING SKIN.

Simple, barrier-first skincare created for ages 8-14.



harly

CARE, NOT CORRECTION.

THE RETAIL OPPORTUNITY

SKINCARE IS STARTING YOUNGER, CREATING A NEW FIRST-ROUTINE CUSTOMER FOR RETAIL.

Young people are discovering skincare earlier through beauty culture, social media, friends and the routines they see around them.

But much of what they encounter was created for adult skin, adult concerns and increasingly complicated routines.

“What skincare should I actually let my child use?”

8-14

THE NEW FIRST-ROUTINE CUSTOMER

HARLY gives retailers a clear, parent-trusted way to serve the 8-14 skincare customer before they enter traditional teen or adult beauty.



THE HARLY SOLUTION

EVERYTHING *DEVELOPING SKIN*
NEEDS. NOTHING IT DOESN'T.



harly

STEP 1
CLEANSE

Gentle everyday
cleansing to remove
the day, SPF and
build-up.



harly

STEP 2
HYDRATE

AM – PM
Everyday barrier
protection and
hydration.



harly

STEP 3
BALANCE

Easy to use, habit-
forming, and makes
the routine enjoyable
without making it
complicated.

HARLY makes first skincare feel simple. Our barrier-first philosophy focuses on supporting developing skin rather than encouraging young people to correct problems they may not have.

START SIMPLE. START GENTLE. START HARLY.

WHY HARLY

CREATED FOR *DEVELOPING* SKIN FROM THE BEGINNING. NOT ADAPTED FROM AN ADULT ROUTINE.

DESIGNED FOR DEVELOPING SKIN AGED 8-14

A clearly defined life stage, with products created specifically for first skincare routines.

BARRIER-FIRST PHILOSOPHY

Focused on gentle cleansing, hydration and everyday care rather than unnecessary complexity.

FORMULATED WITH CARE

HARLY's approximately 99% to 100% naturally derived formulas are made in the UK with a specialist skincare manufacturer working to recognised quality and GMP standards. Ingredients are carefully selected, with an emphasis on quality, provenance and traceability from raw material through to finished product.

CONSIDERED FORMULATION STANDARDS

Vegan, cruelty-free and free from synthetic parfum, without relying on unnecessary adult-strength actives or overcomplicated routines.



**THE DIFFERENCE IS NOT SIMPLY WHAT IS IN
HARLY. IT IS WHO IT WAS CREATED FOR, AND
THE CARE TAKEN IN CREATING IT.**

THE RANGE

ONE CLEAR ROUTINE. FIVE EASY WAYS INTO THE BRAND.



SILKY
SMOOTHIE

Gentle Soap-Free
Cleansing Lotion
100ML

£18



MIST
GLOWUP!

Balancing Facial
Mist
100ML

£19



DEW TO
DREAM

Lightweight Hydrating
Moisturiser
50ML

£21



GLOW
KISS

Hydrating
Lip Balm
15ML

£9



GLOW STARTER
KIT

Complete HARLY
routine
4 PRODUCTS

£49

£9 ENTRY POINT

£49 COMPLETE ROUTINE

MADE WITH DEVELOPING SKIN IN MIND

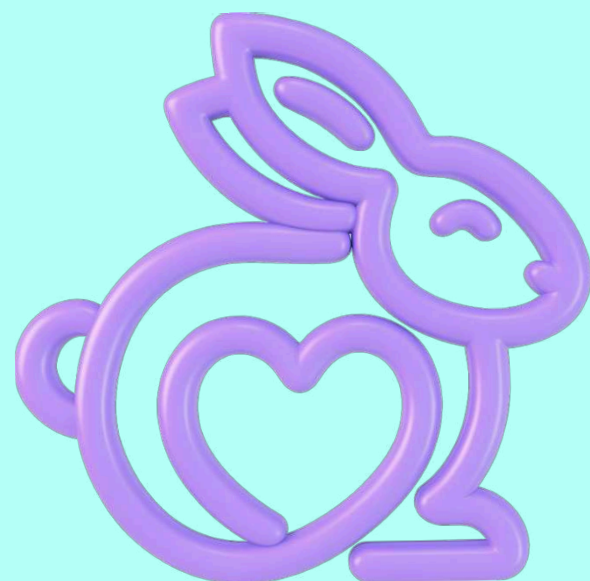
NATURAL

PLANT-BASED
FORMULAS.



CRUELTY FREE

NEVER TESTED
ON ANIMALS.



GLOW

WITHOUT THE
SYNTHETIC
SCENT.



VEGAN

GLOW WITH
KINDNESS.



UK MADE

HARLY IS
PROUDLY MADE
IN THE UK.



BUILT BY A PARENT WHO COULD NOT
FIND THE ANSWER SHE WAS
LOOKING FOR.

ESTHER FRANKLIN

FOUNDER, HARLY

25+ years across fashion, design, product
development and manufacturing.



“What skincare should I actually
let my child use?”

That question became HARLY: first skincare for developing skin aged 8-14.

Designed for young people. Built around parent trust. Created for the first routine.

COULD HARLY FILL
THE *FIRST SKINCARE*
OPPORTUNITY IN
YOUR BEAUTY OFFER?



1

SAMPLES

2

TRADE TERMS ON REQUEST

3

FOLLOW-UP MEETING



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