



UPCIRCLEBEAUTY.COM | @UPCIRCLEBEAUTY



BRAND PRESENTATION

PIONEERING
SKINCARE.
REGENERATIVE
BY DESIGN.





OUR VISION

Nature gives us lots of wonderful ingredients that make our skin healthier and more radiant – like used coffee grounds, brewed chai tea spices and discarded fruit stones.

But they often end up going to landfill. Why should all that good stuff go to waste?

It shouldn't. That's why, at UpCircle, we elevate leftover natural ingredients, bringing them back to life as beauty products your skin will love.

OUR COMMITMENT

We believe that you shouldn't have to choose between doing the right thing and getting the best results.

With UpCircle, you get to enjoy the uplifting benefits of nature's own skin rejuvenators – and do the planet some good, too.

That's all round better skincare.

QUALITY

The highest quality ingredients. For the best possible results. You'll feel the difference.



VEGAN



ORGANIC



NATURAL



CRUELTY-FREE

OUR PROMISE

We'll never compromise on our mission to leave the world better than we found it. That's the UpCircle promise.



OCEAN FRIENDLY



MADE IN UK



PALM-OIL FREE



HANDMADE

THE CONCEPT

We use at least one repurposed ingredient in every UpCircle product.



100% RECYCLABLE
PACKAGING



FIGHTING WASTE



REPURPOSED



SUSTAINABLE





INGREDIENT SUSTAINABILITY

- ✓ Over 400 tonnes of used arabica coffee grounds diverted from landfill and transformed into our body and face scrubs
- ✓ Coffee oil equivalent to 75 tonnes of used coffee grounds extracted and used in our face serum
- ✓ 350kg of brewed chai spices infused into our natural & organic soap bars
- ✓ The residual water of 8,000 mandarin oranges upcycled into our face toner so far
- ✓ Each batch of eye cream uses the extract of the leftover bark from approximately 1 red maple tree
- ✓ Our body cream has rescued approximately 300,000 date seeds from being discarded
- ✓ Natural and Organic formulations certified by Soil Association and COSMOS, minimum 98% Natural & up to 98% Organic.
- ✓ Fully recyclable packaging & Certified Plastic Negative
- ✓ 100% Vegan and Certified Cruelty-free with Leaping Bunny
- ✓ Skincare products made by hand in the UK



£18.99 / €21.99 / \$24

CLEANSING FACE BALM
WITH OAT OIL + VITAMIN E



£18.99 / €21.99 / \$24

FACE MOISTURISER
WITH VITAMIN E + ALOE VERA



£14.99 / €16.99 / \$20

FACE SCRUB
WITH COFFEE + ROSEHIP

EYE CREAM
WITH CUCUMBER,
HYALURONIC ACID + COFFEE

ORGANIC FACE SERUM
WITH COFFEE + ROSEHIP OIL

SPF 25
MINERAL SUNSCREEN



£17.99 / €19.99 / \$22



£14.99 / €16.99 / \$20



£24.99 / €29.99



FACE TONER
WITH HYALURONIC ACID

CLEANSING BAR
WITH CINNAMON + GINGER



FACE MASK
WITH KAOLIN CLAY

CLEANSING BAR
WITH FENNEL + CARDAMOM



NIGHT CREAM
WITH HYALURONIC ACID + NIACINAMIDE

CLEANSING BAR
WITH CHOCOLATE + CHARCOAL



HAND + BODY LOTION
WITH BERGAMOT +
VITAMIN E

£14.99 / €16.99 / \$20



£12.99 / €14.99 / \$16

HAND + BODY WASH
WITH LEMONGRASS +
KIWI WATER



£14.99 / €16.99 / \$20

BODY CREAM
WITH ALOE VERA + COCOA
BUTTER

BODY SCRUB
WITH COFFEE + SHEA BUTTER



£19.99 / €22.99 / \$28

ACCESSORIES

SAFETY RAZOR – MUSLIN CLOTHS – MAKE UP REMOVER PADS
BAMBOO COTTON BUDS – COSMETIC SCOOPS - CANDLES



INTRODUCING THE TRAVEL RANGE



Bringing our best-sellers into a retail-friendly format with 50% lower price points and clarified on-pack messaging, to increase rate of sale and repeat purchasing!

EXPANSION PLANS

Main priorities

- Increase brand awareness & recognition
- Improve communication of our brand message
- Capture attention of targeted consumers
- Expand presence in the market

Marketing Plans

- **Influencer Campaigns** On TikTok and Instagram to reach as many potential consumers as possible
- **Launch New In-demand Products** e.g., Hand Cream, Bath Salts, Hair Care, Oral Care
- **Brand Collaborations** - Leveraging new audiences and raising brand awareness
- **Create Region Dedicated Social Platforms** – Creating locally relevant content and generating more brand awareness in new regions

Expansion of (EU) Sales/Marketing Team:

- Focussed on **building independent stockist community**
- Expansion into **EU retailers and distributors**
- B2B Marketing, PR and **raise brand awareness**
- More **EU influencer marketing, seeding, GWP and Brand collaborations**

In progress

YES.
It's launch time

New
Products



DERMATOLOGICALLY
APPROVED

Dermatological
Testing


Certified



Corporation
PENDING

SOCIAL MEDIA FOLLOWING

upcirclebeauty



2,121 Posts 98 k Followers 480 Following


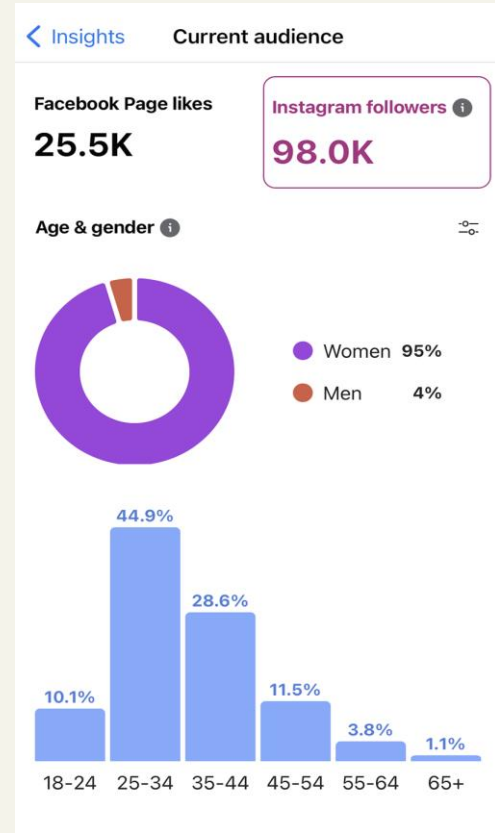
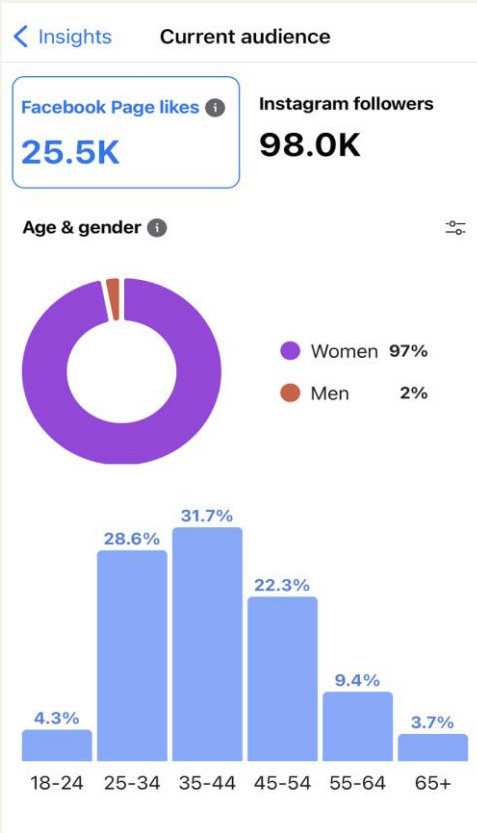
UpCircle
Health/Beauty
Transforming leftover natural ingredients into quality skincare products.
@sainsburys + @hollandandbarrett
@wholefoods... more
upcirclebeauty.com/pages/instagram
London, United Kingdom

Followed by **elliehemoretonn, pitchkaty and 12 others**

View Shop

Following ▾ Message Contact +

Awards Podcasts Stockists Before/ After Accessories

IN THE PRESS

MailOnline
 We try before you buy: **CLAIRE COLEMAN** looks at some of the best serums for colder weather



UPCYCLED CAFFEINE HIT

VOGUE



ALL GOOD THINGS
 The UpCircle Beauty Body Scrub

GLAMOUR
 Reusable makeup pads help keep your skin (and the planet) clean – and are our favorites

A simple switch with a positive impact.



UpCircle Beauty Hemp & Cotton Makeup Pads

POPSUGAR, BEAUTY
 'UpCycled' Beauty Products Are Giving World's Best Food Waste a Whole New Life



UpCircle

GLAMOUR
 33 Best Mother-in-law gifts that are guaranteed to get you on her good side



Mother-in-law gifts: Skincare set
 NEW £54.45 NOW £39.99 (50% OFF)

marie claire
 HOME + BEAR + BEAUTY + SKINCARE
 New Year, new beauty: How to set positive beauty goals



UpCircle Coffee Body Scrub with Lemongrass, £12.99 | UpCircle

The New York Times



The Telegraph
 The best sustainable beauty brands to try for an eco-friendly 2022



UpCircle

INSIDER
 18 beauty brands that are using sustainable or refillable packaging



UpCircle
 When a brand deliberately makes itself to reflect the concept of upcycling, you know they're hitting the eco-friendly goalpost.

Stratigist
 21 Best Gifts Under £5

For your niece who has tried every single Starbucks seasonal latte



UpCircle Cinnamon + Ginger Chai Soap Bar 100g, £5
 This soap has been formulated specifically for a gentle wash-and-go with a specialty coffee.

HUFFPOST
 How to Start an Anti-Ageing Regime With Products That Actually Work

UPCIRCLE Eye Cream With Coffee And Maple Extract for Dark Circles



This all-natural eye cream from UpCircle Beauty is ideal for dotting under your eyes to reduce puffiness and visibility of dark bags.

ELLE
 Do Product Beauty Is The Zero Waste Way To Close The Loop On Your Skincare Routine



!HOLA!
 NATIONAL SLEEP MONTH: BEDTIME ESSENTIALS TO TRANSFORM YOUR SLEEP EXPERIENCE



UpCircle Beauty Night Cream with Regenerated Blueberry Extract

VOGUE BUSINESS
 SUSTAINABILITY
 Beauty has a waste problem, and it's not packaging



The industry produces other forms of waste, and these, different startups offer a growing range of solutions. UpCircle Beauty makes formulas with ingredients from food companies that were being discarded – repurposing 6,000 mandarin oranges to date for its toner, for example, and over 300 tonnes of used coffee grounds in its eye cream and ear drops, according to the company.


GRAZIA
 The 10 Best Vegan Moisturisers Worth Investing In

Upgrade your vegan beauty with one of these best-selling skin serums.



UpCircle

BAZAAR
 Easy ways to make your beauty routine more sustainable



UpCircle
 DRINKING, VEGAN, BIODEGRADABLE INGREDIENTS, SUSTAINABLE PACKAGING

marie claire
 HOME + BEAR + BEAUTY
 10 small changes you can make to your beauty routine to do your bit for the planet



Refill, refill, refill

INDEPENDENT
 Earth Day: The sustainable brands to bookmark, from fashion to homeware



UpCircle, Repurposed cosmetics
 Taking the top spot in our round-up of the best circular beauty brands, UpCircle repurposes ingredients from a variety of industries, including coffee and citrus.

marie claire
 HOME + BEAR + BEAUTY + SKINCARE
 The best reusable make-up pads to help reduce single-use beauty products



UpCircle
 Hemp + Cotton Makeup Pads, £8.99 | UpCircle

COUNTRY HOUSE
 Green Brands Recommended by Top Sustainable Pioneers



Five environmentalists and six Green brands worth a look

VOGUE
 POWER SOURCE



UpCircle
 DRINKING, VEGAN, BIODEGRADABLE INGREDIENTS, SUSTAINABLE PACKAGING

ELLE
 Plastic Negative Beauty Might Just Be The Answer To Saving The Planet




UpCircle Beauty's new Hemp + Cotton Makeup Pads are made from upcycled coffee grounds and cotton. The pads are biodegradable and can be composted.

COSMETICS BUSINESS
 Best of Cosmoprol Bologna 2022: The trends and brands to know from beauty's biggest show




UpCircle

REFINERY29
 Beauty In Progress
 The Difficult Truth About TikTok's Beauty Obsession



UpCircle
 HEMP + COTTON MAKEUP PADS, £8.99 | UpCircle

ELLE
 Everything You Need To Know About Sustainable Beauty



UpCircle
 HEMP + COTTON MAKEUP PADS, £8.99 | UpCircle

YOU
 11 brands that are supporting LGBTQ+ Pride Month




UpCircle

GLOBAL GENETIC INDUSTRY
 UpCircle Beauty Updates Packaging for Coffee Face Scrubs



UpCircle

GLAMOUR
 These are the best facial cleansing bars for every skin type




UpCircle Beauty Charcoal Charcoal Chai Soap Bar, £5.99

marie claire
 5 ways beauty brands are helping Ukraine (and how you can support too)



UpCircle

STYLIST
 These nano skincare brands could transform your entire skin routine



UpCircle Best Sellers Skincare Bundle

ARQUITECTURA DISEÑO
 La fábrica en casa: así se hace jabón o cosméticos con residuos de tu cocina



expertreviews
 The best clay masks to buy in 2022



UpCircle Kaolin Clay Face Mask: Best for clean skin

BAZAAR
 Is carbon neutrality the new green beauty frontier?



UpCircle

AWARDS





HOW WE'VE DONE IT

1. Our Products Work.

And they make people feel good. Suitable for all ages, genders and skin types.

2. We're A Small, Independent Brand.

We're an agile young brand doing genuinely cool, positive things.

3. We're Innovative And Unique.

How many other brands can claim to have saved literally hundreds of tonnes of ingredients from being thrown away?!

4. We're Accessible.

Our products are ethical and affordable. price point shouldn't be a barrier to planet-friendly purchasing and sustainability should not be an elite privilege. Our most expensive product is £24.99.

5. We're Making A Splash.

People are talking about us. Our press coverage is constant and extensive. We're really shaking things up in the beauty industry. Our brand is something you can be proud to support.

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GET SOCIAL



@UPCIRCLEBEAUTY
HELLO@UPCIRCLEBEAUTY.COM

UPCIRCLE™
SUITE 1.26,
1ST FLOOR
MILLBANK TOWER
SW1P 4QP
UNITED KINGDOM
MADE IN THE UK

