

:P HAPPY PAUL

10% OF PROFITS IS DONATED TO YOUNGMINDS

THIS WAS THE SECOND MAIN REASON PAUL CREATED HAPPY PAUL



Paul Gerrard is no stranger to the beauty industry. His formative years were spent in his parent's hair and beauty salon washing hair, sweeping floors and soaking in the experience.

For the past two decades Paul has been immersed in beauty and wellbeing as the Brand Comms Director at Gerrard International, founded by his folks, Susan and Ian Gerrard.

But it wasn't all beauty and wellbeing for Paul. He began working life as a fresh-faced accountancy graduate, and after a brief stint realising this, as it turns out, was not his life's calling, he headed off instead to Adland. Having spent over a decade conjuring ideas for top London agencies, Paul did what most smart advertising execs do and pivoted to client side at Gerrard International.

It was here that the idea for Happy Paul was hatched. A concept that would combine self-care with wellness with beauty, and all alongside Paul's self-preservation. Having lived with depression since his early teens, Paul spent much of his life looking for something that was missing. What he found was that perhaps he was missing some purpose. He realised that doing something to make others feel happy, made him in turn feel happier.

So Paul immersed himself in that thought. Over the next few years Paul consulted with leading brainboxes to create a self-care range that focused on simply wanting to make people stop and breathe and smile. Paul believes that a smile represents the most accessible and basic form of wellness – even a forced one. Happy Paul, born at the close of 2021, aims to change an 'all or nothing' approach to wellness by creating products that encourage simple, rewarding acts of self-care and give a little smile to the end user.

Paul is a passionate advocate for mental health and simple wellness. He has volunteered for the Young Minds, Parents and Carers helpline and is currently UK Ambassador for Global Wellness Day (GWD) – an international not-for-profit annual event that is dedicated to helping people live well. A portion of profits from all Happy Paul sales go to Young Minds. Which makes Paul happy.

Aside from being a trained chef, a flawed/floored amateur stand-up comedian and holding one half of a Guinness World Record for the world's longest hug, Paul dedicates whatever spare time he has left to his family and friends.



About Gerrard International - Paul's family Company:

- established 1992
- spa/salon brand partner
- strong and extensive presence in UK professional market (>5000 spas/salons)
- accredited spa/salon training partner
- creator of Mii Cosmetics
- onsite warehouse for efficient fulfillment
- in-house marketing, PR, social media, e-commerce and design teams
- international distribution network for Mii Cosmetics (24 countries)

IN GO●D COMPANY



We are Happy Paul.

A new kind of wellness brand that simply wants to make you smile.

To us, a smile is the most basic and yet dynamic form of wellness.

It is restorative, transformative and has the ability to spread like wild fire.

THE WHO●, WHAT & WHY



We take our mission to make you smile extremely seriously.

A smile must form the start and end point for all that we do.

These are a few of the areas on which we focus.

- we will keep mental health at the head and heart of Happy Paul
- we will adopt a non-toxic approach in all that we do
- we will always explore bold new experiences
- we will always be questionable and answerable to our choices and actions - good or not so great
- **we will deliver super simple self-care, routines and language**
- we will use only effective ingredients/materials and nothing considered 'controversial'
- we will reduce waste and adopt better solutions wherever and whenever possible
- we will aim to communicate responsibly for your benefit
- we will always aim to deliver added value in all that we do

MISSION



- joy
- humour
- experience
- creativity
- inclusivity
- positivity
- honesty
- transparency
- fulfilment
- improvement
- support

OUR CODE



We've developed a mood lifting fine fragrance blend.
We call it bright spice.

Top notes

Bergamot, Spearmint, Lemon, Eucalyptus, Pink Peppercorn, Cinnamon Bark

Mid notes

Frankincense, Jasmine, Petitgrain, Rosemary

Base notes

Cedarwood, Vetivert, Musks, Sandalwood

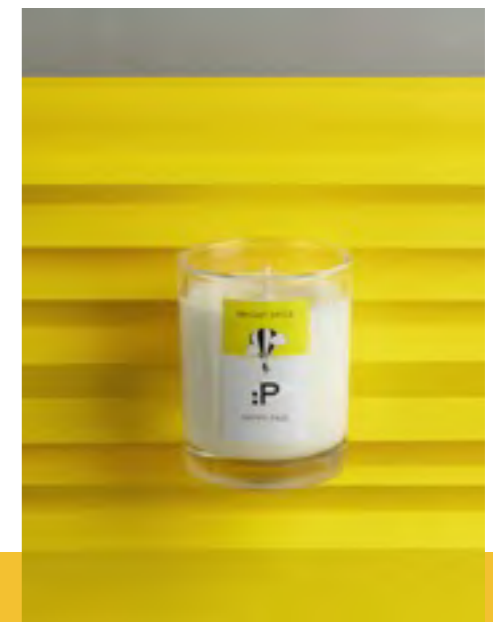
MOOD LIFTING



We want you to enjoy our bright spice fragrance whenever and wherever you fancy. So we've added it to our carefully crafted collection of mind, body and skin care products.

- Roll-On Perfume Oil
- Eau De Parfum
- Body And Hair Wash
- Face Cleanser
- Face Scrub
- Moisturiser
- Shave Cream
- Soy Wax Candle

PR●DUCTS



PR●DUCTS



Added Joy & Happiness

Our refreshing, revitalising and smoothly uplifting blend of essential oils with a gentle kick of spice, use to lift your mood or simply to smell good. Bottling uber happiness with the addition of a citrine crystal to help impart joy, wonder, delight and enthusiasm. Enjoy.

Our mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetiver, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk
:P

EAU DE PARFUM 5●ML



Aroma Therapy

Our smoothly uplifting blend of essential oils with a gentle kick of spice, made to trigger a little happy from the outside in. Use to lift your mood or simply to smell good. Inhale. Exhale. Keep on rolling. A mindful mix of nature and nurture, carried by a soothing natural oil.

Our mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetiver, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk
:P

PERFUME OIL 1● ML



The Daily Cleanse

Soothe your worries and lift your soul. Our Holy Basil infused body wash deeply cleanses, revitalises and conditions, while our mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetivert, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk :P

BODY AND HAIR WASH 30● ML



The Rise And Shine

Start each day bright to focus on what lies ahead. Our light, gentle cleanser containing plant-derived actives helps skin feel softer, fresher and calmer. Result - a more radiant you.

Our mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetiver, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk
:P

FACIAL CLEANSER 10● ML



The Purification

Shed the day's debris and face the world anew. Our light and creamy formula of crushed white rice with finely ground bamboo gently exfoliates and unclogs pores, removing oil, dirt and dead skin cells. Skin is left feeling fresh, revitalised and soothed - for a lighter and brighter you.

Our mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetivert, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk
:P

FACIAL SCRUB 10● ML



The Reviver

Skin quenching restoration. Hands to face, smoothing out worry lines. Lapping up an armour against the elements. Our hard-working hydrator, with moisturising shea butter, protective cocoa butter, sunflower seed oil and soothing aloe vera leaf juice - keeps you feeling cooler, calmer and balanced.

This mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetivert, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk
:P

MOISTURISER 10 ● ML



The Melt Down

Our 100% natural, biodegradable soy wax comes from an ethical, traceable and sustainable source. Infused with our own mood lifting fragrance blend and using a pure cotton wick, this candle will burn cleanly to fragrance the environment beautifully - both the one inside and outside your head.

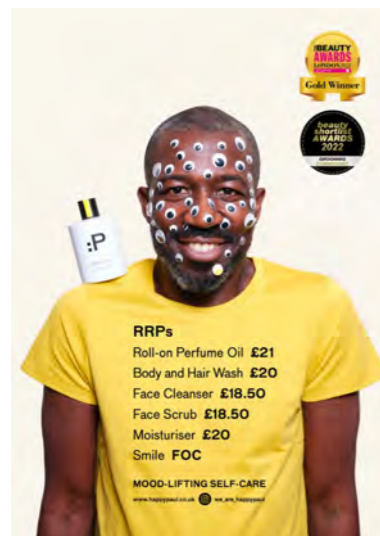
This mood-lifting citrus, herb and spice fragrance blend will invigorate your senses through top notes of bergamot, spearmint, lemon, eucalyptus, pink peppercorn, cinnamon bark, mid notes of frankincense, petitgrain, rosemary, jasmine and base notes of cedarwood, vetivert, sandalwood, musks.

Suitable for Vegans and Non-vegans alike / Only tested on human folk
:P

SOY WAX CANDLE 22 ● G



FRAGRANCE TESTER DISPLAY



Price List A5



STRUTTED CARD

DISPLAY CUBE



POSTCARD



SHELF TALKER

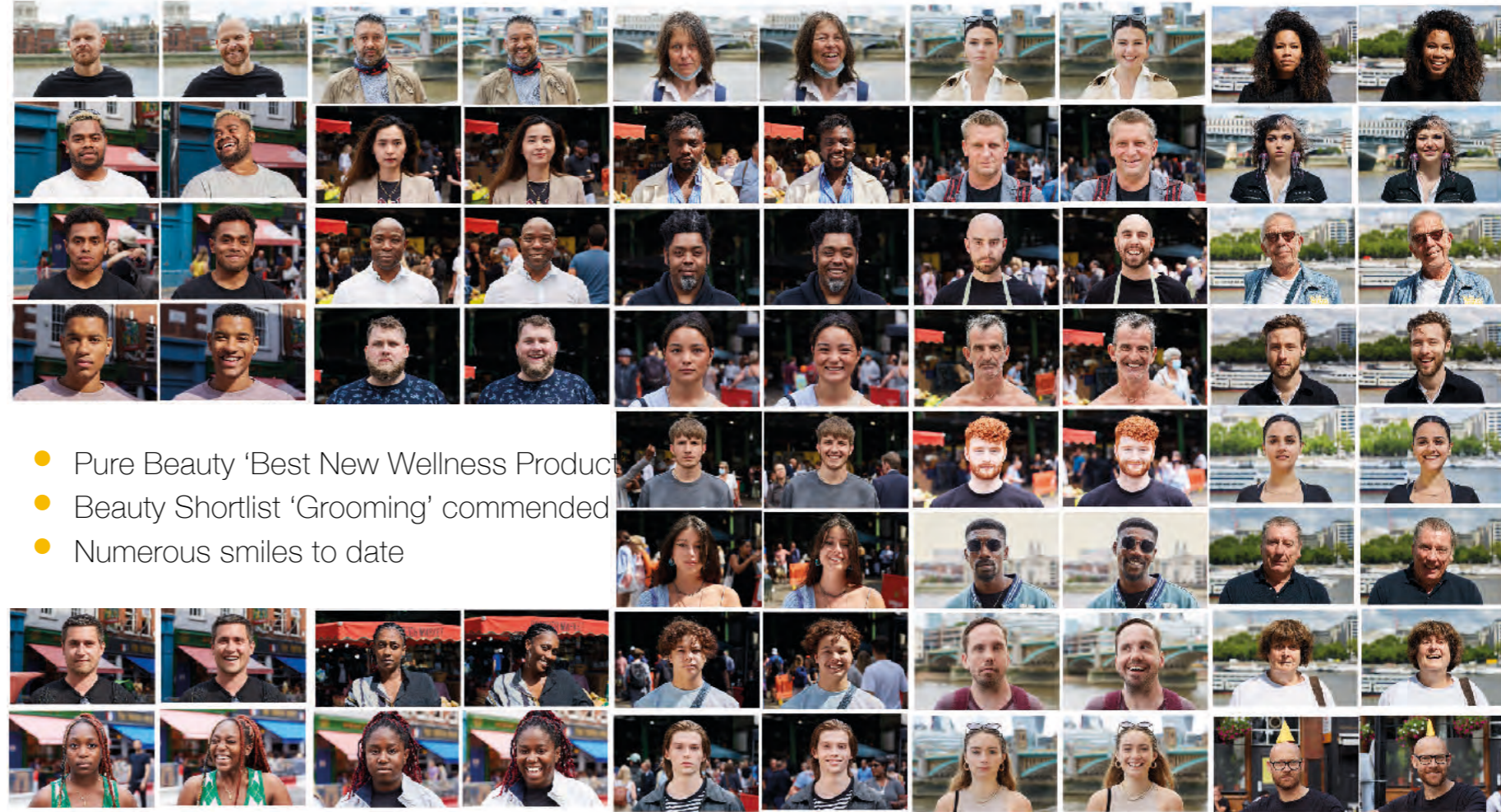
IN-ST●RE



Happy Paul is currently available within :

- UK salons and spas
- Independent UK retailers
- Selected online retailers
- Sweden
- Norway / Denmark launching soon

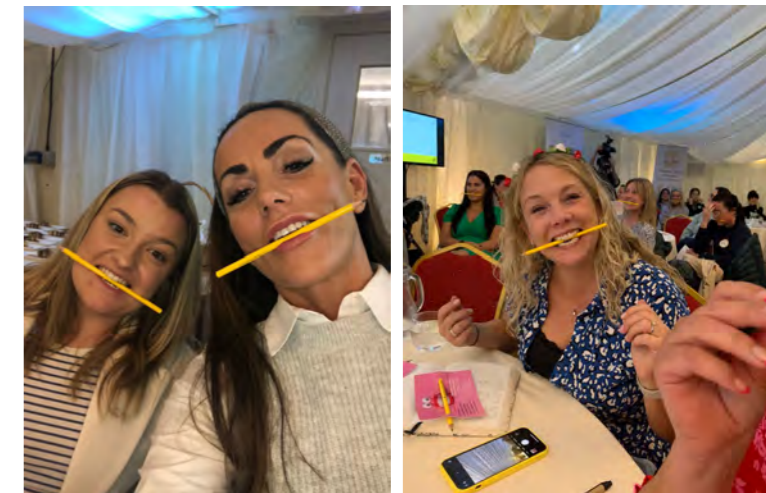
ROLL ● OUT THE CARPET



- Pure Beauty 'Best New Wellness Product'
- Beauty Shortlist 'Grooming' commended
- Numerous smiles to date



SOME ACCOLADES



HAPPY PAUL
is a wellness brand
that simply wants
to make you smile.
find out how happypaul.co.uk
instagram [we_are_happypaul](https://www.instagram.com/we_are_happypaul)

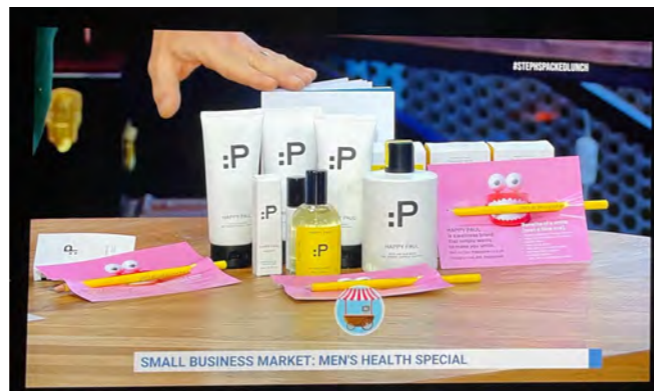
Benefits of a smile
[even a fake one].

- releases endorphins [the happy hormone]
- makes our brain believe we're happy
- elevates mood
- helps relieve stress
- helps boost our immune system
- may lower blood pressure
- smiling is infectious
- works well at meetings and parties



INDUSTRY EVENT : REAS●N TO SMILE

TV: STEPH'S PACKED LUNCH



HELLO! WELLBEING

FATHER'S DAY GIFTS THAT GIVE BACK

Happy Paul Bright Soap, £21. Visit happypaul.co.uk

Happy Paul Deodorant, £12. Visit happypaul.co.uk

Happy Paul Face Cream, £12. Visit happypaul.co.uk

SPEAK UP

DI Roman Kemp talks friendships, family and managing your mental health

Calling with mental health is something 29-year-old Roman Kemp had to face head on after being advised to suicide and battling with struggles of his own. "Whatever can be done to encourage men to talk, or have those conversations with their friends is such a powerful thing," says the Capital Radio DJ. "This is something that's a minor problem - suicide is the second biggest killer of men under 40."

With 41% of men saying they never even speak about how they are feeling, Roman, the son of actor and musician Martin and former pop star Shazli, has teamed up with Nutsa Men for the Strength by Numbers campaign, which encourages friends to ask: "How are you. One of us?"

Roman doesn't hide his feelings, and has even talked about dealing with his mental health issues and the death of his friend Joe Lyons on the BBC documentary *Roman Kemp: Our Silent Struggles*.

Here, he shares his tips and insights with HELLO!.

What are the signs someone might be struggling, Roman?

"The scary thing is that there aren't any specific signs - that's why the only way you find out is by talking."

The person I love, expected.

Do you think the wellness industry is inclusive enough?

"I think it's inclusive, but it's open to take time. More guys that I know are signing up to wellness apps. I'd say it's going to take the guys that are doing it to be open about it. If you're going to medication classes or seeing a therapist, tell your friends about it. Tell them how much better you feel when you leave that room or that therapy session."

The first time I opened up about taking antidepressants, it was like: 'Oh right, you actually do that!' But it's a very normal thing. The same with therapy. If it's helping you, tell people and show them it's not something to be afraid of."

Boys Get Soad too block logo cream in need. C&A. Visit loopyhats.com

Purchase this graphic sweater and 10% of profits will go to the suicide prevention charity Campaign Against Living Miserably (CALM).

"I think it's inclusive, but it's open to take time. More guys that I know are signing up to wellness apps. I'd say it's going to take the guys that are doing it to be open about it. If you're going to medication classes or seeing a therapist, tell your friends about it. Tell them how much better you feel when you leave that room or that therapy session."

The first time I opened up about taking antidepressants, it was like: 'Oh right, you actually do that!' But it's a very normal thing. The same with therapy. If it's helping you, tell people and show them it's not something to be afraid of."

#onthescentpodcast

"There are times I really want to smell like me. I want to project myself into the world."

"Why is it enchanting me and why is it bright red?!"

Episode 8



GQ

The new British grooming brands you need on your radar

MESSIAH FOR MEN

THE DEODORANT BALM

Pelegy



Inside the ethical beauty boom



<https://www.bbc.com/culture>

"I've experienced first-hand the transformative power that formulations and treatments can have - Paul Gerrard

This resonates deeply with Paul Gerrard, founder of Happy Paul, a range of mood-enhancing male skincare. "Happy Paul's journey has been like therapy," says Gerrard. "I've suffered from depression since my early teens and I've experienced first-hand the transformative power that formulations, product and spa treatments can have. Yet wellness has become a luxury commodity afforded to the few." The brand was created, he says, to be accessible to all. "To me, wellness is about looking after yourself, first and foremost, and that shouldn't be exclusive." Happy Paul's sustainable, vegan products - including an uplifting roll-on blend of bergamot, lemon and eucalyptus - encourage simple, rewarding acts of self-care, with some of the profits going to mental health charity Young Minds.

SOME FANS



Our sense of responsibility keeps us connected to you.
We will always give back by:

- supporting mental health initiatives, including youngminds.org.uk - currently 10% of Happy Paul profits are donated.
- making our colleagues smile
- making our community smile
- donating a work day a week to a charity of choice
- continue at looking to do the least bad possible to ourselves and our planet

SOCIAL RESP●NSIBILITY

**i have
mental health.**

living.
the dream.

:P HAPPY PAUL

THANK YOU