

AND BEGIN

PRESS RELEASE

And Begin...
the prescription skincare that matters to midlife.
A new brand that, finally, promises and delivers how
“your skin can have it all.”



Midlife skin. It's specific.
“The skin needs of midlife women are absolutely distinct”

Malvina Cunningham,
Consultant Dermatologist MBPHD, MRCP (Derm),

ENTER AND BEGIN

Founded by the dermatological team behind the personalised prescription skincare authorities, Skin + Me. And Begin is a brand whose purpose it is to champion midlife women whilst perfectly meeting their skincare needs.

How? Because they ground every decision in an absolute understanding of both the mechanics of midlife skin and the expectations of these women.

“As we studied the habits and feedback of hundreds of thousands of Skin + Me consumers, we acknowledged that despite getting great results from their prescription ingredients, midlife women need more from their formulation,” explains Cunningham, of the catalyst for creating And Begin. *“It became clear that they want the superior skin benefits of prescription ingredients, such as Tretinoin and Azelaic Acid in a personalised product tailored to her life stage.”*



The key learnings: women in midlife are also looking for a wider scope of effective ingredients alongside their prescription ones, plus the deeper hydration and nourishment they traditionally find in premium skincare.

“The triumvirate of goals we defined are lines and wrinkles, textural issues and hyperpigmentation. All in a beautifully hydrating cream.” Sophie van Ettinger, Chief Marketing Officer, And Begin adds: *“The challenge we kept focused on was: how can we deliver this woman a product that really gives her skin it all?”*

INTRODUCING THE REVOLUTION, AND BEGIN'S HERO PRODUCT

This nightly Serum-in-a-Cream harnesses the brand's proprietary **1,2,3 Age Management System**, an intelligent new way to formulate that succinctly and effectively addresses midlife skin goals.



1 CORE PRESCRIPTION INGREDIENTS:

Expertly chosen and evidence-based potent ingredients that elicit visible and meaningful improvement to lines, hyperpigmentation and firmness.

2 COSMECEUTICAL ACTIVES:

A defined complex of powerful ingredients at proven percentages; the benchmark cosmeceutical combination to address midlife age concerns and advance radiance, smoothness and luminosity.

3 SOOTHING HYDRATING BLEND:

Because plumping hydration and a calm, healthy complexion must be met. A personalised blend that deeply nourishes and moisturises, improving skin tolerance to the Core Prescription Ingredients. This key benefit sets The Revolution aside from standard prescription skincare.

The Revolution's name spells out the brand's intention of a new way of doing things. The three components of its 1,2,3 Age Management System work in synergy with one another to elicit a tangible and progressive change in midlife skin. *"Our consumer is informed about skincare ingredients and wants transparency, efficacy and visible results, albeit with luxurious self-care and indulgence,"* summarises van Ettinger.

THE REVOLUTION: THE FORMULATION IN FOCUS

1

Core Prescription Ingredients

TRETINOIN • 0.01-0.1%

Tretinoin is the most potent retinoid, only available via prescription. And Begin prescribes tretinoin from a meaningful lower starting level of 0.01% up to a potent 0.1%. *"We have resounding scientific evidence to support tretinoin's efficacy in tackling multiple aspects of midlife skin such as fine lines, wrinkles and pigmentation"* says Cunningham.

AZELAIC ACID • 5-20%

Azelaic acid is a key multi-tasking ingredient, favoured by dermatologists to regulate melanin production, reduce hyperpigmentation and increase skin cell turnover. *"Azelaic acid works well in partnership with Tretinoin but also independently to address sensitivity and inflammation"*, says Cunningham.

2

Cosmeceutical Actives

And Begin believes that personalisation matters when it is executed within parameters. *"We acknowledge that women of this age have a set of universal skin goals that can be effectively addressed with a defined set of best-in-class cosmeceuticals,"* says Cunningham.

MATRIXYL® 3000 • 3%

An advanced duo-peptide complex that targets fine lines and wrinkles by repairing and strengthening skin density. And Begin's dermatologists identified Matrixyl as the most effective peptide for skin at this life stage.

ACETYL HEXAPEPTIDE-1 • 2%

This high-performing peptide complex is a powerful antioxidant that enhances radiance and helps the skin defend itself against environmental aggressors, offering a protective shield that aids a slower rate of future ageing markers.

HYALURONIC ACID • 1%

Selected at a high molecular weight for its ability to intensely hydrate on contact and enhance the penetration of other actives, hyaluronic acid promotes plumpness whilst potentiating the formulation.

CERAMIDE LIPID COMPLEX • 1%

Active ceramide complex of skin-identical skin lipids that amplify skin's natural ceramide production to renew and regenerate a healthy skin barrier from the inside out.

3

Soothing Hydrating Blend

Every 'The Revolution' is personalised to individual skin type, lifestyle, hormones and environment. It keeps skin condition and luminosity at the forefront with a tailored blend of calming ingredients.

NIACINAMIDE • 2%

A naturally occurring form of Vitamin B3 with multiple skin benefits. In particular, its value in balancing both moisture and oil levels means that niacinamide plays a key role in controlling midlife acne and rosacea.

OAT KERNEL EXTRACT • 1%

An exceptional complex rich in antioxidants, ceramides, amino acids, and beta-glucans. Effectively improves elasticity and repairs and protects the skin barrier.

BISABOLOL • 0.5%

Derived from the chamomile plant, this powerfully functional botanical works to effectively de-escalate inflammation, for skin that is calmed and nourished.

ECTOIN • 0.5%

A cutting-edge stress-protective molecule proven to shield skin from environmental stressors and blue light damage while restoring and strengthening the skin's barrier.

POMEGRANATE EXTRACT • 0.5%

This natural active contains a complex mixture of polyphenols which are particularly beneficial to reduce inflammation, balance sebum production and control bacterial growth. Invaluable to retaining skin clarity.

PRO-VITAMIN B5 • 0.2%

A versatile and effective humectant which binds moisture deep within the skin to improve softness and elasticity. Particularly beneficial when combined synergistically with hyaluronic acid.

AND BEGIN: HOW IT WORKS

The And Begin journey starts with a thoughtful free online Skin Consultation that questions beyond the obvious to gain the insights that matter to prescribing better.

Reflective of the brand's authority in age management and midlife, the Skin Consultation does not ask women questions that are (at best) obvious or (at worse) meaningless and patronising. "What forty-something woman wants to be asked if she has noticed lines or wants better luminosity?" declares van Ettinger.



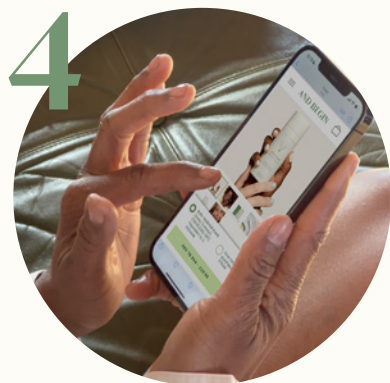
Complete a specific and considered online Skin Consultation, upload 4 makeup free pictures.



Your designated And Begin Prescriber works to develop your personalised 'The Revolution'.



Receive your 30ml bottle of 'The Revolution' within a week.



Join the community and become a Member for first access to products, expertise, events and more.



Reap the rewards and see the skin change. **Your skin can have it all.**

AGE MANAGEMENT EXPERTISE BEYOND THE FIRST BOTTLE

We'll provide every consumer the benefit of world-class dermatology advice on demand.

"All of the And Begin Dermatology Team are authorities in midlife skin. They know how it physiologically changes and understand the very best combination of ingredients to manage the ageing process," says Cunningham.

'The Revolution' is only the beginning

Already in the pipeline are a host of other products honed to deliver for midlife skin. *"As a default, every And Begin product will address the universal concerns of lines, luminosity, pigmentation and firmness as a baseline function. We take an edit of the very best ingredients that work synergistically, holistically and specifically for midlife skin. All at clinically proven efficacious levels."*



In a 30ml pump that lasts 6 weeks, the experience of using And Begin The Revolution is as elevated as the personalised formulation. *"Two pumps to cover the face and one to cover the neck, massaged in over clean, dry skin nightly,"* instructs Cunningham.

Membership and building the And Begin community

Signing up for auto-replenishment means you'll become an And Begin Member. Becoming a Member will mean joining a thriving community of midlife women who are all on their And Begin journey.

They'll have first access to products, a say in building the brand, exclusive access to And Begin events and more.

And Begin, The Revolution, is available at www.andbegin.com • £59.99 for 30ml; £39.99 for Members

Follow us at: [@andbeginexperts](https://www.instagram.com/andbeginexperts) on Instagram • For more information please contact

nicola@buxandbewl.com and francesca@buxandbewl.com