BIOSSANCE:.

Brand Platform

TABLE OF CONTENTS

Brand Fundamentals

INTRODUCTION	04
OUR STORY	05
OUR HISTORY	06
OUR MISSION	07
BRAND PILLARS	08
OUR POSITIONING	09
COMPETITIVE LANDSCAPE	10

Brand Activation

BRAND TAGLINE	12
BRAND ATTRIBUTES	13
PHOTOGRAPHY ETHOS	14
PHOTOGRAPHY ETHOS	15
VISUAL MERCHANDISING	16

Our Customer

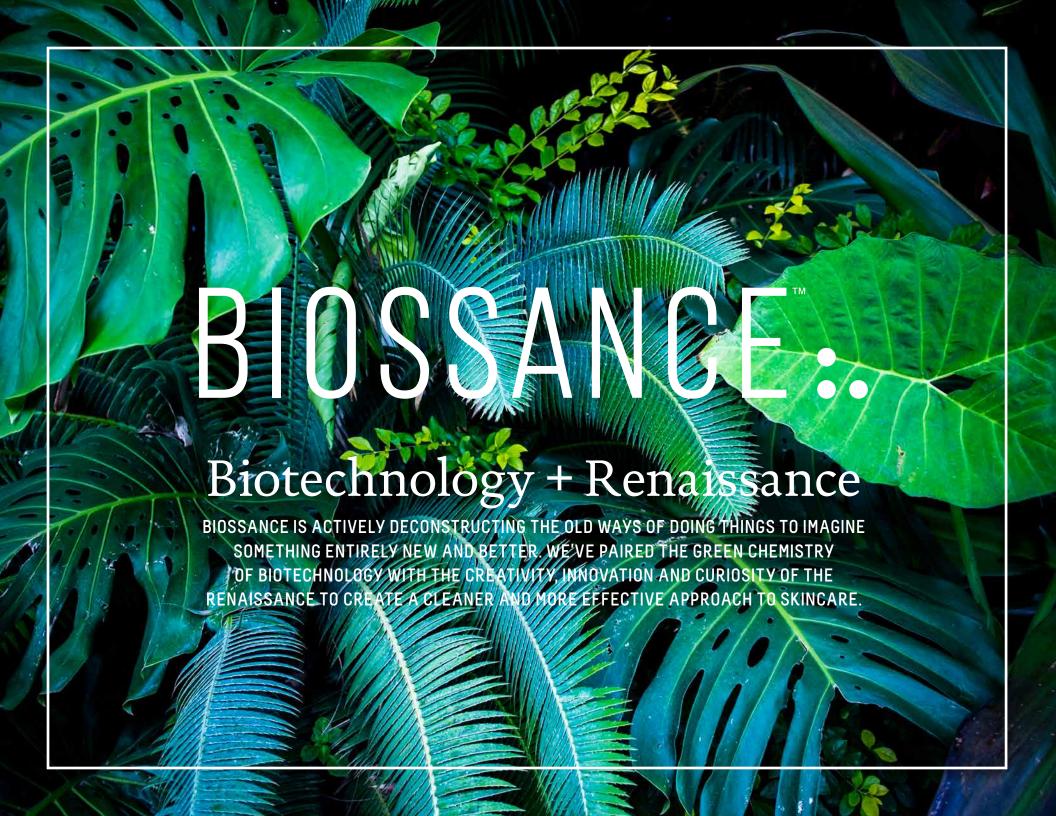
MEET ABBEY	18

Product Fundamentals

OUR PROMISE	20
PRODUCT PHILOSOPHY	21
CLINICAL PHILOSOPHY	22
PACKAGING PHILOSOPHY	23
VALUE PROPOSITION	24
SQUALANE	25

Editorial Guidelines

Brand Fundamentals



OUR STORY

We believe science and beauty are integrally connected. Long before we began creating our effective, clean, sustainable skincare products, we discovered a plant-based cure for malaria that's been saving lives around the world since 2003, through over 120 million royalty-free treatments.

This same innovative green chemistry lives at the core of our plant-based skincare. Our hero ingredient and nature's best moisturizer, squalane, is made from renewable Brazilian sugarcane—making it better for people and the planet. And we don't stop with our formulations. Our packaging is recyclable, and we've set our sights on becoming zero waste by 2025.

Science is what drives us, but beauty is our heart. With the powerful combination of both, Biossance is changing the skincare industry one clean beauty breakthrough at a time.



THE BIOSSANCE JOURNEY



Amyris creates an accessible cure for malaria



Amyris launches Biossance

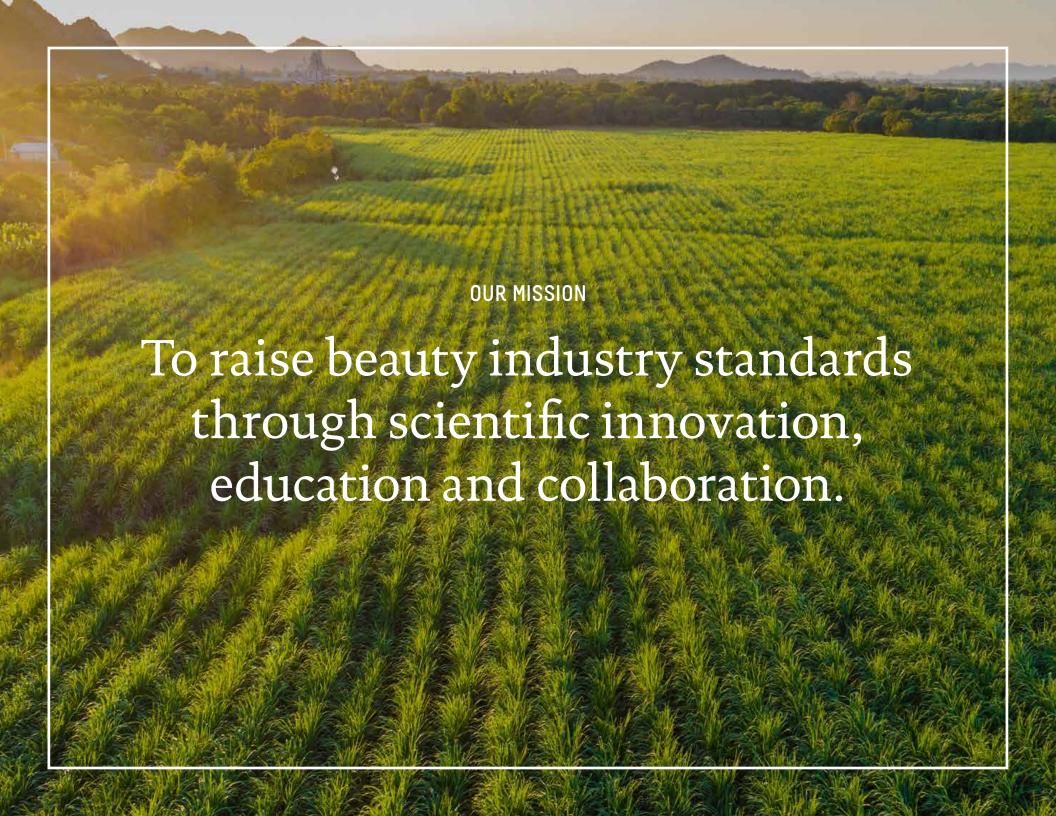


Biossance launches in Sephora



Today, Biossance is leading the way in Clean Beauty

2003 2016 2017 TODAY



BRAND AND PILLARS

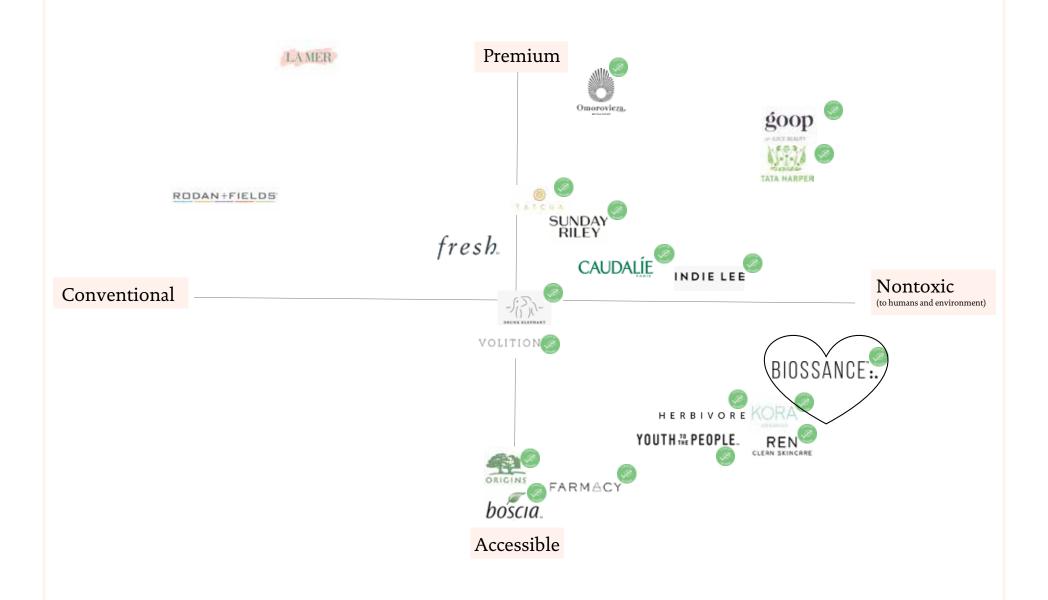
FOUNDER	SOURCE	IDENTITY	PERSONALITY	PRODUCT
Our roots	Our core	Our key attribute	How we lead	What we make
Berkeley	Brazilian	Approachable	Selfless	Effective
Biotechnology	Sugarcane	Science	Education	and Clean
			BIOSSANCE:	
Our scientists are proven visionaries solving problems of humanity— passionately committed to sustainable and accessible solutions for all.	Our hero ingredient, sugarcane-derived squalane, is a naturally renewable resource. Every drop is ethically and sustainably sourced and helps save 2 million sharks from liver harvesting each year.	We are passionate about demystifying complex science and making it accessible to all.	We are dedicated to improving clean beauty standards through selfless education and guiding humanity towards a safer and more sustainable future.	We formulate innovative, sustainable skincare with the cleanest ingredients clinically proven to show visible results and are gentle for all skin types.

OUR POSITIONING

Biossance is paving the path for clean beauty for everyone. We're formulating effective, clean and sustainable skincare in our Berkeley-based lab that is setting standard for the entire industry. We are changing the conversation from, "Is clean beauty effective?" to "Clean beauty is."



COMPETITIVE LANDSCAPE: ACCESSIBLE CLEAN



Brand Activation

TAGLINE

Beyond Clean

RATIONALE

- It succinctly encompasses efficacy, sustainability and leadership in the clean beauty space
- It's both evocative and descriptive leaving room for new growth, evolution and longevity



BRAND ATTRIBUTES

PERSONALITY ATTRIBUTES

Natural Born Leader

Friendly/Inclusive

Helpful

Honest/Trustworthy

Informed

Witty

Optimistic

Curious

INTERNAL VALUES

Kaizen

Mission-driven

Community-focused

Respect & value others

Results-driven

Passion

EXTERNAL ATTRIBUTES

Leadership

Trusted

Scientific

Idealistic

Approachable

Best-in-class

Dynamic

PHOTOGRAPHY ETHOS

NATURE

Lush, immersive, lively but controlled



Light, elevated, lifestyle



Optimistic, approachable, diverse, dewy

PRODUCT & TEXTURE

Bright, abundant, touchable























PHOTOGRAPHY ETHOS

CHARACTERISTICS OF BIOSSANCE IMAGERY THAT VISUALLY DEFINES OUR BRAND:

- Abundance with texture
- Relatable lifestyle
- Rich texture whips and smears
- Lush flora and hydration
- Active hydration
- Organic compositions
- Squalane expressed through sugarcane
- Angles that draw in audience
- Science and formulation expressed through stylized ingredients shot with beakers

























VISUAL MERCHANDISING





Our Customer

MEET ABBEY

WHO SHE IS

• Age: 32

• Status: Married, working mom with toddler

HER STATS

• Location: Major Metro Areas

• Education: Bachelor's Degree or higher

• Income: Middle to High (\$75K-\$150K)

WHAT SHE VALUES

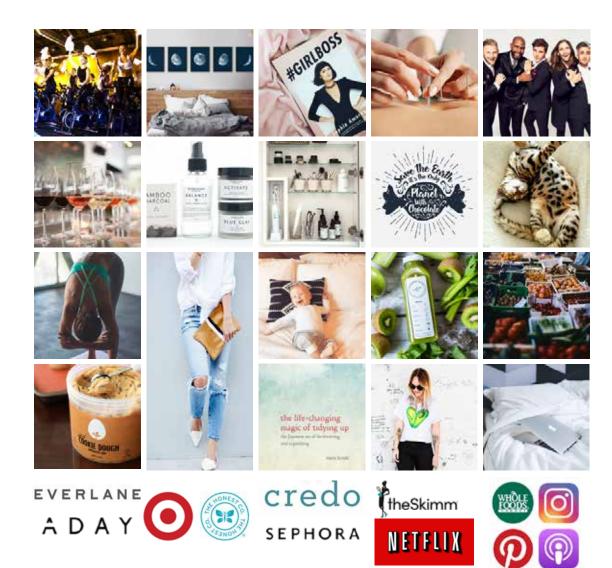
• Health/wellness/balance

• Natural living/healthy holistic

• Doing good for people and the earth

• Education

• Ease & simplicity



Product Fundamentals

OUR PROMISE

We believe clean skincare and effective skincare are synonymous. And that everyone deserves both. Your skin and the planet are our top priorities. We'll never sacrifice one for the other.

Yes, clean *can* have it all.

PRODUCT PHILOSOPHY

INNOVATIVE

By creating our own skincare products in our Berkeley-based lab, our scientists, formulators and product development team can ensure they are the most effective with the least negative impact on the environment. Every day, we are solving for issues of over farming, extinction, ingredient availability and fair trade to make our products better for people and the planet.

EFFECTIVE

We use nine layers of independent clinical testing to prove that every one of our products delivers consistent results our customers can see with ingredients they can believe in.

CLEAN

We create products that go beyond clean by actively protecting people and the planet from harmful ingredients. Currently, the United States only bans 12 ingredients for cosmetic use. We believe that's not nearly enough. Biossance bans more than 2,000 potentially toxic or irritating ingredients. Our products are also cruelty-free, vegan and EWG-verified.

SUSTAINABLE

Every day, we strive to use fewer resources to create superior skincare ingredients. Our sugarcane-derived squalane helps save 2 million sharks each year.



CLINICAL PHILOSOPHY

9 LAYERS OF TESTING

We use nine layers of independent clinical testing to prove that every one of our products delivers consistent results our customers can see with ingredients they can believe in.

PART 1: FORMULA REVIEW

- 1. Ingredients global safety review
- 2. Toxicologist review of formula and ingredients
- 3. Environmental Working Group (EWG) verification

PART 2: PRODUCT SAFETY TESTING

- 4. Microbial challenge testing demonstrates a product's ability to maintain its integrity when exposed to certain microbes (i.e. bacteria, mold) and deter their growth
- 5. Human Repeat Insult Patch Test (HRIPT) assesses whether a product irritates skin or causes sensitivity
- 6. Photoallergy test measures if a product causes allergic reactions or UV sensitivity
- 7. Comedogenicity proves our products are non-comedogenic

PART 3: PRODUCT USE TESTING

- 8. Clinical efficacy testing with instrumental analysis measures product performance
- 9. Real use testing involves people using products at home for a certain period under normal conditions to ensure they don't cause an adverse reaction



REAL CUSTOMER RESULTS
SQUALANE + LACTIC ACID RESURFACING SERUM

VALUE PROPOSITION

TRUSTED

Our customers naturally look to us for the latest solutions in clean and effective, plant-based skincare. We're 100% transparent about our ingredients and provide a glossary that defines each ingredient's purpose. We also created The Clean AcademyTM to help educate consumers about the clean beauty movement.

PROVEN

We formulate skincare that works, proven through our nine layers of independent clinical testing. Clean products *can* drive incredible performance. Our customers see results on a daily basis.

PURPOSEFUL

We care as much about what's in our products as what isn't. The way we make ingredients and what we put in our formulas is 100% intentional. Every ingredient has a reason for being. And every product we make solves a specific skincare concern.

CONNECTED

As part of our laser-focused mission to make clean beauty the standard for all, we cultivate strong relationships with our customers, partners, communities—and even competitors. We're all in this together.

STEADFAST

We refuse to ever compromise your skin's health or the planet's well-being. Changing an entire industry isn't easy. Thankfully, tenacity, patience and commitment are in our DNA.



SQUALANE: OUR SUSTAINABLE STAR INGREDIENT

Squalene is a hydrator our bodies naturally make to keep our skin's outer layer moisturized and protected. As we get older, we make less and less and our skin gradually becomes dull and dry. Replenishing our skin with moisture our body recognizes is one reason squalene has become such a popular ingredient in the beauty industry.

Squalene can be sourced from olives, but unpredictable growing conditions make it less reliable, both in terms of quality and availability. Squalene can also be found in shark liver. Millions of sharks have been killed for their livers since this cruel and unethical practice began in the 1950s, contributing to the endangerment of many shark species.

Determined to create a clean, sustainable and ethical squalene alternative, our scientists discovered a way to bioengineer nature's best moisturizer as safely and effectively as the body does. Our shelf-stable version of squalene, we call squalane, is made from Brazilian sugarcane, a renewable resource that requires little to no irrigation thanks to the area's abundant rainfall. Our sustainable, plant-based solution saves millions of sharks every year and has a low carbon footprint.

Biossance is proud to call squalane the star ingredient of our entire line of skincare products.

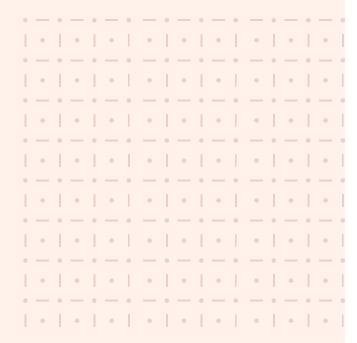


Editorial Guidelines

EDITORIAL GUIDELINES

THE EDITORIAL GUIDELINE IS A LIVE DOCUMENT THAT CAN BE ACCESSED HERE.

- Voice & Tone
- Word List
- Best Practices
- Grammar



BIOSSANCE[™]...

BRAND PLATFORM MARCH 2020