

Hello! We're Go-To.
It's a pleasure to meet you.

We're a clean, effective, and fun skin care brand
founded by Zoë Foster Blake.

We love skin, and skin *loves* Go-To.

We launched on April 1, 2014. *Jokes!*

(Not really. We really did launch then.)



Go-To is the brainchild of Zoë Foster Blake.

Zoë has been in the beauty industry for 648 years and is one of Australia's most-respected, most-loved and most-followed skin care experts and (somewhat reluctant) influencers.

After years in the public eye, Zoë (and husband, TV personality, radio host and comedian, Hamish Blake) have cemented their status as Australia's ultimate couple.

Zoë has 735k Instagram followers - with a population of 24.6million, that's one in 33 Australians (probably predominantly women) (most likely 18-40 year olds) willingly (and actively) following Zoë.

Her wit, warmth and familiarity has turned Zoë into the Non-Blood Big Sister of many Aussie women - women who will happily queue for hours to meet, chat and selfie with Zo.



Before starting Go-To, Zoë:

- Was Beauty Director and *Cosmopolitan* and *Harper's BAZAAR*
- Started a beauty blog, Fruity Beauty before it was cool and definitely before bloggers were flown around the world
- Wrote the book on beauty, literally, *Amazinger Face*.

Zoë also penned a bunch of fiction books - one of which, *The Wrong Girl*, went on to become a Logie nominated (Logie = "big bloody deal in Australia") TV series. She *also* wrote two books about love and dating, and turned one of them into ultimate breakup app (with a #7 rating on the Lifestyle Apple App chart). She also maturely forayed into children's books with her award winning picture book all about farts.

Enough for one lifetime? Nah. Zoë isn't done yet and the success of Go-To (and its sub-brands, Bro-To and Gro-To) is testament to that...



Go-To x Mecca



Go-To x Meccaland



**And so Go-To
was born.**

Go-To is uncomplicated,
effective, worry-free skin care
that *actually* works.

We avoid: Synthetic, bitchy, or irritating ingredients like parabens, PEGs, sulfates (SLS/SLES), GMOs, mineral oils, petrolatum, and synthetic colours.

We include: Pure, plant-derived ingredients and active, proven botanicals that have been selected because they actually DO something. We use stuff that protects, nourishes and strengthens the skin.

There is no faux-science, and no silly claims.

This is skin care minus the confusion and the bullshit.



Doin' our bit.

- Cruelty Free as credited by Choose Cruelty Free Limited
- Certified carbon neutral by the Carbon Reduction Institute
- We offset our emissions by purchasing carbon credits from a range of projects
- We partner with The Foundation for Rural and Regional Renewals Disaster Resilience and Recovery Fund (FRRR). The FRRR offer long term support to communities affected by fire, drought, floods and other disasters, helping with the enormous task of rebuilding communities.
- We are also known to brag about all the great things we do.



Go-To is cute, clean, and worry-free, making it easy to use for customers.

- **It's simple skin care.** Perfect for people that find skincare bloody confusing
- **It's effective.** Wonderful for those who demand results
- **It's uncomplicated.** A great addition to more complex routines.
- **It's adorable.** Irrelevant but great for grammin' and cute shelfies.

Our products work beautifully together, but can also slot into existing routines easily. 'Cos they're incredibly chatty, friendly, and highly complementary.



Now.
Let's meet
the gang.



Face Hero \$34

A potent blend of 10 plant and nut oils, this anti-inflammatory skin booster balances, soothes, revitalises, and deeply hydrates while fiercely protecting it from the signs of ageing.

Who's it for? Face Hero is suitable for all ages and skin types. It's especially good for anyone with dehydrated, dry or dull skin who are looking for a hydration boost.

Face Hero also works magic on oily skin. Oily skin can be very dehydrated but Face Hero delivers the nourishing, gentle oil oily skin needs so the sebaceous glands can chill out and stop producing so much pore-clogging oil.



Ingredients MVP's:

- **Jojoba oil:** Packed with fatty acids similar to those found in the collagen of the skin, jojoba oil is ideal for helping the skin's elasticity and vitality.
- **Buriti oil:** Extracted from the fruit of the moriche palm, it has anti-inflammatory properties that help reduce redness, roughness and irritation.
- **Macadamia oil:** High in Oleic acid, it absorbs easily into the skin to moisturise and protect dry, damaged and mature skin.



How to use:

Massage five or so drops all over the face and neck after cleansing, and before face cream. If you use serums, apply Face Hero after those.

Fun Fact! Face Hero works a treat under makeup for that glowy/dewy fresh-faced gorgeousness.



Fancy Face \$34

A luxurious cleansing oil for very clean, nourished, supple, and super soft skin. Fancy Face melts away (even long-wear or waterproof) makeup, sunscreen (even zinc!), and excess sebum and dirt, to leave the skin lovely and clean

Who's it for? All skin types, especially dry or heavily made up.



Ingredients MVP's:

Camelia Oil: A natural antioxidant obtained from the seeds of the camellia plant; camellia oil is rich in fatty and essential fatty acids that deeply nourish and rejuvenate the skin. Nice.

Sunflower Oil: A lightweight oil with high levels of vitamins A, D, and E, as well as essential fatty acids helping that deeply soothe and replenish skin.

Sweet Almond Oil: A gentle, nourishing oil suitable for all skin types (especially dry and sensitive ones). Rich in essential fatty acids, vitamins and amino acids, it helps to soften and nourish the skin



How to use:

Apply 3 pumps of oil into your dry hands, and massage into your dry face in circular motions. Hold your face cloth or muslin under the hot tap and get it nice and warm, then wipe the face completely clean. For bonus points, cover your face in the cloth and compress it on for 10 seconds first.

Fun Fact! Follow on with Properly Clean for the ultimate luxurious double cleanse ritual.



Very Useful Face Cream

50mL: \$31 100mL: \$50

An ultra-hydrating, lightweight, all-purpose face cream that defends against premature ageing. Crammed with oils, butters, and antioxidants, the result is hydrated, impeccably protected skin.

Who's it for? All skin types (even sensitive!), and all ages, but especially good for those seeking a clean, fuss-free, nourishing moisturiser to work alongside active serums, or dehydrated skin that need a boost of lush hydration.



Ingredients MVP's:

Amla berry extract: A powerful antioxidant with high vitamin C content, it helps eliminate free radicals and keeps the skin young & fresh.

Shea butter: Contains high levels of vitamins and essential fatty acids that improve skin elasticity and revive dry skin.

Sweet almond oil: Rich in essential fatty acids, vitamins and amino acids, it helps to soften and nourish the skin.



How to use:

Use on clean skin in the morning (after serums and under your sunscreen), as a base for makeup, at night, during flights, or after any kind of UV exposure.

Fun Fact! Amla Berry, the star ingredient in Very Useful Face Cream, has 30x more antioxidants than oranges



Remember:

***YOUR FACE
STOPS AT
YOUR BOOBS***

Properly Clean \$24

A skin softening mousse that actually, y'know, cleans. It's silky soft, hydrating, and won't strip the skin or upsetting pH levels.

Who's it for? Everyone! It's soft enough for mature skin. Gentle enough for sensitive skin or breakout-y skin. Nourishing enough for dry skin. Balanced enough for oily skin.



Ingredient MVP's:

Willow bark extract: An exfoliant that contains salicylic acid and helps the skin shed dead cells and clear pores.

Glycerin: An excellent humectant which reduces moisture loss by holding water within the surface layers of the skin.



How to use:

Simply lather 1-2 squirts of mousse all over your (wet) face, and massage in thoroughly. Rinse off.

Fun Fact! Properly Clean is a mousse cleanser, *not* a foam. The silky soft texture is created manually by the pump and NOT by synthetic ingredients.



Exfoliating Swipeys \$35

Single-use cotton pads soaked in an AHA solution to remove dead skin cells, refine texture, minimise the appearance of fine lines, and moisturise.

Who's it for? Everyone! Regular exfoliation is vital for healthy skin. This product is especially good for anyone looking for a gentle exfoliator or those with sensitive skin who are new to exfoliation.



Ingredient MVP's:

- **Lactic acid:** Naturally derived Alpha Hydroxy Acid exfoliates the skin's surface and assists in cell renewal.
- **Aloe Vera:** Rich in vitamins C, E and beta carotene which helps to reduce flaking and restore suppleness.



How to use:

Two to three times a week at night after cleansing, swipe a single pad all over the face and neck, avoiding eye area. Leave on for one minute. Rinse face. Follow with the rest of your skincare.

Fun Fact! Exfoliating Swipeys are reversible! It's all about the solution, not the pad.



Transformazing

Single \$7, Box of six \$35

A serum-drenched sheet mask that transforms skin (even thirsty, sad, hungover or tired skin) into VERY amazing, very luminous skin. In just 10 minutes!

Who's it for? Anyone looking to boost facial glow, fast. Also, anyone going on a date with Bradley Cooper or a raging hangover. It's your pre-party mask NOT your Sunday night mask. It's all about the immediate GLOW!



Ingredient MVP's:

- **Kakadu plum extract:** This is one of the richest sources of Vitamin C in the world. It is a powerful antioxidant that protects against premature ageing.
- **Finger lime extract:** A natural source of AHAs, this ingredient induces gentle skin exfoliation.
- **Tasmanian pepper leaf extract:** This contains powerful antioxidants to reduce the appearance of skin redness while helping to calm and soothe.



How to use:

Cleanse and exfoliate, and carefully place Transformazing onto your face. Leave on for at least 10-15 minutes. Rub remaining serum in.

Fun Fact! For an intense freshness hit, put your Transformazing mask in the fridge for half an hour before use.



Lips!

Lips \$12

Lips! restores, soothes, and nourishes sad lips. The all-natural formula gives a pretty sheen, and actually does what a lip balm should.

Who's it for? Everyone of course, but especially those who are prone to chapping, or those who value a high level of cuteness.



Ingredient MVP's:

- **Ultra medical grade lanolin:** The natural oil found in sheep's wool; lanolin provides healing, moisturising and soothing effects to all types of skin.
- **Shea butter:** Contains vitamins and essential fatty acids which helps to improve skin elasticity and revive dry skin.
- **Calendula oil:** Excellent for soothing and calming the skin.



How to use:

Use the applicator to apply Lips! as required!

Fun Fact! They say honey is the nectar of the gods, but we're pretty sure they **ACTUALLY** meant lanolin. This stuff does everything. And Lips! Is full of it! Feel free to slap it anywhere like cuticles, unruly brows, and scaly hands if you're stuck.



Super Handy \$16

Super Handy is jammed with lush butters and antioxidants to keep the hands nourished against dehydration and environmental bad guys ('the ageing stuff'). Potent oils also keep the skin's barrier intact and cuticles all healthy.

Who's it for? **EVERYONE.** But especially Thing from The Addams Family.



Ingredient MVP's:

- **Cupuacu butter:** Derived from the seeds of the cupuacu tree in the Amazon rainforest, it's high in essential fatty acids, hydrating and nourishing.
- **Cocoa butter:** Contains anti-oxidants to help smooth and replenish the skin.



GO-TO

How to use:

Massage a pea size amount all over hands and cuticles, as needed, and definitely before snoozing off.

Fun Fact! Thanks to 21 reformulations, Super Handy isn't at all greasy – so you can get straight back to business (origami!) after application.



Exceptionoil \$39

This dreamy multi-purpose balm-oil can be used on the skin, hair, hands, and heels, or as a bath oil – anything! Exceptionoil replenishes and soothes, and smells like goddam paradise.

Who's it for? EVERYONE!



Ingredient MVP's:

- Monoi de tahiti 60%: Sourced from Tahiti, monoi de tahiti is a soft, soothing oil with excellent moisturising properties. Also: it smells like a dream.
- Mango butter: Soothes, moisturises and combats dry skin. (Also a recommended ice cream flavour.)



How to use:

Massage it into skin, run it over the ends of your hair for sheen, add a few drops to foundation for glow, or rub it onto cuticles, elbows, heels and knees.

Fun Fact! Like that jar of coconut oil in your kitchen, Exceptionoil will go melty in the hot weather and hard in the winter. Take care opening on any balmy days and run her under a hot tap before using in winter.



Face Case \$51

A silk pillowcase, which in our biased opinion is one of the smartest beauty products you can invest in.

Here's why: Sleeping on a cotton pillowcase causes friction between your skin and the pillow, which results in sleep creases. Over time these sleep creases turn into permanent wrinkles. Cute!

But with a silk pillowcase, crease lines don't exist. Since there is no friction, tugging or pulling with silk, your gorgeous face can glide effortlessly over the pillow all night. Who's it for? Anyone who sleeps.

Who's it for? Anyone who sleeps.



Ingredient MVP's:

- Only one and it's the best one.
- 100% Mulberry silk
- 22 momme



How to use:

Slide it over your current pillow, and wake up crease-free, soft-haired, and luscious as hell.

sleep

Fun Fact! Silk pillowcases also:

- 1) keep your hair shiny and frizz-free and
- 2) won't absorb your skin's natural moisture (or that face cream you applied before bed) as you.



GO-TO[®]

That's it!

Questions?
Ponderings?
Bribes?