

GO-TO

Australia's Go-To For
Happy, Healthy Skin.

GO-TO

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

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

Go-To is Australia's favorite skin care brand for easy-to-use, straight forward and uncomplicated skin care that actually works. Launching on April 1st, 2014, Go-To has been delighting customers for 8 strong years.

Zoë Foster Blake has been in the beauty industry for almost her whole career and is one of Australia's most-respected, most-loved and most-followed skin care experts and influencers. Her years and varied experience in the beauty industry informed the creation of a skin care line that she knew people really wanted.



GO-TO

Go-To is uncomplicated, effective and straightforward skin care that *actually* works.

We make: Products in-house in a peach lab that sits in our Sydney office. Our formulations team wear peach lab coats while sourcing the highest quality ingredients to create, develop and perfect our NPD.

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

We include: Pure, plant-derived ingredients and active, clinically proven botanicals and actives 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 unnecessary bits.



GO-TO

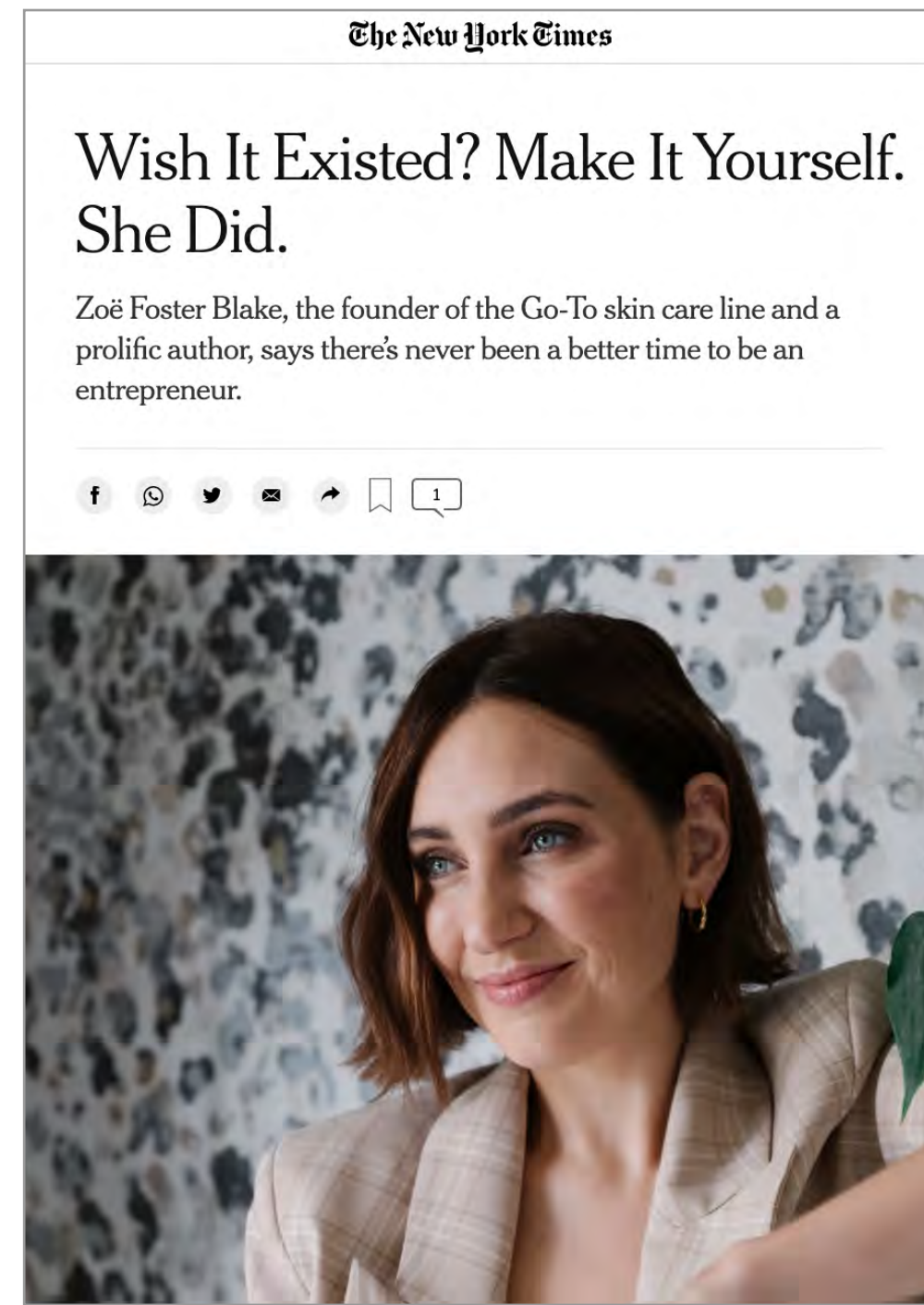
Go-To makes it easy for customers to delve into the layered world of skin care (and stick around).

- It's simple skin care. Perfect for people that find skin care overwhelming.
- It's effective. Wonderful for those who demand results.
- It's uncomplicated. No complicated routine necessary.
- It's FUN! Boasting gorgeous textures, delicious fragrances, and packaging that'll brighten any bathroom, Go-To provides customers with a well-deserved moment of fuss-free self care.
- Our products work beautifully together, but can also slot into existing routines easily.



Go-To In The Media

Go-To is regularly featured in top tier Australian and USA press including New York Times, Vogue, Marie Claire, Allure, Brydie, The Cut etc.



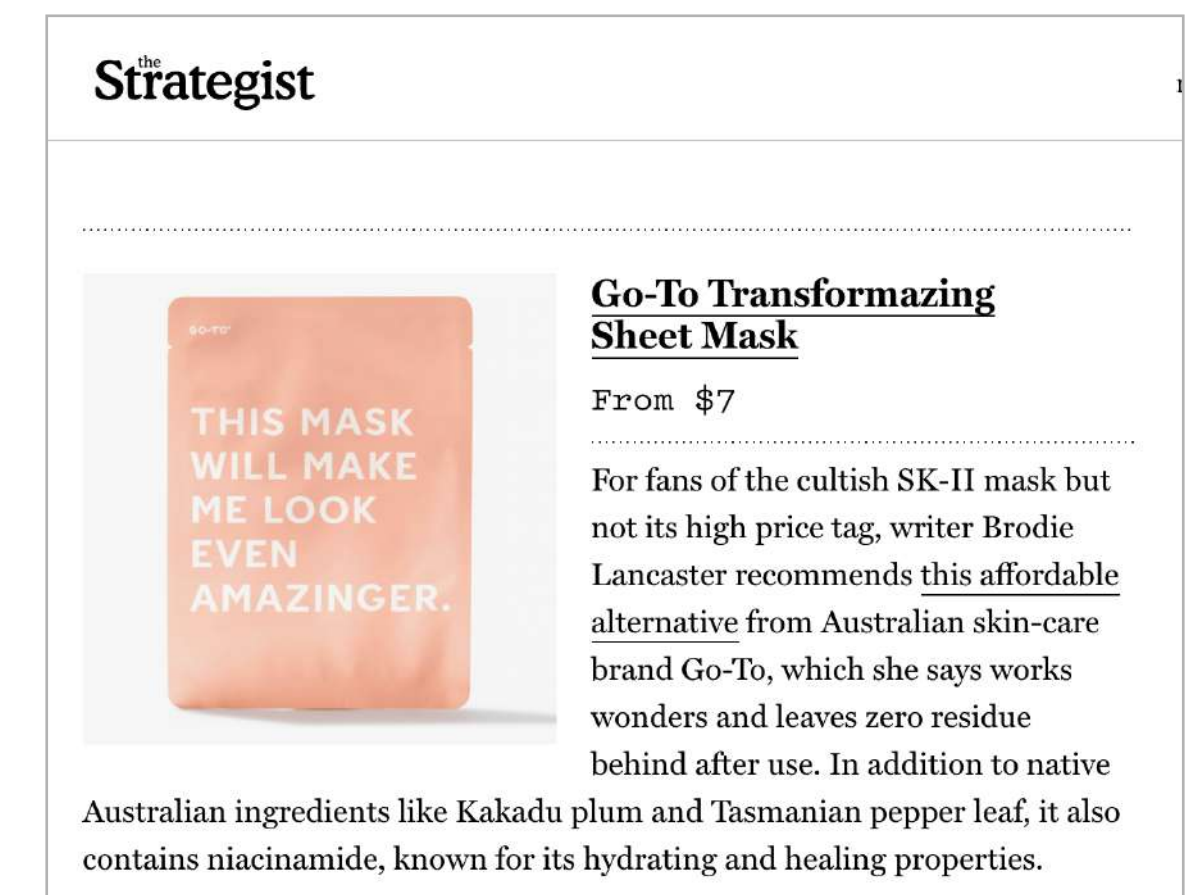
New York Times, March 2020



Vogue, March 2020



Byrdie, June 2020



The Strategist, May 2020



Women's Wear Daily, July 2018

GO-TO

The Go-To Community

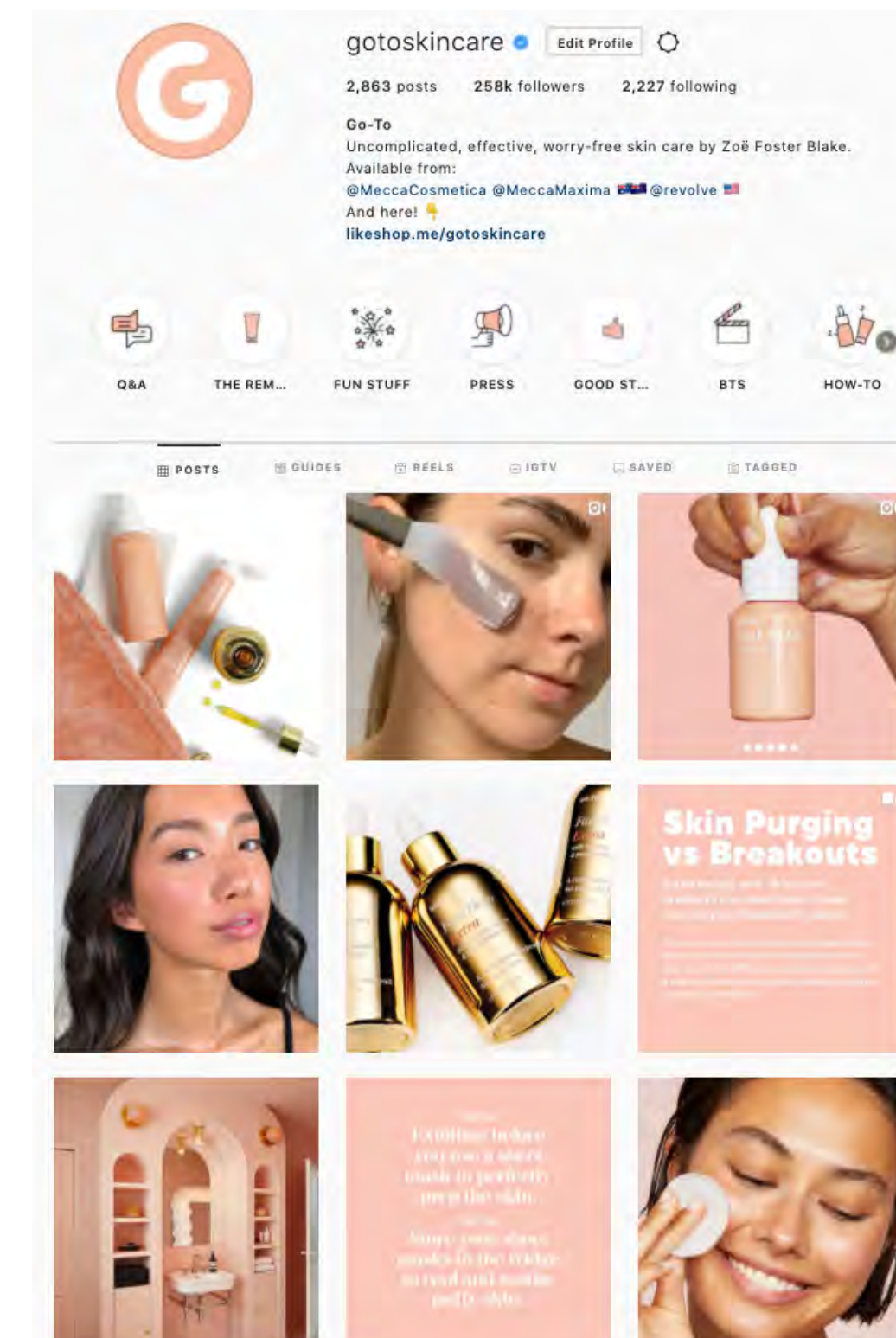
We're deeply proud to have an incredible bunch of engaged and loyal followers.

As one of the leading pillars at Go-To, we foster a fun, playful and informed connection with our community.

We live in a digital world and with over 304k followers on Instagram and 60.3k on Facebook, we never take our community for granted. We've recently expanded into TikTok, now with 14.5k followers. Our website's helpdesk has also been upgraded, constantly ensuring our customers have a real home to go to learn about skin care.

In 2020, we launched a very intimate and lively Facebook group 'Your Go-To Gang' as a place for our community to come together. Now, with over 22.5k members, our once adorably small gang has grown enormously fast. From skin care recommendations to beauty hacks, it houses our most loyal fans.

In June 2021, Go-To launched its wildly successful loyalty program, The Go-To Gang. It features a 5-tiered program that rewards and incentivizes repeat purchases with Little Gifts, birthday treats, early access to product launches and more. It currently boasts well over 80,000 members and is steadily growing.



GO-TO GANG



GO-TO

Our Fancy Sampling Program



Much Brighter Skin
5 ML



Very Useful Face Cream
20 ML



Fancy Face
20 ML



Face Hero
10 ML



Properly Clean
30 ML



Very Useful Face Cream
20 ML



Much Brighter Skin
1 ML



Face Hero
1 ML



Super Handy
2 ML



Very Useful Face Cream
2 ML



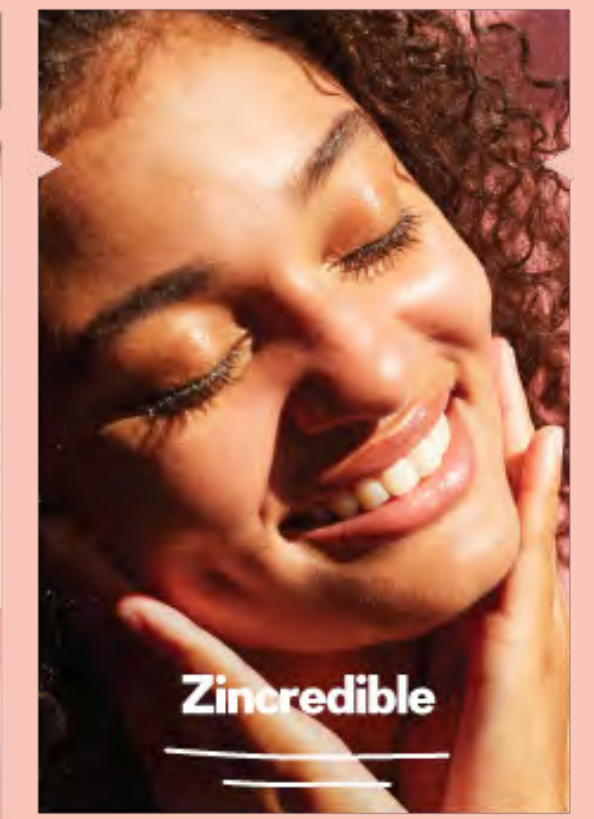
Fancy Face
2 ML



The Removalist
5 ML



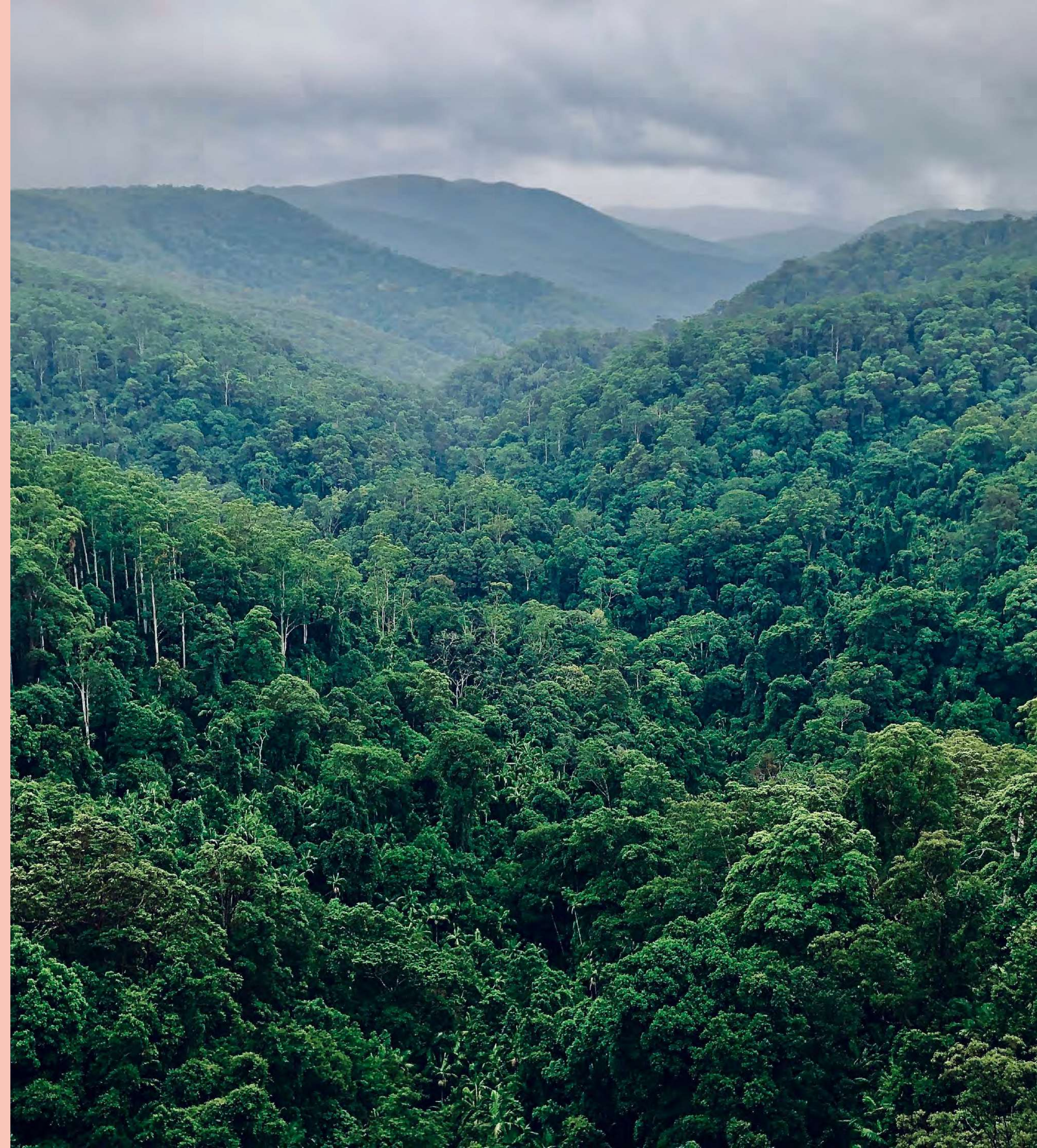
Skin Party
5 ML



Zincredible
2 ML

Sustainability and Giving Back

- Sustainability is a core pillar for Go-To, and we are committed to being a more eco responsible business everyday.
- Go-To's entire range has recently undergone a sustainable refresh. Our range now incorporates PCR in every product except for Face Hero, which is still made of glass.
- We are a (proud!) member of the Australian Packaging Covenant Organisation (APCO).
- Go-To is Cruelty Free as credited by Peta.
- Certified carbon neutral by the Carbon Reduction Institute.
- We offset our emissions by purchasing carbon credits from a range of projects.
- We partner with Reforest Now, a non-profit (for impact!) environmental NGO that protects, conserves, and regenerates forests.



New Sustainable Packaging

Go-To has a fresh new look, which focuses on sustainability as well as giving us a clear, strong shelf presence.



Sustainability is a core pillar for Go-To:

- We have and are continuing to transition our product packaging to Ocean Waste Plastic (OEP) - recycled plastic that removes plastic from our oceans 1:1.
- Our tubes have transitioned over to recycled plastic (PCR), while still being recyclable.
- Where we are unable to use OWP or PCR we use glass in an effort to further reduce single-use plastic.
- When we require cartons to protect the product we source FSC certified cardboard.
- This year (2022) we are rolling out refillable packaging for some of our existing key products, and implementing it into our new products launching where possible. We are actively working to make refillable packaging an available option for as many products as possible.

Meet The Products



GO-TO

Face Hero

\$34 USD



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

Key Ingredients: Jojoba Oil, Buriti Oil, Macadamia Oil.



GO-TO

Very Useful Face Cream

50ML: \$31 USD, **100ML:** \$50 USD

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.

Key Ingredients: Amla Berry Extract, Shea Butter, Sweet Almond Oil.



GO-TO

Very Lightweight Moisturiser

\$40 USD

Our new gel-cream moisturiser complements offers intense hydration, with a shine-free, mattifying, soft finish, and zero residue. It minimises the appearance of enlarged pores, and gives long-lasting hydration that leaves the skin plump, bouncy, and calm. The soothing, oil-free formula disappears instantly, giving a smooth, matte finish.

Key Ingredients: Aloe vera juice, hyaluronic acid, provitamin B5, ceramides.



GO-TO

Much Brighter Skin

\$48 USD

A brightening serum for hydration, antioxidants, and your daily dose of radiance. No tackiness, no weird smell, just a very effective, very nice and very stable seru, loaded with Vitamin C. Formulated with 10% Sodium Ascoybyl Phosphate (a highly stable and non-irritating form of Vitamin C), Niacinamide and Kakadu Plum, this wildly elegant serum provides antioxidant protection, improves skin radiance and evens skin tone.

Key Ingredients: Vitamin C (Sodium Ascorbyl Phosphate), Niacinamide, Kakadu Plum Extract.



GO-TO

Much Plumper Skin

\$48 USD

A hydrating serum packed with peptides, provitamin B5 and four types of hyaluronic acid to expertly quench and plump your skin. Designed to deeply replenish even extremely dry or dehydrated skin, Much Plumper Skin boosts and seals in moisture levels, giving bouncy, radiant skin. The four types of hyaluronic acid offer multi-targeted hydration, penetrating deep within the skin's barrier to protect you from dehydration and prevent trans-epidermal water loss (TEWL).

Key Ingredients: Sodium Hyaluronate, Panthenol, Acetyl Hexapeptide-8.



GO-TO

Fancy Face

\$34 USD



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

Key Ingredients: Camelia Oil, Sunflower Oil, Sweet Almond Oil.



GO-TO

Properly Clean

\$24 USD



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

Key Ingredients: Willow Bark Extract, Glycerin.



GO-TO

Exfoliating Swipeys

\$35 USD

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

Key Ingredients: Lactic Acid, Aloe Vera.



GO-TO

Transformazing

Single \$7 USD, Box of six \$35 USD



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!

Key Ingredients: Kakadum Plum Extract, Finger Lime Extract, Tasmanian Pepper Leaf Extract



GO-TO

The Removalist

\$36 USD

A luscious clarifying clay mask that replenishes while it detoxifies so you get clear, radiant, bouncy skin, without any gross, dry, tight afterfeel. No more clogged pores! No tight, dryness! No worries!

Key Ingredients: Kaolin Clay, Zinc Oxide, Pepper Berry Fruit Extract.



GO-TO

The Repair Shop

\$38 USD

A nourishing barrier repair mask, made specifically to rescue, soothe, and restore that beautiful face of yours, fast. Offering a hug in a tube no matter your skin type, age or skin concern, The Repair Shop delivers soft, plump and radiant skin in just 10 minutes.

Key Ingredients: Ceramide NS, Sodium Hyaluronate, Panthenol.



GO-TO

Lips!

\$12 USD

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

Key Ingredients: Ultra Medical Grade Lanolin, Shea Butter, Calendula Oil.



GO-TO

Super Handy

\$16 USD

Heavily jammed with lush butters and antioxidants to keep the hands nourished against dehydration and environmental free radicals. Potent oils also keep the skin's barrier intact and cuticles all healthy.

Key Ingredients: Cupuacu Butter, Cocoa Butter.



GO-TO

Skin Party

\$24 USD

A hydrating body lotion that keeps skin soft, smooth and happy. Never sticky, never greasy. And it smells good.

Key Ingredients: Squalane, Shea Butter, Sweet Almond Oil.



GO-TO

Shower Party

\$16 USD

Delightfully scented with pink pepper and patchouli, the gentle body wash thoroughly softens, smooths and cleanses the body. Skin is left soft and balanced.

Key Ingredients: Vitamin E, Glycerin, Aloe Vera.



