



HOLIFROG

Holi = Holistic.

Frog = Frog.





HoliFrog is more than a name or a story – it's also a science.

Frogs have thin skin. It's so soft and permeable it absorbs everything in their surroundings. As a result, they can't survive in toxic environments. Scientists even study them, to monitor pollution levels.

Our skin is thicker than frogs, but we live in toxic environments too, filled with free radicals, questionable air quality, and Twitter trolls. Even the thickest skin needs to take care of itself.

When we wash our faces, our pores are at their most open and permeable, like a frog's. This stage of your skincare routine is essential to your skin's health and the rest of your beauty regime. We use bioactive ingredients that give positive results – nothing toxic, nothing irritating.

It's what thin and thick skin needs, when it needs it.



We're Holistic-Functional.

The brains of our business is holistic-functional skincare that considers the convergence of skin, health, and function. Your skin is connected to the rest of your body and is with you for the rest of your life. How you live and the way you treat your body affects how your skin looks, feels, and functions, now and later.

Skin can be moody and vulnerable but it's still your number one protector against the outside world – if your organs were organized by zodiac, skin would definitely be a Cancer. It's affected by eight hours of sleep and eight glasses of water, work stress and in-law stress, if your screen time is up or down, and that extra glass of vino.

Making your skin work, feel, and look better starts with conscious living – knowing which behaviors, attitudes, and ingredients to introduce to your routine and which to leave behind. Face the world of beauty and beyond with a clear head and face.



Good skin starts with a good mindset.

When you're holistically healthy – drinking water, eating greens, wearing sunscreen, and moderating time spent on Instagram – your skin starts to behave better.

Just as frogs are part of a larger ecosystem, your skin is part of a bigger picture; one that's connected to your mind and body's health and function.

A mind-skin connection is how each is linked to and affected by the other. We're putting skin on the path to health with mindful and intentional ingredients that instruct your skin cells to do what healthy skin cells should be doing. Holistic practices meets effective face washes – we're keeping it clean in body, mind, and bathroom.

HoliShit, right?

Cautious vs. Clean Beauty

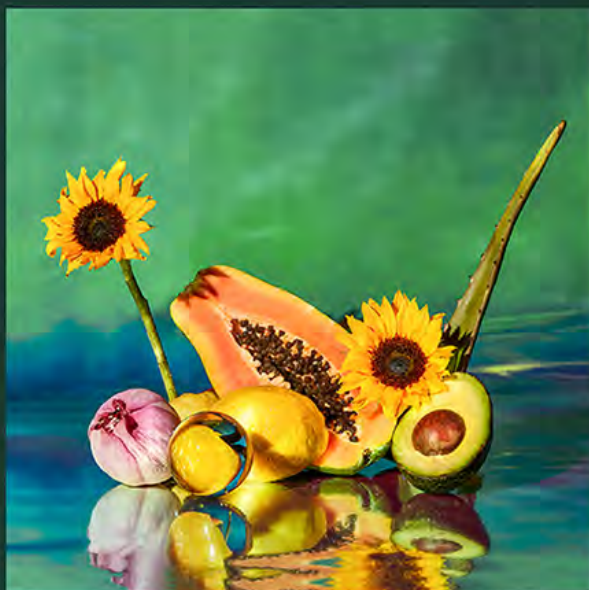
Clean beauty is a booming market but a relatively new one that hasn't yet been scrutinized and regulated to the degree that can allow it to fully live up to its claims. Products described as *natural*, *non-toxic*, *safe*, and *clean* might make you feel better using them, but they're actually unproven and unregulated marketing buzzwords. Harsh, but true.

Ingredients derived from nature are great, but so are some man-made ones. That's why, when formulating the HoliWashes, we considered the scientific data backing up the efficacy and safety of every included ingredient, cherry-picking only the champions that fulfilled our criteria: they need to work (obviously), they need to be safe, and they need to protect and enhance the health of the skin (meaning no lazy fillers allowed). We formulate responsibly, using ingredients in harmony with skin.

We're all about being holistic above all. (It's in the name, after all.) That means using intentional ingredients that are proven and reliable, never risky. They shouldn't just boost your skin's health and its natural healing abilities, they should also contribute to your overall wellbeing. That's why careful goes a lot further than clean with us. Consider it the halo effect of responsible and thoughtful formulation.

HOLISH*T LIST

Like many brands, our formulas are held to E.U. standards, making us confident in their safety, but safety isn't our only goal. An ingredient can be harmless but that doesn't make it the best one for the task. There are lots of technically safe ingredients that are filler, meaning they're not bad per se, but they don't really do anything for you either, other than take up space in a formula that a better-performing ingredient could occupy. Every single ingredient in our formulas has a function and purpose, selected for having the most beneficial role in our skin's health.



We've Done the Research.

We're keeping the HoliSh*t List ingredients away from your face and bathroom. Our formulas' primary function is to help skin's healing and repair response. We avoid drying, irritating, and sensitizing ingredients and will never use any that disrupts skin's function or has been deemed unsafe by research — for you and the frogs. We only ever bring you ingredients that actively protect and enhance the health of your skin.

LET'S GET SITUATIONAL

Situational Cleansing™

Routines may rule our daily and weekly schedules, but when it comes to your skin, you have to make the call as to what it needs based on what you're doing in it at the time. After all, skin is a living organ. It gets cranky, it gets thirsty, it has different needs at different times, so one-and-done is never going to cut it. It's like eating the same meal every single day – technically functional but boring and also not super nutritious. That's why you should tweak your skincare routine to your situation.

Welcome to Situational Cleansing.





Kissimmee Vitamin F Therapy Balmy Wash

RESTORE & SOFTEN | waterless formula
Does the hard work with a soft touch.

For:

Dry skin, or use as step one in a double cleanse

Benefits

- Imagine a reparative salve that also cleanses.
- Dissolves makeup and daily grime while hydrating your skin.
- Helps prevent moisture loss throughout the day, ensuring you stay dewy, not dull. Our blend of dreamy natural oils and butters soothe dehydrated skin. Non-foaming balm formula helps restore your skin barrier.

Target Concerns

When your skin is chronically dry, or just dry right now, you need a wash that won't suck the life out of your already-parched face. If you want bouncy, glowing skin that lasts, it all starts with your wash (the wrong one can leave you looking and feeling like dried-out paper). We blended together the best moisture-preserving ingredients we could find and kept away from anything that could potentially disrupt the skin barrier and spur on more dryness, including essential oils and sulfates. [See our full HoliSh*t List of banned ingredients.]

Makeup lovers and sunscreen die-hards rejoice! Our **Kissimmee Vitamin F Balmy Wash** dissolves longwear pigments and stubborn SPF, making it an ideal first step in a double cleanse.

Pore Confession:

Dehydration makes skin sad.



Shasta AHA Refining Acid Wash

CLARIFY & BRIGHTEN | pH: 4.0
White glove service for your pores.

For:

Breakouts, congestion, large pores, and/or dullness and rough texture

Benefits

- It's your best skin-clearing serum, but in cleanser form.
- Clears away pore-clogging debris and dull dead skin.
- Our targeted acid blend exfoliates to reveal brighter, smoother skin with smaller-looking pores.
- Ideal for adult acne — our gentle wash reduces breakouts without stripping your skin of precious moisture.
- Light, non-foaming formula rinses away clean.

Target Concerns

If the glow is gone you need to wash it back in. When the pimples are back in town, it's time to cleanse them away. Clogged pores, rough texture, a zit or two (or five), overall dullness or just simply a look of blah can all be treated with proper exfoliation. We blended together the best combination of smoothing and brightening acids to penetrate into your skin while you wash. Soothing non-fragrant botanicals reduce irritation and keep skin nice and hydrated. You won't find anything here that can further inflame skin, including essential oils, drying alcohols, and triclosan (an antibacterial agent sometimes found in acne treatments).

[See our full HoliSh*t List of banned ingredients.]

If you cleanse twice a day, we recommend alternating **Shasta AHA Refining Acid Wash** with **Tashmoo Water Lily Nourishing Milky Wash** to strengthen your skin's barrier and soothe any inflammation. The less inflamed your skin is, the better it will react to exfoliating acids.

Pore Confession:

Social media isn't real life.



Superior Omega Nutritive Gel Wash

BALANCE AND REFRESH | pH: 5.5
Superior in cleansing, not in attitude.

For:

Oily or oily-combination skin (skin that gets shiny in the t-zone early in the day), or any skin type that needs a deep clean.

Benefits

- Cleanse and tone in one step.
- Our most universal, all-purpose wash lightly foams to deeply clean all skin types. Omega fatty acids, probiotics, and antioxidants nourish and replenish the skin. Natural anti-bacterial properties prevent breakouts and clogs.

Target Concerns

Sometimes you just want the refreshing feel of a foaming wash. Meant for everyday use, or to sub in when you need to feel extra clean, our gel wash lifts away impurities without over-cleansing the skin. Loaded with probiotics, fatty acids, and vitamins to feed the skin and keep it from drying out, we eliminated harsh soaps and suds, fragrance, and drying alcohols so your skin feels soft, not squeaky.
[See our full HoliSh*t List of banned ingredients.]

Pore Confession:

Free radicals are everywhere.



Tashmoo Water Lily Nourishing Milky Wash

SOOTHE AND REPLENISH | pH: 5.0
Comfort blanket meets comfort cleanser.

For:

Dry to dry-combination skin (skin that gets shiny in the t-zone late in the day), or any skin type that needs a little TLC.

Benefits

- Like washing your face with a calming lotion.
- Our gentlest wash for all skin types — it calms inflammation and irritation.
- Aquatic plant extracts lock in hydration without leaving residue — think all glow, no grease.
- Skin-identical amino acids help skin renew itself.
- Silky, non-foaming formula feels light and luxurious — like a spa day in your bathroom.

Target Concerns

When your skin tends toward dry and/or inflamed but you love the clean-rinsing feeling of a gel cleanser, our **Milky Wash** is the perfect choice. Soothing non-fragrant botanical extracts gently remove makeup and debris — not your natural hydration. We also love this cleanser for any skin type that needs a little extra love, whether from over-exfoliating, aggressive treatments, or seasonal allergies. Made only with skin-loving ingredients, we left out anything that could potentially send your skin on an irritation spiral, including essential oils and sulfates.
[See our full HoliSh*t List of banned ingredients.]

If you cleanse twice a day, we love using our **Milky Wash** as at least one of the washes because everyone can benefit from reduced inflammation and a gentle touch.

Pore Confession:

Sleeping in makeup causes breakouts.



Como Popp-E Renewal Scrubby Wash

SMOOTH & PLUMP
Scrubs smarter, not harder.

For:

All skin types (yes, even yours).

Benefits

- Consider this a Trinity of face oil + cleansing gel + physical exfoliant.
- Smooth poppy seeds and fine bamboo powder gently sweep away dead skin cells.
- The bouncy, oil-gel formula emulsifies into a grime-dissolving milk upon contact with water.
- Skin barrier-boosting ingredients work for all skin types, including sensitive and acne-prone.
- Omega fatty acids, vitamins, and moisture-rich oils pamper and plump your complexion.

Target Concerns

We settled the great Goldilocks face scrub debate with a gentle and effective formula that gives you the freshly polished gratifying sensation of manual exfoliation without traumatizing your skin's barrier with overly harsh, jagged bits of shells or sandpaper — think soft, not scratchy. Smooth, round poppy seeds and bamboo powder team up with a nourishing gel-oil base for a hydrating, cushiony vehicle for a soft, dewy, polished complexion. No redness, no irritation, and definitely no foul ingredients. [See our full [HoliSh*t List of banned ingredients](#).] Consider this the most most polite face scrub yet.

Up your exfoliation ante by mixing in a small amount of **Shasta AHA Refining Acid Wash** in with your scrub for a chemical boost in your exfoliating routine.

Pore Confession:

The only thing standing between you and your glow is dead skin (and self-doubt).



Sunapee Sacred-C Brightening Powder Wash

BRIGHTEN & BUFF | Powder Formula
Lather, rinse, reveal.

For:

Any skin type (even you sensitive ones) in need of a fine tune-up.

Benefits

- This water-activated powder is a highly-concentrated but gentle brightening cleanser.
- Somewhere between a chemical and a physical exfoliant, this adaptable formula gently refines skin tone and texture without irritating sensitive skin.
- The unique blend of enzymes, antioxidants, and hydrators buffs away debris and dullness, smoothes skin texture, and brightens overall skin tone without stripping your skin barrier.
- Its powder formula makes it travel-friendly and easy to tweak, depending on how much water and powder you emulsify together.

Target Concerns

Not all skin concerns require an elaborate response, but when your skin's been looking and feeling a bit meh, **Sunapee** is the gentle nudge towards smoother, brighter, happy skin. The concentrated powder formula makes it travel-friendly as well as environment-friendly (hey, not all concerns are just skin concerns). Its blend of gentle plant-based enzymes, powerful antioxidants, and cushiony hydrators work to effectively and gently fine-tune your complexion. Due to its customizable nature, this polishing wash is friendly towards any skin type and skin situation. However potent you prefer to make your cleanse, this wash leaves skin feeling exceptionally smooth and bouncy as it gradually brightens tone and refines texture to reveal your most polished complexion.

You can also sprinkle a pinch of the powder into any other HoliFrog cleanser for an exfoliating boost to your cleansing ritual.

Pore Confession:

Fine lines are important. They show us where we've been.



Galilee Antioxidant Dewy Drop

DRENCH & REPAIR | Hydrating Hybrid
Glass skin, not glass ceilings.

For:

Any skin types with soft, bouncy, and dewy ambitions (so all of them).

Benefits

- This restoring and repairative hybrid is a serum that moonlights as a lotion or an emulsion (or maybe the other way around, depending on where you choose to put it in your routine).
- Its concentrated, low-water formula (yes, we understand the irony) combines hydration-attracting humectants with plant-based antioxidants and botanical oils to flood your pores and seal in moisture.
- It has a lightweight, silky texture that makes it a perfectly adaptable skincare concierge to soothe dry skin's rough and cranky texture as well as help balance oily skin's sebum levels.
- If you could assemble a fantasy football league of skin health-bolstering antioxidants, hydrating heavyweights, and nourishing plant-based oils, this is the team that will sweep the floor with dull, dry skin.

Target Concerns

We all want well-moisturized skin that looks fresh, bouncy, and soft, but achieving that can be a delicate balance depending on your skin type. If you're not sure whether you're dealing with dry or dehydrated skin, the annoying news is that they both require different things to be happy, but the good news is that **Galilee Antioxidant Dewy Drop** contains a number of ingredients made to satiate both. That doesn't mean it's not friendly towards oilier skin types either — thanks to its lightweight, silky texture, it acts as a hydrating emulsion for those who don't want heavy or thick moisturizers but still need a self-sealing layer of hydration.

This silky serum/lotion/emulsion/oil is an overachiever and a bit of a people pleaser (Holifrog's resident Virgo, if you will). With moisture-attracting humectants, vitamins and antioxidants from plant-based oils, and skin-strengthening botanical extracts, think of **Galilee Antioxidant Dewy Drop** as the perfect date: incredibly smooth, impresses everyone it meets, leaves you softer than when it found you, and doesn't come with any unnecessary and potentially harmful baggage.

Pore Confession:

It's hard to be soft, but it's always worth the effort.

For Every Skin-Situation

Skincare doesn't begin and end once you've figured out your skin type. In fact, your skin reserves the right to switch types when it pleases, much to your (and your wallet's) chagrin. This is including but not limited to: age, life events, stress, seasons, climates, lifestyle changes... and you, fearless face-haver, are expected to just keep up. No one said life was fair, but the best defense is a good skincare strategy.

And the best strategies begin with understanding the situation.

If you live in a place that experiences all four seasons, that's an easier situation to anticipate than a sudden influx of pore congestion after a long and indulgent weekend. Cold, dry weather calls for extra hydration and gentler actives. Warm, humid weather requires a bit more pore-clearing and light layers of moisture (and sun protection, always).

Keeping your skin happy means keeping it in balance. Don't underestimate your skin — it's a very busy organ that's trying to protect you while constantly adjusting to wherever you're bringing it, what you're putting on it, and how you're treating it.

Even when you're on your best behavior, situations change and that's where you've got to get strategic.

For those situations that you can't necessarily plan for but tend to creep up on you anyway (breakouts, dullness, pigmentation, overly excited hormones), keep your medicine cabinet full of the appropriate potions to restore the balance.



2021 PIPELINE

Halo AHA + BHA Evening Serum (Winter 2021)

Grand Ceramide Strengthening Cream (Spring 2021)

Sunnyside C Glow Serum (Fall 2021)

MEET THE FOUNDERS:

The faces behind the washes

Emily Parr

Publicist by trade, face-washer by nature.

Her skin was congested from years of applying sunscreen and sweaty 10-mile runs. With over 10 years of buying, trying, and face washing, there wasn't a wash she hadn't tried. Not one of them managed to clean her skin properly.

After talking to friends and strangers, she realised she wasn't alone.

Now, she's giving attention to one of the most neglected parts of the beauty industry: face washes. Reviving your relationship with your first bathroom love, giving you the freedom to choose and your skin the freedom to function.

Majeed Hemmat

A lover of suits, sales, and skincare.

His career in the fashion and beauty industry began when he ditched the suits for better suits, moving from Corporate Banking to fashion.

Good with numbers, but better with style, he worked as the Director for Moschino and Vice President of Sales for Emanuel Ungaro.

He then entered the beauty industry, accompanied by his 10 years of experience, knowledge, and relationships.

Why we teamed up

Emily met Majeed at a client's Press launch event.

Over the course of the event and a round of Kombucha flutes, they hit it off.

After two years of working closely together and plotting world domination for other brands, they decided to unite and do the same for themselves. A frog-shaped gap had appeared.

Equipped with the knowledge of the good, the bad, and the beauty of the industry, they formed a HoliUnion; and thus HoliFrog.

