



HOLIFROG®

SITUATIONAL
SKINCARE

2021 Product Offering

BRAND STORY



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

Frogs have thin skin. It's so soft and permeable that 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 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 dilated 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 thick and thin skin needs, when it needs it.

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 realized she wasn't alone.

After setting out to give attention to one of the most neglected parts of the beauty industry—face washes—she then began to create other skincare solutions. Reviving your relationship with your first bathroom love, giving you the freedom to choose and your skin the freedom to function.

Majeed Hemmat A beauty enthusiast, through and through

In 2008, Majeed was introduced to an organic indie beauty brand in need of guidance. He saw this as an opportunity to transition to the beauty industry from a VP role in fashion.

Taking his 10 years of experience, knowledge and relationships in fashion he quickly made a name for himself in the beauty arena and his namesake brand management agency was born. Representing some of the fastest growing clean beauty brands in the industry and working with the world's top retailers, he has helped build the global retail landscape for these prestigious brands.

With a successful 12+ years in the beauty space in an ever evolving industry, this led him to launch his own brand.



SITUATIONAL SKINCARE



Let's Get Situational

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.

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.

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.

#LetsGetSituational

With many skin-situations, our Holi Intentions

Holistic-Functional: Every Ingredient Matters

Our formulas keep a very exclusive guest list of only ingredients that have a beneficial function. Everything from the base, the textures, and the actives are purposefully picked for our team because they help your skin to perform at its healthiest.

Percentages Matter: Quality Needs Quantities

We love our ingredients, but in order for them to actually do their work, there's got to be enough of them. This is where percentages come in. The ratios of surfactants, skin conditioners, and actives need to be balanced at their optimal levels to contribute the most to your skin's health. Everyone loves name-dropping fancy ingredients, but if those amino acids are at .01%... that's all they are: a name.

It's About Skin Strategy Over Skin Type

Skincare doesn't begin and end once you've figured out your skin type. Skin types aren't static—so many external and internal changes can affect how your skin behaves and what it needs. In fact, your skin reserves the right to switch types when it pleases. And the best strategies begin with understanding the situation. That's why we create products to handle whatever situation may arise, not just skin type.





When you know more, you can choose better

OUR HOLIGRAILS: MEET YOUR SKIN'S PERSONAL SUPPORT TEAM

A good skincare routine requires dedication (that's on you). Good skincare products, however, involve antioxidants, vitamins, gentle exfoliants, non-fragrant plant oils and extracts, as well as cell-communicating and skin-identical ingredients (that's on us). Here are our HoliGrails, the tenets of our formulas that make them so effective:

EXFOLIATION: There are two types of exfoliation – physical and chemical. Physical involves any kind of manual removal of dead skin cells. But that doesn't mean it has to be rough! Ditch the walnut shell shards in favor of a wet washcloth, which can do the work gently. Chemical exfoliation uses acids to remove dead skin cells. There are many kinds of exfoliating acids and they're used in different percentages so you can really customize what works best for your skin without irritating it.

VITAMINS: Good to eat and good to wear, you'll find the veritable vitamin alphabet in our washes, all included for their unique nourishing abilities to help your skin function at its best. Some of our favorites include A, C, E, F, K, B...

NON-FRAGRANT PLANT OILS: Plants make some of the most powerful ingredients, full of fatty acids, amino acids, vitamins, antioxidants, and emollients – you know, all the stuff that your skin cells crave. Fragrance, added or natural, can be an irritant for those with sensitive skin so we just omitted it from the start. Hope you don't mind.

ANTIOXIDANTS: You know how a sliced apple will turn brown and mealy if left out for a while? That's caused by oxidation done by free radicals. Antioxidants fight free radicals as well as repair the existing damage done by them, which is why we include them in our formulas, lest your skin cells suffer a similar but much slower fate as those apple slices.

SKIN IDENTICAL INGREDIENTS: This is the cushy stuff (like cholesterol, squalane, ceramides) that mimics the connective substances between skin cells and keeps them together to maintain the skin's external structure. Obviously, your skin likes them. Must be a taste of home.

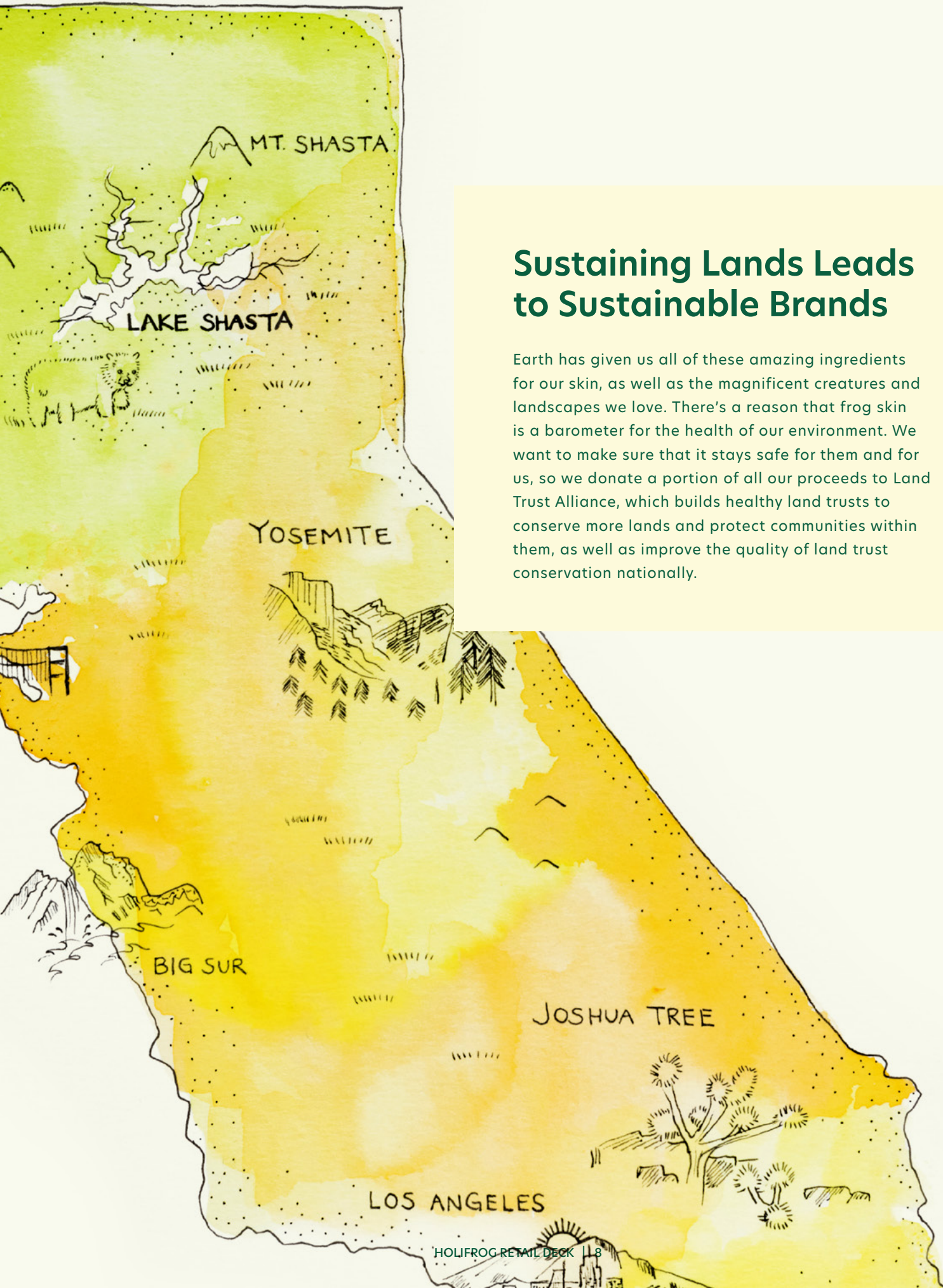
CELL COMMUNICATING INGREDIENTS: Like tiny life coaches for your skin cells, these are your skin's support system. These cell-signaling substances intervene in bad cell behavior by encouraging skin cells to do better (and behave as a healthy skin cell would). They create a positive dialogue with other skin cells, which in turn means your skin behaves healthier as a whole.

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.

Below is a list of the unsafe and unsavory ingredients that don't make the HoliFrog grade. You won't find any of these offenders in our products:

ACRYLATES	HEAVY METAL
ALCOHOL (SD ALCOHOL)	HYDROQUINONE
ETHANOL	MEA
DENATURED	MERCURY + MERCURY COMPOUNDS
ISOPROPYL	METHYLISOTHIAZOLINONE
METHANOL OR ETHYL ALCOHOL	MINERAL OIL
ALUMINUM COMPOUNDS	PALM OIL
BENZALKONIUM CHLORIDE	PARABENS
BPA	PEGS
BUTOXYETHANOL	PHTHALATES
CHEMICAL SCREENS	POLYSORBATE
COAL TAR DYES	PROPYLENE GLYCOL
DEA	RECORCINOL
DETERGENT	SILICONES
DYES	SLES
EDTA	SLS
ESSENTIAL OILS	TEA
ETHOXYLATED INGREDIENTS	TRICLOSAN
FORMALDEHYDE FRAGRANCE	



Sustaining Lands Leads to Sustainable Brands

Earth has given us all of these amazing ingredients for our skin, as well as the magnificent creatures and landscapes we love. There's a reason that frog skin is a barometer for the health of our environment. We want to make sure that it stays safe for them and for us, so we donate a portion of all our proceeds to Land Trust Alliance, which builds healthy land trusts to conserve more lands and protect communities within them, as well as improve the quality of land trust conservation nationally.

FOR EVERY SKIN-SITUATION™





MOISTURIZERS

GRAND

Amino Cushion Cream

SOOTHE & STRENGTHEN | 11 AMINO ACID BLEND

Skincare minimalism for the skincare fanatic.

Grand Amino Cushion Cream was created with the skincare minimalist as well as the skincare fanatic in mind—if they could share one moisturizer, here it is. Consider it your desert island beauty champion—the universal cream that really can rule them all.

FOR: Any time, any face.

BENEFITS:

- Like a multi-vitamin for your face, this moisturizer is a concentrated formula of peptides, ceramides, vitamins, and a blend of 11 amino acids.
- Thoughtfully formulated to contain everything skin needs to enhance resilience, support water retention, and repair and revitalize itself – this overachiever puts other serums and treatments to shame.
- Its creamy, adaptable texture is beneficial for all skin situations and types – lightweight enough for oily skin types but able to be layered for buildable hydration for thirstier skin types. It absorbs into skin upon application for a velvety soft feeling that's not slippery or greasy.



KEY INGREDIENTS:

The 11 Amino Acid Blend: Arginine, PCA, Glycine, Alanine, Serine, Valine, Isoleucine, Theonine, Proline, Histidine, Phenylalanine: This potent pack contains the building blocks for healthy skin. They help skin synthesize important proteins and nutrients, better retain water to stay hydrated, repair free radical damage, and help make your skin barrier more resilient against premature aging and environmental stress.

Ceramide NP: This skin-identical ingredient is the goopy good stuff in between skin cells, keeping them cushioned together while filling in any gaps that could cause water loss.

Niacinamide: AKA Vitamin B3, this skincare superstar helps soothe irritation, fade pigmentation, assist ceramide synthesis, and prevent hydration loss.

Palmitoyl Tripeptide-5: This triple-amino acid peptide is a prime cell-communicating ingredient that's all about protecting and boosting collagen synthesis, firming skin texture, and increasing elasticity. Clinically active level 2.5%. *After 4 weeks, women noticed an increased collagen level +76% in skin.

Palmitoyl Tripeptide-38: This triple-amino acid peptide boosts the production of 6 major components (including collagen and hyaluronic acid) of the skin matrix that result in more even skin and fewer wrinkles on the forehead and crow's feet. It can also deeply replenish nutrients. Clinically active level: 2% . *After two months, women between the ages of 42 to 70 reported a decrease in signs of aging up to 100%.

Tetrahexyldecyl Ascorbate (THD): This is a stable, oil-soluble form of Vitamin C, which is a hero antioxidant for repairing free radical and environmental damage, brightening skin tone, and boosting collagen. Because it's oil-soluble, it can penetrate into skin deeper for more thorough repairs.

The Plant-Based Oils: Sunflower Seed Oil, Rice Bran Oil, Jojoba Seed Oil, Cranberry Seed Oil, Cannabis Sativa Seed Oil, Hippophae Rhamnoides (Sea Buckthorn) Seed Oil, Safflower Seed Oil, Squalane: These emollients are all chosen for their nourishing properties that repair and form the building blocks of healthy skin barriers, brighten tone, smooth and firm texture, and enhance elasticity.

PORE CONFESSION: *Quality over quantity pertains to your skincare routine too.*

SRP: \$60



SERUMS



GALILEE

Antioxidant Dewy Drop

REPLENISH & HYDRATE

Glass skin, not glass ceilings.

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.

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

BENEFITS:

- This restoring and reparative 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, minimal water formulal (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.



KEY INGREDIENTS:

Aloe Barbadensis (Aloe Vera) Leaf Juice: A natural anti-inflammatory that calms as well as hydrates skin.

Marula Seed Oil, Jojoba Oil, and Apricot Kernel Oil: A trifecta of emollient, plant-based oils that offer vitamins A and E as well as oleic and linoleic acids to protect and moisturize skin.

Squalane: An emollient and antioxidant that restores the lipid barrier and strengthens cell function for healthy skin cells to give you that bouncy, plump glow.

Sodium Hyaluronate and Glycerin: Moisture-binding humectants to help quench dry and dehydrated skin.

Lycium Barbarum (Goji Fruit) Extract: Source of antioxidant compounds such as phenolic acids and flavonoids that help defend against environmental damage.

Ubiquinone (Coenzyme Q10): A vitamin-like fat soluble antioxidant, naturally present in the body, that improves the appearance of signs of aging.

Potassium Azeloyl Diglycinate: A water-soluble derivative of azelaic acid, which is a skin-calming acid that helps reduce irritation and loosens dead skin cells.

Niacinamide: AKA Vitamin B3, this skincare superstar helps soothe irritation, fade pigmentation, assist ceramide synthesis, and prevent hydration loss.

Panthenol (Vitamin B-5): Attracts moisture to the skin and holds onto it.

PORE CONFESSION: *It's hard to be soft, but it's always worth the effort.*

SRP: \$48 for 30ML
\$68 for 50ML

HALO

AHA + BHA Evening Serum

RESURFACE & REVEAL | 11% AHA + BHA BLEND

Glow in the dark and the morning after, too.

To the eye of the beholder, Halo works to address uneven tone and texture, excess sebum, fine lines, and enlarged pores. But behind the scenes, Halo also repairs skin cell damage and stimulates cell turnover for skin that not only looks renewed but behaves healthier as well.

FOR: Dull, rough, or congested skin that could use an overnight resurface.

BENEFITS:

- The 11% blend of AHAs (glycolic, lactic, phytic, citric) and BHAs (salicylic acid) gently scoops away dead skin cells and helps clear pores of excess sebum.
- Plant oils and humectants buffer the potentially harsh effects of chemical exfoliants by providing nourishing moisture to your skin, so this serum remains balanced and gentle.
- Antioxidants and moth bean extract, a natural retinol alternative, repair skin cells and clean up free radicals that cause fine lines and discoloration, and help diminish the appearance of pores.



KEY INGREDIENTS:

AHAs (Glycolic, Lactic, Phytic, Citric): These chemical exfoliants have smaller-sized water soluble molecules so as not to penetrate the skin, making them surface workers, loosening dead skin cells.

BHA (Salicylic Acid): This exfoliating acid has a larger-sized oil soluble molecule that can penetrate pores to help rid them of blackheads and excess sebum to decongest and diminish their appearance.

Moth Bean Extract: A natural alternative to retinol, this boosts collagen production and stimulates cell turnover.

Sodium Hyaluronate: The salt form of hyaluronic acid that's more skin-compatible than HA.

Rosehip Oil: A regenerative and brightening oil, rosehip oil's abundant vitamins and antioxidants make this a powerful skin tone evening ingredient.

Tamanu Oil: With anti-inflammatory, wound-healing, and collagen-boosting properties, tamanu oil's antioxidant- and essential fatty acid-rich makeup have made this a skin hero.

Prickly Pear Oil: Highly hydrating, this cactus-derived oil is rich in vitamin E, essential fatty acids, amino acids, and omega 6 and 9, which help boost the skin barrier's health and moisture retention capabilities.

Raspberry Seed Oil: Super anti-inflammatory and moisturizing, this oil's generous antioxidant and essential fatty acid content help to combat oxidative stress and aid cell regeneration.

PORE CONFESSION: *Brilliant ideas can come to you while dreaming, and so can brilliant skin.*

SRP: \$58

SUNNYSIDE

C Glow Serum

BRIGHTEN & EVEN | 15% VITAMIN C + 3% TRANEXAMIC ACID
A serum so smart it should be wearing a lab coat.

Dullness, dryness, uneven tone and texture, fine lines, and environmental damage are all left in Sunnyside's wake as it gets to work repairing and revitalizing your skin. Consider it your regimen's renaissance.

FOR: Skin so healthy, strong, and bright, you might call it smug.

BENEFITS:

- This formula brightens and evens overall skin tone as it gives pesky hyperpigmented dark spots a one-way ticket to anywhere else but your skin.
- We've assembled an A-team of actives to turn your skin cells' nuclei into high-tech tiny powerhouses to maintain a healthy and resilient skin barrier.
- The flexible, bouncy gel texture of this serum makes skin feel dewy and hydrated without looking like you glazed yourself like a cinnamon bun.



KEY INGREDIENTS:

15% Vitamin C Combo: Life is unpredictable enough without introducing unstable forms of Vitamin C to your face. Tetrahexyldecyl Ascorbate and 3-O-Ethyl-L-Ascorbic Acid are as effective and stable as their names are hard to say (so, a lot).

3% Tranexamic Acid: Three's a charm, and for Tranexamic Acid it happens to be the magic (aka scientifically proven) percentage at which this acid effectively interrupts two skin pathways that lead to discoloration when used in conjunction with Vitamin C.

2% Niacinamide: Also known as Vitamin B3, Niacinamide helps to repair environmental and UV damage in skin while polishing up uneven tone and dullness. It even improves the appearance of enlarged pores. Technically, nothing can actually shrink pores (sorry) but think of niacinamide as a restoration technician for your pores on the work of art that is your face.

2% MossCellTec: This active comes from biotechnologically-produced moss. Yes, it's super moss that's grown in a lab for the express purpose of doing what moss does best: surviving and thriving through anything. MossCellTec targets the nucleus of a skin cell, which contains your DNA programming (aka your "healthy skin manual"), strengthening them to

defend against environmental stressors, climatic changes, and moisture loss for your most resilient skin in two weeks (two weeks!).

Mushroom Medley: Mushrooms are really smart organisms, and they can do impressive things for your skin also. Snow (Tremella) Mushroom's tiny molecules can hold up to 500x its weight in water to deliver hydration deep within your skin barrier. Chaga Mushroom's antioxidant enzymes also aid in skin hydration while defending against inflammation that might further compromise your skin barrier.

Glutathione: This potent antioxidant naturally occurs in your body and helps keep your cells in tip-top shape by boosting their energy and keeping them clear of toxins and free radicals. It helps repair cell damage, pigmentation, and inflammation, leaving brighter and more even-toned skin in its wake.

65% Emollient Base: To give your skin that bouncy "been drinking 8 glasses of water daily" feel, Aloe Leaf Juice, Jojoba, and Grapeseed oils make this serum deeply nourishing and moisturizing, with a gel-like texture that sinks into your skin. You could almost skip moisturizer but we'll leave that decision up to you.

PORE CONFESSION: *You don't need to perfect your poker face if you can perfect your skin.*

SRP: \$68

CLEANSERS





KISSIMMEE

Vitamin F Cleansing Balm

RESTORE & SOFTEN

Does the hard work with a soft touch.

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. Kissimmee is for bouncy, glowing skin that lasts.

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 antioxidants helps soothe + repair dehydrated skin.
- Non-foaming balm formula helps restore your skin barrier.

KEY INGREDIENTS:

Linoleic Acid (Vitamin F), Linolenic Acid: Unsaturated fats, which are critical in promoting cell turnover and regeneration.

Sunflower Seed Oil: Helps rehab a damaged or irritated skin barrier.

Papaya Seed Oil: Naturally packed with fatty acids, it keeps precious moisture from escaping from your skin.

Grape Seed Oil: Rich in essential fatty acids (palmitic, stearic and linoleic), beta-carotene and Vitamins D, C, E, this carrier oil moisturizes the skin by balancing both dry and oily patches. It can penetrate blocked pores and cleanse breakouts.

Jobba Oil: A skin identical non-fragrant monounsaturated oil that enhances skin's restorative properties; it's texture is similar to the skin's sebum, so is brilliant for dry skin.

Mongongo Seed Oil: Containing Vitamin E, calcium, copper and zinc, it's highly nutrient-dense for the skin. Rich in fatty acids, it delivers a protective, emollient layer on the surface. It's acidic properties make it a standout: linoleic, alpha-eleostearic acid.

Marula Seed Oil: Rich in Omega-3 and Omega-6 fatty acids, oleic acid, Vitamin C, Vitamin E, these fatty acids and antioxidants, keep skin smooth and protected from the effects of environmental stressors and free radicals. It softens and moisturizes without clogging pores.

Cranberry Seed Oil: High in antioxidants, it also has the perfect ratio of Omega-3 to Omega-6 fatty acids, which means it absorbs super well into the skin, giving you excellent hydration; your skin is then able to absorb the potent antioxidants (Vitamin E + fatty acids) and other nutrients in the oil. It improves skin's elasticity, boosts collagen and firms skin.

Avocado Oil: Loaded with omega-3 fatty acids, vitamins A, D and E, potassium, and lecithin, the epidermis easily absorbs these nutrients, which also help form new skin. It can help promote collagen synthesis, which creates new connective tissue. It provides great relief for dry, irritated and flaky skin.

Moringa Seed Oil: A plant oil that contains several antioxidants, including zeatin, quercetin, and vitamins A, C, and E. The oil is also a very good source of oleic acid, a monounsaturated fatty acid that can replenish skin and help guard against moisture loss. Moringa seed oil contains amino acids as well as plant sterols, which can have a calming effect on skin.

Centella Asiatica Extract: Rich in amino acids, beta carotene, fatty acids, and numerous potent phytochemicals. Centella has been found to calm inflammation, speed wound healing, stimulate new cell growth, build collagen, and improve circulation.

Parsley Seed Extract: Known for its ability to both control oil and nourish the skin, parsley extract is rich in vitamin C, K, beta-carotene, and minerals.

Camellia Sinensis (Green Tea) Leaf Extract: Rich in polyphenols, green tea extract has strong antioxidant and skin-soothing benefits. It's ability to prevent the breakdown of collagen helps to maintain skin elasticity.

Ubiquinone (coQ10): A vitamin-like fat soluble antioxidant, naturally present in the body, that improves the appearance of signs of aging.

Ginkgo Biloba Leaf Extract: Containing natural plant flavonoids that act as antioxidants and help fight free radicals, ginkgo acts as an anti-inflammatory. Ginkgo fights dark spots, due to its inhibition of an enzyme responsible for the development of pigment in the skin.

PORE CONFESSION: *Most indulgences aren't necessarily water-soluble. But this one is.*

SRP: \$39

SHASTA

AHA Acid Wash

EXFOLIATE & REFINE | pH: 4

White-glove service for your pores.

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.

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.



KEY INGREDIENTS:

Glycolic, Mandelic, Lactic, Tartaric, and Citric Acids: A blend of AHA acids of different sizes and properties to sweep away dead skin, clear out clogged pores, reduce inflamed breakouts, and smooth pores.

Australian Caviar Lime Extract: Fruit acid gently brightens and smooths skin.

Tamanu Oil: A nut oil native to the south Pacific that helps skin heal and regenerate itself.

Rosehip Oil: Chock full of vitamins, antioxidants, and fatty acids to hydrate skin and protect it from environmental damage.

Aloe Vera: Offsets potential irritation from the acids by calming the skin and reducing redness.

PORE CONFESSION: *If cleanliness is to godliness, exfoliation is a whole new religion.*

SRP: \$38

SUPERIOR

Omega Gel Wash

BALANCE & REFRESH | pH: 5.5

Superior in cleansing, not in attitude.

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. Superior lifts away impurities without over-cleansing the skin so your skin feels soft, not squeaky.

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 antibacterial properties prevent breakouts and clogs.



KEY INGREDIENTS:

Rice Extract: Rice is a plant ingredient used to condition and soften the skin. Rice is a rich source of over 100 antioxidant compounds as well as polysaccharides, omega-3 fatty acids and micronutrients.

Probacillus Revive: These isolates of *Lactobacillus bulgarius* speed skin repair by enhancing cellular renewal, while also increasing collagen production to improve texture. The growth bacteria is supplemented with prebiotics, which allows the bacteria to thrive. This speeds repair, while maximizes collagen synthesis to improve skin tone and elasticity.

Lactobacillus: A probiotic to help arm your skin with natural defenses against pollution, acne-causing bacteria, and allergens.

Saccharomyces/Xylinum/Black Tea Ferment (Kombucha): It enhances skin's smoothness and brightness by not disturbing the skin's natural renewal process.

Grape Seed Oil: Rich in essential fatty acids (palmitic, stearic and linoleic), beta-carotene and Vitamins D, C, E, this carrier oil moisturizes the skin by balancing both dry and oily patches. It can penetrate blocked pores and cleanse breakouts.

Broccoli Seed Oil: Rich in arachidonic acid (Omega-6), erucic acid (Omega-9), Vitamin A (a natural exfoliator), C (a powerful antioxidant), it plays a vital role in cell regeneration. It deeply penetrates for lasting hydration, yet is light enough for all skin types.

PORE CONFESSION: *Thou shall not gloat (but glowing is encouraged).*

SRP: \$32

TASHMOO

Water Lily Milky Wash

SOOTHE & NOURISH | pH: 5

Comfort blanket meets comfort cleanser.

When your skin tends toward dry and/or inflamed, but you love the cleansing 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.

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.



KEY INGREDIENTS:

Blend of 14 Amino Acids (Sodium PCA, Sodium Lactate, Arginine, Aspartic Acid, PCA, Glycine, Alanine, Serine, Valine, Proline, Threonine, Isoleucine, Histidine, Phenylalanine): These skin-identical little guys give skin the building blocks it needs to repair itself from damage.

Water Lily Root and Lotus Flower: Keep skin moist in the long-term by maximizing skin's water storage capabilities.

Panthenol (Vitamin B-5): Attracts moisture to the skin and holds onto it.

Blue-Green Algae: Rich in vitamins A, C, and E, it provides antioxidant protection to help your skin defend itself from environmental irritants.

Apricot Kernel Oil: It contains skin-loving sterols, such as cholesterol, which are found naturally in healthy skin. This oil is a great source of Vitamin E and the calming fatty acid, oleic acid.

Aloe Vera: Soothes irritation and reduces redness.

PORE CONFESSION: *Sleeping in occasionally is meant to be enjoyed. Sleeping in makeup should be avoided at all costs.*

SRP: \$35



COMO

Popp-E Scrubby Wash

SMOOTH & RENEW

Scrubs smarter, not harder.

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. Consider this the most polite face scrub yet.

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.

KEY INGREDIENTS:

Poppy Seeds: Gently loosens pollution and debris from the skin's surface.

Bamboo Stem Powder: Smooths away dead skin, softens texture, and brightens skin tone.

Black Currant Seed Oil: Provides moisture for all skin types so new skin cells don't dry out during exfoliation. Vitamin C protects skin cells from environmental damage.

Poppy Seed Oil: Helps rehab a damaged or irritated skin barrier.

Rosehip Fruit Oil: This superfruit is a powerhouse of antioxidants, Vitamins A & C, and essential fatty acids. It helps regenerate new skin cells while preserving moisture balance.

Astaxanthin: This mega-antioxidant (550 times more potent than Vitamin E) protects skin from pollution, sun damage, and environmental exposure. Used over time it can reduce brown spots and fine lines.

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

SRP: \$39

SUNAPEE

Sacred-C Powder Wash

BUFF & BRIGHTEN

Lather, rinse, reveal.

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.

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.



KEY INGREDIENTS:

L-Ascorbic Acid (Vitamin C): A highly researched form of Vitamin C, which is a powerful skin brightener that repairs free radical damage, reduces hyperpigmentation, evens out skin tone, and promotes collagen production.

Papain: An enzyme extracted from papaya that helps exfoliate skin by gently removing dead skin cells.

Bromelain: A pineapple-derived enzyme that aids in exfoliation.

Cocos Nucifera (Coconut) Milk Powder: A rich hydrating agent, coconut milk powder also contains natural exfoliants and vitamin C to smooth, brighten, and moisturize.

Sodium Hyaluronate: The sodium derivative of hyaluronic acid that attracts and retains 1000x its own weight in water (much like when you eat a very salty meal), it's able to penetrate your skin cells more deeply than hyaluronic acid, giving your skin that plump, bouncy feel.

Kojic Acid: A potent skin-brightening agent derived from mushrooms as well as a byproduct of the fermentation process of sake and rice wine. This helps even out skin tone and boost skin's water retention.

Hibiscus Flower Powder: As a natural source of alpha-hydroxy acids (AHAs), this allows hibiscus to naturally exfoliate your skin which reduces hyperpigmentation + blackheads and improves the texture of the skin.

PORE CONFESSION: *Fine lines are important. They show us where we've been.*

SRP: \$44

PRESS HIGHLIGHTS

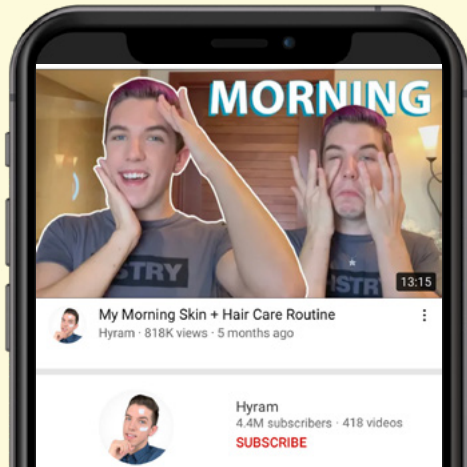


YOUTUBE HIGHLIGHTS

100M+ NON-SPONSORED IMPRESSIONS TO DATE

Hiram

SUBSCRIBERS: 4.39M



"I really like HoliFrog cleansers. I feel like they incorporate a lot of beneficial and good ingredients in a cleanser. This is a gentle but effective cleanser [Superior]."

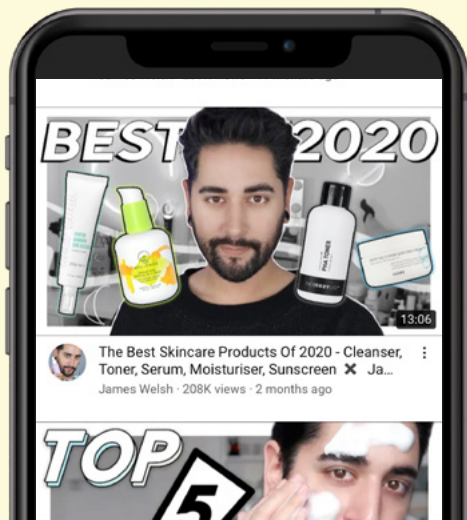
MY MORNING SKIN + HAIR CARE ROUTINE

"I would classify this as one of my top cleansers [Superior]."

THE BEST SKIN CARE OF 2019

James Welsh

SUBSCRIBERS: 1.15M



"[Shasta]. This cleanser changed everything for me. I love HoliFrog's approach to cleansing: It's a perfect lineup to go with whatever your skin is feeling like that day."

MY FAVORITE CLEANSER OF 2020

"HoliFrog is quickly becoming a brand where I just seem to like all of their products. They've done no wrong for me. What's great is that this [Como] doesn't leave your skin dry like a lot of wash-off exfoliants do, this actually leaves your skin feeling quite moisturized after. When I rinsed away, my skin looked nice and glowy after, not irritated whatsoever."

HITS AND SH*TS

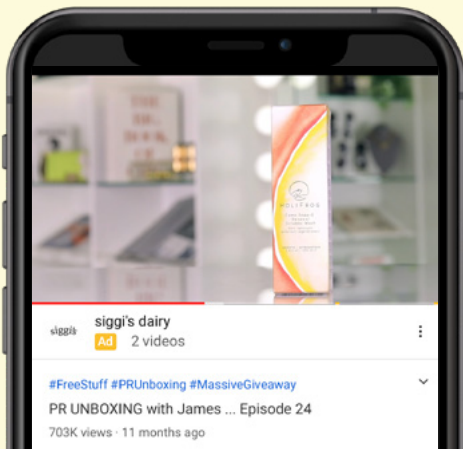
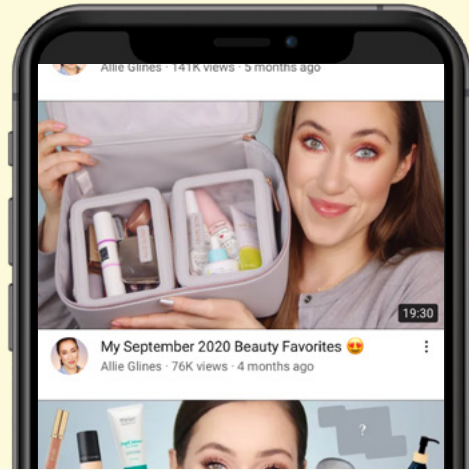
YOUTUBE HIGHLIGHTS

100M+ NON-SPONSORED IMPRESSIONS TO DATE

Allie Glines

SUBSCRIBERS: 710K

"You know how much I love the brand, HoliFrog. HoliFrog is so incredible ... the cleanest ingredients, the best formulas. I swear by their products.... I need my whole skincare routine to be HoliFrog."



Tati Westbrook

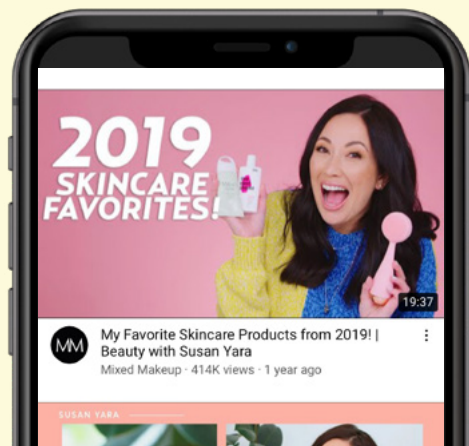
SUBSCRIBERS: 8.98M

"Everything I've tried from HoliFrog, I love ... And it takes a lot for skincare to get me to switch from whatever I was using before."

Mixed Makeup

SUBSCRIBERS: 1.34M

I LOVE HOLIFROG. I was actually seeing results with Shasta and not needing my toner. I fully appreciate this cleanser. It became a holy grail for me.



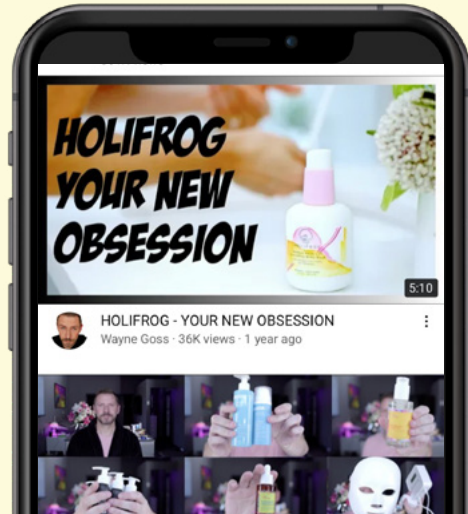
YOUTUBE HIGHLIGHTS

100M+ NON-SPONSORED IMPRESSIONS TO DATE

Wayne Goss

SUBSCRIBERS: 3.83M

"HoliFrog's specific goal is to cleanse the skin. It might not sound revolutionary, but it actually is in the simplicity of what they're saying. This range is magnificent."



Gothamista

SUBSCRIBERS: 630K

"What I love about the HoliFrog cleansers is that they will only use 3-8% surfactants in their products ... yet they still do the job! Even if I don't put anything on my skin for a while, it still feels hydrated."



STATS

MEDIA IMPRESSIONS TO DATE:

1.5B+

HOLIFROG IS AVAILABLE IN:

North America, Europe,
Asia, Middle East, Australia

CELEBRITY CUSTOMERS INCLUDE:

Hailey Bieber, Miley Cyrus and Sofia Richie

Since launch, Shasta has been a mainstay in Dermstore's Top 10 Selling Cleansers; Superior and Tashmoo remain in the Top 20.



2021 SAMPLING PROGRAM

A roll-out at scale of the most loved HoliFrog products for inclusion in various global marketing programs.





HOLIFROG®

SITUATIONAL
SKINCARE

holifrog.com