



**FITGLOW™** | BEAUTY

CRUELTY-FREE | PLANT-BASED | NATURAL BEAUTY™

A close-up photograph of a hand with light-colored nail polish gently touching a lavender flower. The background is a soft-focus field of many more lavender plants, creating a sense of being in a garden. The lighting is natural and soft, highlighting the texture of the flowers and the skin.

Own your beauty naturally with problem-solving natural beauty solutions backed by skin-transforming plant actives and made for the *every day you*

## ***PLANT ACTIVES***

Superpowered ingredients naturally derived to work in synergy with your skin for high-performing results backed by science-backed formulas.

## ***TESTING FOR REAL LIFE***

Unique real life test protocol includes multi-climate and multi-lifestyle testing to ensure products make your life easier without sacrificing science-backed effective results.

## ***SUSTAINABILITY***

Effortless beauty built for a sustainable future with forever recyclable aluminum packaging, innovative refillable formulas, post-consumer plastic, Biodegradable and Sugarcane packaging.

## ***BEAUTY THAT GIVES BACK***

Your support helps us give back because we wouldn't be able to do it without you. We collaborate with organizations like Arbor Day Foundation, Save The Manatee, Style Saves, Animal Rescue Missions and Women Shelters.

## ***OUR PROMISE***

Ethically made in the USA. Plant-Based Science.  
Dermatologist-Tested. 100% Woman-Owned, Freshly  
Made in Small Batches. Leaping Bunny Certified.  
Organically Made. Gluten-Free. Paraben-Free.  
Silicone-Free.





## *VITA ACTIVE+*

Skin transforming bio-available plant actives deliver Antioxidants, Humectants and Vitamins for optimal smooth, bright and radiant skin.





#### **MAKEUP CLEANSING OIL**

Waterless cleanser melts away makeup, dirt and impurities.



#### **VITAMIN DETOX CLEANSER**

Supercharged charcoal vitamin gel cleanser revives complexion. Coming 2022.



#### **NIGHT BAKUCHIOL ESSENCE**

Restores and resets skin with Bakuchiol and Kojic Acid to help promote smooth and bright complexion.



#### **VITA SHIELD PLUM HYALURONIC PRIMER SPF 30**

Lightweight protective priming lotion made with plant active antioxidants.



#### **PLANT ACTIVE PEEL PADS**

Mandelic Acid and Licorice skin-brightening and clarifying peel pads. Coming 2022.



#### **PHYTO-RETINOL EYE BALM**

Targeted night Bakuchiol retinol eye cream. Coming 2022.

## ***Skin Match?***

Damaged, pigmentation, loss of radiance, blue light damage, fine lines.



**A phyto retinoic acid  
that works smarter  
not harsher**



**VITA YOUTH RETINOIC OIL**



**VITA RICH BAKUCHIOL CRÈME**

150 phyto nutrients and plant retinol naturally hydrate, brighten and smooth complexion.



**VITA ACTIVE SERUM**

Supercharged Vitamin B + C + E brightening boost serum instantly revitalizes skin.



**VITA YOUTH RETINOIC OIL**

Triple bio-available plant retinoic blend naturally rejuvenates skin and restores youthful radiance.



**EYE C FIRM**

Transformative gentle eye cream rich in Vitamin C + K and Peptides.



## *CALM + CLEAR*

Ultra-calming line formulated for sensitive, irritated and stressed skin. Soothing organic plant extracts restore balance in skin and lock in hydration for lasting comfort.



#### **CALM CLEANSER**

Vegan milky cleanser made with an energizing electrolytes blend for total restorative hydration. Coming 2022.



#### **CLOUD CERAMIDE FOAM CLEANSER**

Ceramides-rich gentle cleanser protects from moisture loss and leaves skin calm and smooth.



#### **ARTEMISIA CLARIFYING TONER**

Herbal enzyme toner minimizes appearance of blemishes and balances complexion.



#### **CLOUD COMFORT CREAM**

Lightweight moisturizer nourishes and protects stressed skin with calming bio-available nutrients.



#### **CLOUD COLLAGEN OIL**

Cloudberry and Squalane-rich facial oil for visibly plump skin and skin-quenching hydration.



#### **CLOUD CERAMIDE BALM**

Plant lipids strengthen skin while increasing collagen and leaving skin rejuvenated, plump and smooth.

## ***Skin Match?***

Sensitive, dry, stressed skin, redness-prone, moisture loss.





# Beauty thats good for you and the environment

We have partnered with **Save The Manatee Foundation** to donate \$1 per every **Sea Ceramide Toning Mist** sold.



## **SEA CERAMIDE TONING MIST**

Sea nutrient and herb mist supercharged with extra calming Ceramides plus Hyaluronic Acid.



## **CLEAR + BRIGHT MANDELIC SERUM**

5% Mandelic Acid, Kojic Acid, and Hyaluronic Acid serum for visibly smooth, clear and glowing skin.



## **REDNESS RESCUE CREAM**

Natural green mineral tint immediately reduces the look of redness leaving skin looking calm, even and bright.



## **BIRCH BLEMISH BALM**

Birch and Salicylic targeted blemish treatment.  
Coming 2022.





## *TREATMENT MAKEUP*

Plant-based targeted treatment makeup formulas that go beyond adding colour and pigment. Infused with Antioxidants, Vitamins and Superfoods to help revitalize complexion for healthy and glowing results.



A tube of FitGlow Lip Colour Serum is positioned diagonally across the frame. The tube has a metallic, iridescent finish that shifts between shades of pink, purple, and blue. It is surrounded by a dense cluster of fresh, green grapes, some of which are glistening with water droplets. A single lily flower with white petals and red spots is partially visible in the upper left corner. The overall composition is vibrant and fresh, suggesting a natural and hydrating skincare product.

**100% SKINCARE  
SPECIFICALLY  
MADE FOR  
YOUR LIPS**

LIP COLOUR SERUM | BEACH GLOW





### **NIGHT LIP SERUM**

Ceramide-rich lip treatment formula instantly feeds lips nutrients and hydration.

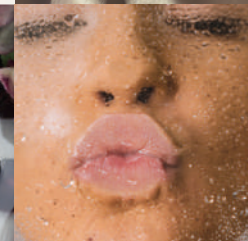


### **LIP COLOUR SERUM**

Targeted treatment lip formula improves structure, diminishes look of fine lines and leave lips full and soft.



### **3-IN-1 LIP SCRUBBING MASK**



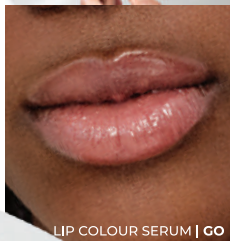
### **VEGAN LIP LINERS**

Buildable cloudberry-pressed liner formula for hydrating all-day pigment.

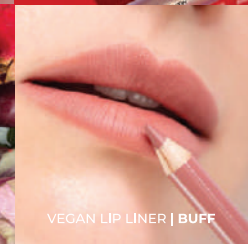


### **3-IN-1 LIP SCRUBBING MASK**

Transformative, exfoliating and nourishing lip mask. Coming 2022.



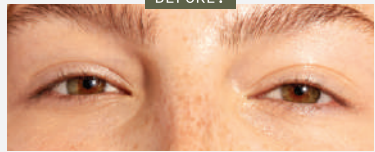
### **LIP COLOUR SERUM | GO**



### **VEGAN LIP LINER | BUFF**



BEFORE:



AFTER:



#### VEGAN GOOD LASH+ MASCARA

Multitasking 3-in-1 mascara amplifies lash volume and length with Plant Botanical Extracts.



#### PLUM LASH PRIMER

Plum-hued formula delivers clump-free lift and seamlessly blends in with mascara without compromising colour.



#### NIGHT LASH + BROW SERUM

Plant-based lash and brow enhancing serum for naturally fuller results.



#### VEGAN EYELINER PENCIL

Buildable cloudberry-pressed liner formula for hydrating all-day liner and shadow pigment.



#### PLANT PROTEIN BROW GEL

Shape and fill brows to optimal health with Bamboo, Horsetail Extracts and Lupine Protein.



# Skincare meets colour. Cloudberry Seed Oil-infused pressed multi-use shadows



MULTI-USE PRESSED SHADOWS + REFILLABLE PALETTE



## **MULTI-USE PRESSED SHADOW + BLUSH COLOUR**

Cloudberry-rich skincare  
mineral multi-use pigment for  
eyes, brows and cheek.



## **REFILLABLE PALETTE**

Customizable shadow compact  
quad made from recycled  
plastic.



BEFORE:

AFTER:



F2.7



F4



F5.7



F6.7

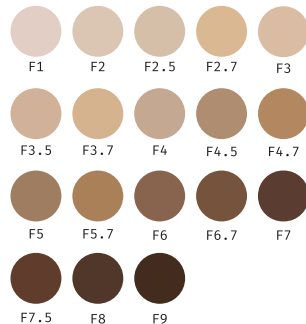
BEFORE:

AFTER:

*Nourishes & transforms skin with a brightening anti-pollution and clarifying plant active formula*



**FOUNDATION+**  
Multi-filtering corrective pigment for lightweight medium coverage.





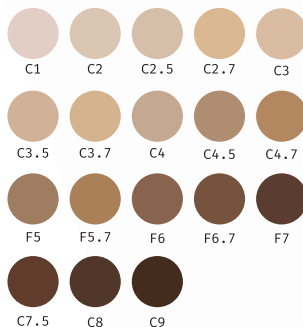


**CORRECT+**  
Natural ultra-pigmented  
corrector formula revives  
complexion.



**CONCEAL+**  
Vitamin K-powered,  
full coverage concealer  
camouflages impurities.

*Skin-transforming blend  
of Vitamin K, Licorice Root,  
Green Tea and White Tea*



Green

Red

Deep Peach

Peach

Eyebright



# BEAUTY TESTING FOR REAL LIFE

We test our products in unique ways, through multi-climate testing from cold and dry climate in Canada to hot and humid Florida, and activities such as running, snorkeling, paddle boarding, work life, gym sessions, the everyday mundane tasks, emotional ups and downs and everything in between.

*We believe that products should be made for all of your life's adventures.*



Our founder and team live, love and test our products deeply. Watch us jump into deep waters to test new products on our social stories.



— IN THE PRESS —

BAZAAR Magazine

BYRDIE

COVETEUR

CEW | COSMETIC  
EXECUTIVE  
WOMEN

MODERN LUXURY  
OCEAN DRIVE

REALSIMPLE

THE HUFFPOST

WHO WHAT WEAR

NEWBEAUTY

Reader's  
Digest

YAHOO!  
STYLE



A woman with dark hair is shown from the side, in a yoga-like pose (Urdhva Dhanurasana or Upward Bow Pose). She is wearing a grey long-sleeved crop top and matching grey leggings. Her head is tilted back, and her arms are extended downwards. The background is a plain, light grey wall.

# PLANT POWERED PERFORMANCE MAKEUP AND SKINCARE



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