

NAKED SUNDAYS

Brand
Introduction





THE NEW GENERATION OF SPF IS HERE

Naked Sundays is an award-winning, Australian made, millennial-friendly skincare and SPF hybrid.

We are made in Australia under the strictest SPF standards in the world and tested under the harsh Australian sun.

We are focused solely on SPF, aimed at protecting the next generation with SPF that is so cool, you'll actually WANT to wear your sunscreen all day long.



“

As a news reporter standing outside for hours in the sun, I witnessed too many colleagues have to get skin cancers cut out. There had to be a better way to top up sunscreen OVER heavy makeup, with skincare benefits too.

I knew something had to be done to disrupt the SPF industry. Hands-free, high performance, multi-tasking SPF products were missing from my routine.

So I created them.

”

**SAMANTHA BRETT,
NAKED SUNDAYS FOUNDER**



**NAKED
SUNDAYS**



VALUES + PURPOSE



100% Vegan
+ Cruelty Free



High Performance
SPF50



Innovative Delivery
Systems



World-first
Formulas



First to market
products



Mission to decrease
Melanoma rates around
the world through
charity & viral social
media initiatives

**NAKED
SUNDAYS**

WE ARE...

- ✦ World first formulations, at the forefront of SPF product innovation
- ✦ Contain high performance SPF50 & SPF50+ UV filters
- ✦ Are TGA/FDA compliant
- ✦ Are desirable sunscreen/skincare hybrids



AWARD-WINNING SPF

2022 MECCA BEAUTY ELECTION

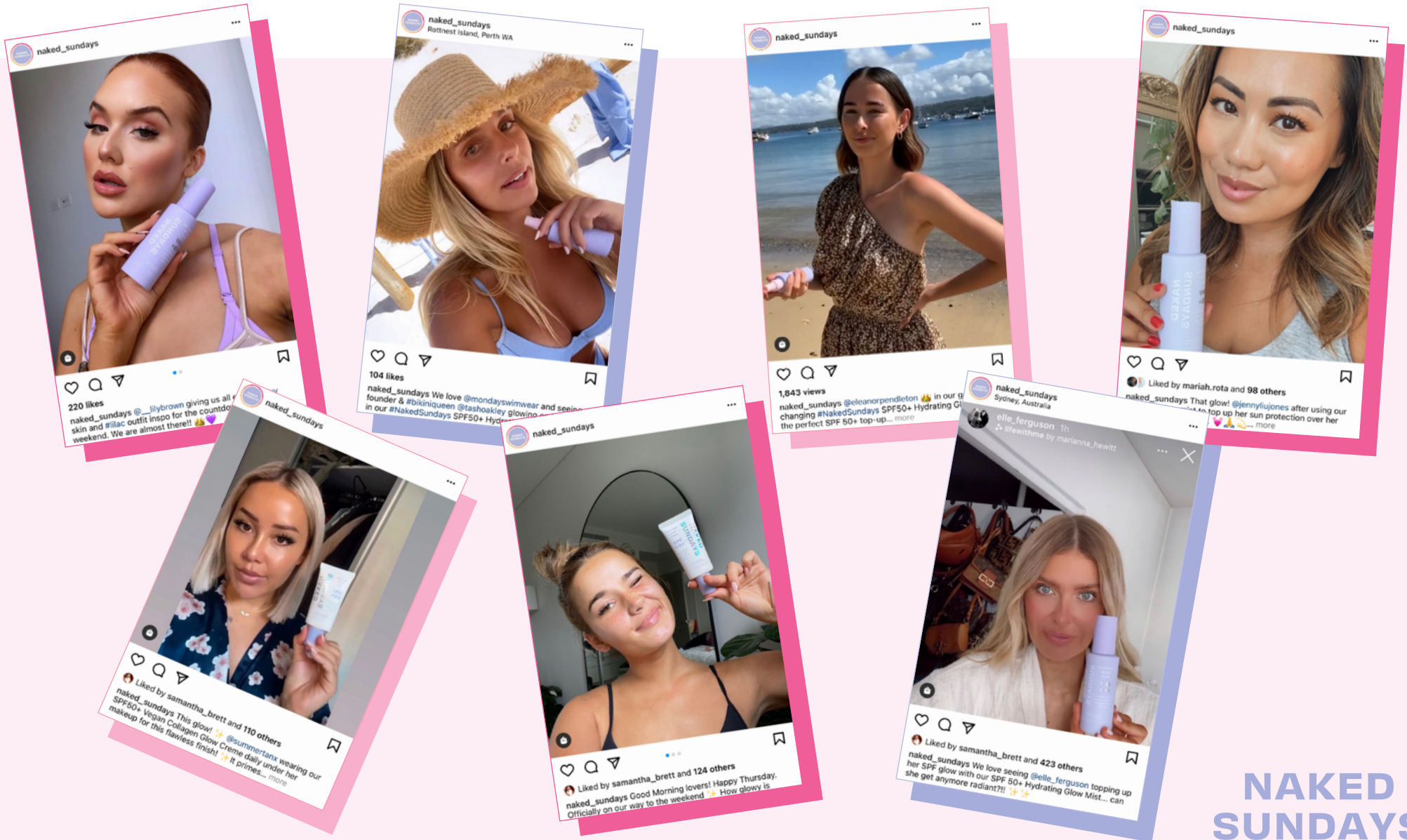
- ★ *WINNER Most innovative product:*
SPF50+ Hydrating Glow Mist

2021 PREVENTION MAGAZINE AWARDS

- ★ *WINNER Best moisturiser*
SPF50+ Collagen Glow Mineral
- ★ *WINNER Most innovative*
SPF50+ Hydrating Glow Mist



THE FANS: 400K FOLLOWERS



NAKED
SUNDAYS

IN THE PRESS...

BuzzFeed Quizzes TV & Movies Shopping Videos News Tas

17. Naked Sundays SPF 50 Clear Glow Radiant Sunscreen Serum was specifically designed to replace your serum, moisturizer, *and* primer, because mornings are hectic enough as it is. Not only does this make sure your sun protection is covered; it also hydrates and locks in moisture and helps maintain your collagen.

marie claire SUBSCRIBE

Need A New SPF? Get In Line

This Australian millennial-made sunscreen has a 2,000-people strong waitlist - by Alex Duffy

21 JAN 2021

If there's one skincare category that's undergone one of the biggest rebrands in the past few years, it's spf. Replacing the thick and chalky sunscreens that called

Daily Mail Australia Femail

The ultimate summer staple: Brand launches first SPF 50+ in a GLOW MIST designed to be worn over the top of your makeup

By Sophie Haslett For Daily Mail Australia
11:19 AEDT 22 Jan 2021, updated 11:19 AEDT 22 Jan 2021

27 shares

POPULAR

Naked Sundays

Clear Glow is non-comedogenic, oxybenzone-free, and fragrance-free, plus vegan and cruelty-free. Of course, you can layer this with other serums/moisturizers as well, but you don't need to. It's suggested to wait about five minutes to let this sink in before applying makeup on top.

It's featured in this TikTok from @razlamoe, who uses sunscreen as their daily makeup primer.

Naked Sundays is an Australia-based small beauty business launched in 2021 that revolves around all things SPF, creating products that help people incorporate sunscreen into their routine without the white cast, stickiness, or harsh smell.

Promising reviews: "Love this item! Have stopped using moisturizer in the morning and primer. It leaves a beautiful satin finish. Love to put it underneath my foundation on freshly cleansed skin." —Michelle W.

"I'm someone who has gone from never wearing sunscreen to freaking out if I haven't applied this glorious product under my makeup every morning! If you are like me and hate the feeling of a heavy sunscreen on your face, this magical serum will be your new best friend. Aside from keeping those pesky UV rays away from my face, it also hydrates and plumps the skin." —Melissa L.

Daily Mail MORE STORIES

News reporter creates the world's first clear sunscreen SERUM that protects your skin and makes it glow - and there is a waitlist of 50,000

By Matilda Rudd For Daily Mail Australia
23:27 20 Mar 2022, updated 01:25 21 Mar 2022

0 shares

10 comments

- Samantha Brett, who lives in Sydney, launched Naked Sundays in January 2021

ELLE AUSTRALIA

BEAUTY

Rejoice! An Over-Your-Makeup Sunscreen Is Here To Make Reapplying Your SPF A Breeze

Slip, Slop, Mist.

JAN 27, 2021 12:00PM BY DIANDRA MALIVINDI

0 shares

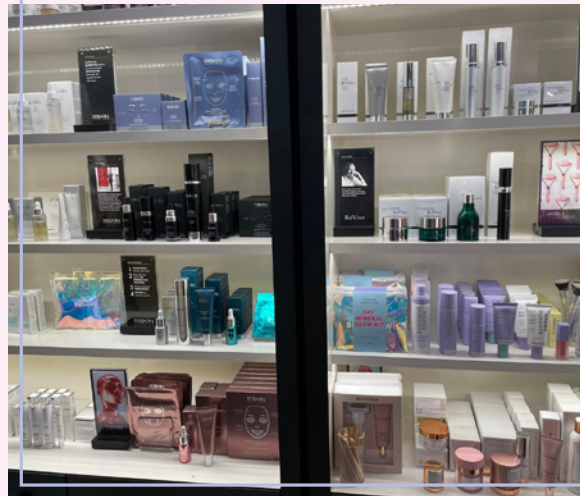
NAKED SUNDAYS X MECCA



Launched into
retail Oct 2021



Sold out of two
hero SKUs in 24
hours



Winner of 2022
Mecca Beauty
Election for Most
Innovative Product



MEET OUR NAKE SUNDAYS HEROES...

INNOVATIVE, AWARD-WINNING PRODUCTS



SPF50+ Hydrating Glow Mist
Australian-first formulation. Award-winning product for over makeup



Collagen Glow Creme SPF50+
First SPF to contain Vegan Collagen



Collagen Glow 100% Mineral Sunscreen SPF50+
Our award-winning, bestselling formula



Glow Body Mist SPF50+ Sunscreen Spray
Non-aerosol
First to market in Australia



Glow + Go SPF50+ Lip Oil
World-first formulation



Clear Glow Radiant Sun Serum SPF50
Non-aerosol
First to market in Australia

MULTIPURPOSE HERO INGREDIENTS



VEGAN COLLAGEN

- ✦ Increases moisture and hydration for smoother, rejuvenated skin
- ✦ Promotes collagen synthesis and tissue repair



WATERMELON EXTRACT

- ✦ Powerful antioxidant used in all of our multi-tasking SPF's
- ✦ Rich in Vitamin C and Vitamin A (for clear, youthful skin)
- ✦ Brightens and adds hydration



KAKADU PLUM

- ✦ Rich in Vitamin C and E to brighten, heal and regenerate
- ✦ Can reduce puffiness + signs of ageing



SQUALANE

- ✦ Acts as barrier, keeping moisture locked in and hydrating at a cellular level
- ✦ Reduces fine lines and dry patches



HYALURONIC ACID

- ✦ Boosts hydration, adds moisture and 'bounce' to skin



HIGH PERFORMANCE SPF50+

- ✦ Adheres to Australia's strict SPF regulations
- ✦ TGA + FDA Approved

SPF50+ HYDRATING GLOW MIST

The first SPF50+ Glow Mist for over your makeup!
Sets makeup, can be used to top up SPF all day.

INFUSED WITH:



Hyaluronic
Acid



Watermelon
Extract



Kakadu
Plum

FOR:

- ✓ Hydration
- ✓ Vitamin C
- ✓ Moisture
- ✓ Glowy, high performance sun protection

100mL | RRP: \$35.00 USD



WORLD-FIRST FORMULA

CLEAR GLOW RADIANT SUN SERUM SPF50

Feels like a serum, acts like a sunscreen.
So lightweight you won't even know you're
wearing it!

INFUSED WITH:



Squalane



Kakadu
Plum



Watermelon
Extract



Tomato
Extract

FOR:

- ✓ Deeply hydrating
- ✓ Radiance-boosting antioxidants
- ✓ Clear, satin-finish formula
- ✓ Glowy, high performance sun protection

50mL | RRP: \$42.00 USD



COLLAGEN GLOW 100% MINERAL SUNSCREEN

The first Australian vegan collagen-infused
SPF 50+ 100% mineral sunscreen!

INFUSED WITH:



Vegan
Collagen



Watermelon
Extract



Rubs in 100%
transparent

CLINICALLY PROVEN TO:

- ✓ Plump
- ✓ Hydrate
- ✓ Protect

50mL | RRP: \$38.00 USD



WORLD-FIRST FORMULA

GLOW + GO HYDRATING LIP OIL SPF50+

A worldwide first in SPF50+ lip innovation is here for plump, hydrated and protected lips!

INFUSED WITH:



Watermelon Oil

Acts as a humectant (retains water to keep lips moisturised)

Contains Lycopene, a powerful antioxidant to prevent collagen deterioration and promote radiance.

Contains vitamin C



Tomato Extract

Contains Vitamins C & E

Naturally hydrates lips

Contains anti-inflammatory properties to soothe lips

Helps fight free radicals

OUR GLOW + GO LIP OIL IS:

- ✓ Hydrating + Softening
- ✓ Infused with powerful antioxidants
- ✓ Naturally coloured and flavoured

- ✓ Vegan Friendly and Cruelty Free
- ✓ Non Sticky
- ✓ Applies transparent with a hint of pink!

6mL | RRP: \$22.00 USD



GLOW BODY MIST SPF50+ SUNSCREEN SPRAY

Meet your all-in-one glowy body moisturiser and high performance SPF50+ in one easy-to-use light mist!

INFUSED WITH:



Watermelon
Extract



Kakadu
Plum

FOR:

- ✓ Hydration
- ✓ Vitamin C
- ✓ Moisture
- ✓ Glow, high performance sun protection

150mL | RRP: \$39.00 USD



SPF BFF TRIO

Including our bestselling 100% Mineral SPF & Brush, plus our SPF50+ Hydrating Glow Mist top up.

WHAT'S INSIDE:



Collagen Glow
100% Mineral
Sunscreen



Hydrating
Glow Mist



Brush
Applicator



Cosmetic
Pouch

FOR:

- ✓ Contains
- ✓ Handbag essentials + exclusive purse
- ✓ Facial sunscreen mist + lip for full face protection

100mL Mist, 50ml Mineral Sunscreen | RRP: \$85.00 USD





MAKING SPF COOL, FUN, SIMPLE.

THANK YOU

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