

human+kind™

skincare with a conscience

Brand guidelines



How to present Human+Kind

Our Brand Vision

We believe nature has the power to make life beautiful
To nourish, soothe and even transform. We believe business should be a force
for doing good – that's why we are Vegan and cruelty free.

Our Brand Mission

It is our mission to help inspire you to discover natural, vegan and cruelty-free beauty and well-being in your life by:

1.

Discovering effective, vegan and cruelty-free ingredients sourced from nature and unlocking their power to deliver real skin and hair care benefits for healthier, more beautiful skin and hair.

2.

Developing products so effective they are trusted by consumers and recommended by healthcare and beauty professionals.

3.

Bringing communities back to a healthier, more naturally beautiful state in a cruelty and vegan way.

Our Heritage

It all began when Rene was inspired by a conversation he overheard between his wife and sister. The conversation centred on the numerous skincare products they had in their bathroom cabinets.

They talked about how they had products for almost every different skin type and ailment and discussed how chemically laden these products were. Furthermore, he heard them speak about the amount of money they had spent on all these products as well as how time consuming their beauty regime was.

Inspired by this insightful conversation the idea was born to create a skin care range that embodied my desire to help young women look and feel good with products that multi-tasked, that were simple to use and had only natural active ingredients.



"I am fully committed to see Human+Kind® in every bathroom in the world"

Rene van Willigen -
Founder



"Human+Kind® is part of my life's purpose and I will make the world a better place through this company."

Jeroen Proos -
Founder



"Human+Kind® is a company with a higher purpose, my vision is to build a brand that will change lives and attitudes and make us all more human and kind."

Jeremy Smith –
CEO

Our positioning



1. Simplify

If you're tired of wasting time and money on a flurry of skincare products, Human+Kind is going to transform your life!



2. Natural, Vegan and Cruelty-free

We've selected Mother Nature's kindest ingredients and blended them with timeless beauty secrets from around the world. So you get all the beauty benefits with none of the 'nasties.'

3. Great Value

Pure TLC in a tube that's kind to your purse!

4. The Ultimate in Kindness

With our vibrant packaging and natural skincare wisdom which we're now famous for, Human+Kind® is a treat every time and it will help you wear your skin with pride!



NATURAL
INGREDIENTS



CRUELTY
FREE



VEGAN



NOT TESTED
ON ANIMALS



PARABEN
FREE

What, How and Why

What

We make beauty products from shower, body to facial skincare

HOW

Our products are affordable, simple and they really work. We make beauty fun, vegan, cruelty and natural for everybody

WHY

We believe in being human and kind to animals, people and environment. We believe in doing good

Our Ingredients

Human+Kind® ingredients are carefully selected from nature and uniquely formulated with the power of science to deliver visible benefits for skin and hair. We use only high-quality natural ingredients—grown in regions that provide an ideal environment for the plant to thrive and produce beneficial ingredients. Our scientists follow high standards of ingredient selection, formulation and manufacturing, with processes that retain the strength and purity of the ingredients.

Learn more about the magic of our ingredients—sourced from nature, uniquely formulated and scientifically proven to deliver real skin and hair care benefits.



ACHMELLA OLERACEA (ORGANIC)

Achmella Oleracea helps to reduce the appearance of wrinkles and makes the skin look younger. The Achmella Oleracea plant is harvested in a pollution free environment through a supply chain which guarantees full traceability. Some people compare it to Botox, but without the toxic effects and without the need to inject it under the skin, making it an affordable and easy to apply herbal Botox replacement.



ALOE BARBADENSIS EXTRACT (ALOE VERA)

Aloe barbadensis gel is a powerful moisturiser, which penetrates the skin supplying moisture directly to the tissues. It is renowned for its soothing and calming effect on skin problems. Aloe improves skin tone and colour by increasing the blood flow to the areas of application. It reduces skin redness, and works with other anti-inflammatory ingredients.



CENTELLA ASIATICA EXTRACT

Boosts circulation, improves the collagen foundation of the skin, and fights oxidation – thereby making it a superb ingredient for anti-ageing skin care products as well as improving skin firmness and elasticity.



CHAMOMILLA RECUTITA (MATICARIA) FLOWER EXTRACT

Chamomilla Recutita (Matricaria) Flower Extract is the oil distilled from the dried flower heads of Matricaria Recutita. It is used as a skin-conditioning agent, aids cell renewal and has a calming and soothing effect on the skin and scalp. It invigorates hair growth and leaves hair feeling moisturised and manageable.

Our philosophy

Simple. Natural. Vegan, Animal friendly with Superior performance.



**NATURAL
INGREDIENTS**



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FREE**

Our Responsibility

Human+Kind® believes in caring for our natural resources and giving back to our communities, leaving the world a better place. Because of this belief, we are always challenging ourselves to improve our products and operations. We continually set and meet goals to improve the environmental aspects of our formulations; we do our best to create packaging using less material, as well as incorporating both recycled and recyclable material; and we support community development and beautification. We set ourselves goals which support a healthy future for people, the planet and business. We have a dedicated team working across the organization to make sure these goals become a reality.

JOIN THE COMMUNITY OF DIFFERENCE MAKERS



Our Promise

We introduce respected values and guiding principles across all that we do. We are committed to continually improving our products, our packaging and our manufacturing processes, and sharing that progress with you and your world.

Quality, Safety, and Innovation

We will not compromise on the quality of our products, or on your safety. While we strive to bring you active natural ingredients and more sustainable formulas, our first focus is on ensuring safety and efficacy. In some cases, we may need to use non-natural alternatives to ensure our products meet the highest quality and safety standards, especially when it comes to preserving our products or providing the most effective protection.

Our Promise

Animal Testing

We want you to feel good about how we make Human+Kind™ products. You can only do that if you have the facts. The fact is, Human+Kind™ doesn't conduct animal testing of our cosmetic products anywhere in the world, except in the rare situation where governments or laws require it. At Human+Kind™ we won't ever compromise on the quality or safety of our products or stop seeking alternatives to animal testing.

Credibility and Expertise

We partner with healthcare professionals and leading experts—dermatologists, paediatricians, pharmacists and scientists—to develop a superior understanding of skin and hair and natural ingredients in order to bring the best solutions to you.



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INGREDIENTS**



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The Human+Kind Women

She aspires to a holistic lifestyle, she appreciates nature and sustainability and will go with natural products when they are available. She also looks for simple, pragmatic solutions (like multi-tasking products).

She exercises and takes care of her health and won't use products that could create a health risk. Activities like meditation and yoga are often included in her health routine.

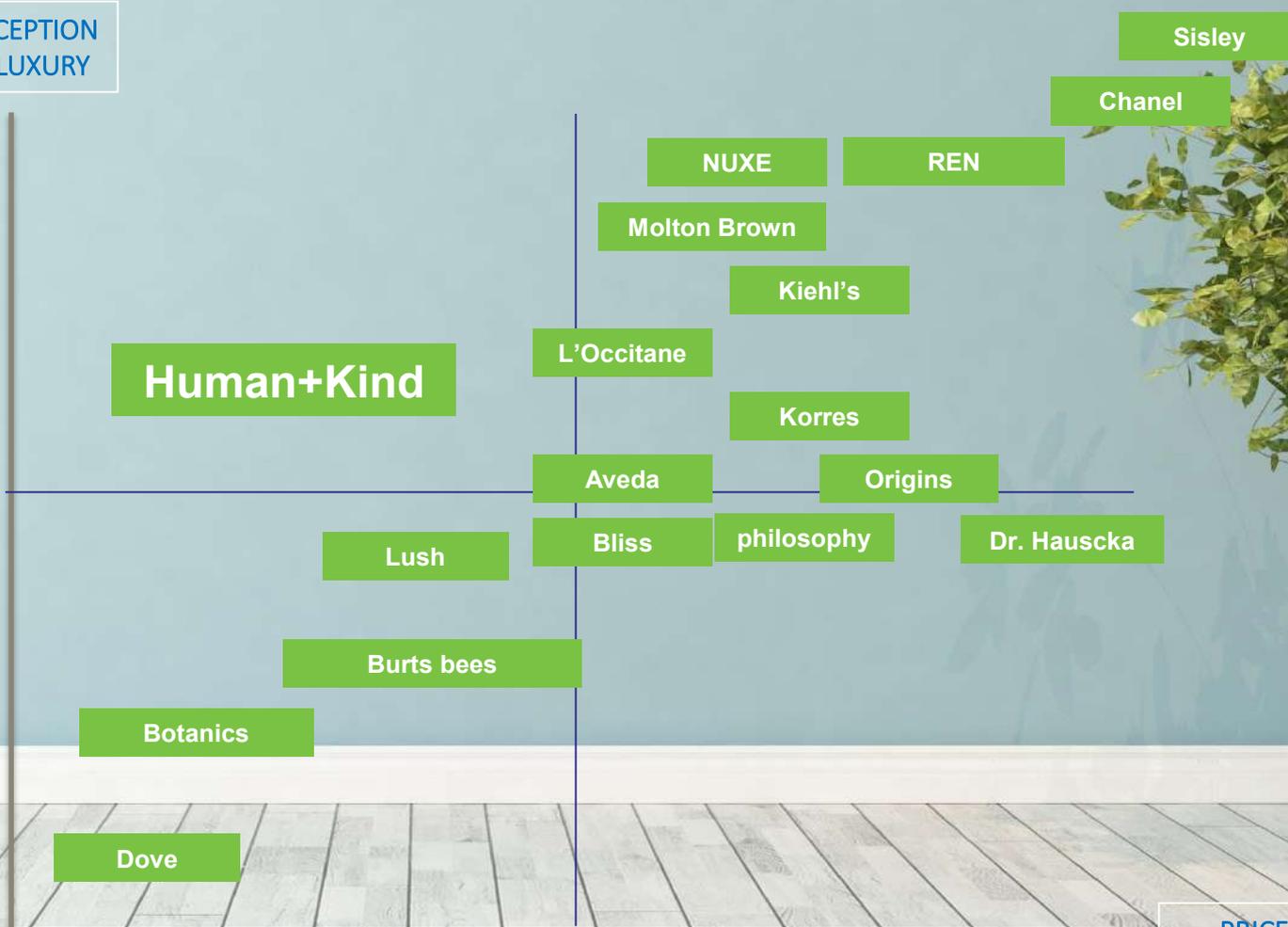
As part of loving nature, she wouldn't use products that are tested on animals and she may be vegan or vegetarian in her nutrition choices. Finally, she feels there is a balance to all things in life and that peace and happiness is the main goal of life.



Brand Positioning

Human+Kind® is a natural, accessible brand for face, body and hair care products that make a difference and offer outstanding performance for the younger consumer

PERCEPTION
OF LUXURY



PRICE

Awards



Application Instore



Instore Activation

human+kind
skincare with a conscience

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A retail display for human+kind skincare products. The display is organized into several shelves. At the top, there's a banner with the brand name and tagline. Below it, various product lines are showcased, including 'NATURAL' and '5 in 1'. A prominent black sign on the left side features the text 'BEING NATURAL IS BEING KIND' and '生活力量' (Life Power). The products are neatly arranged, with price tags visible. The background is a light-colored wall with a subtle pattern.

NATURAL

5 in 1

BEING NATURAL IS BEING KIND

生活力量

human+kind

99.29%

h+k

分享大愛

kaos

A vertical section of the retail display for human+kind skincare products. It features a large image of a woman's face at the top. Below the image, there are several shelves of products, including lotions and creams. Price tags are visible next to the products. The display is well-lit and organized.

199

195

79

79

A retail display for human+kind skincare products, right side. The display is organized into several shelves. At the top, there's a banner with the brand name and tagline. Below it, various product lines are showcased, including 'NATURAL' and '5 in 1'. A prominent black sign on the left side features the text 'BEING NATURAL IS BEING KIND' and '生活力量'. The products are neatly arranged, with price tags visible. The background is a light-colored wall with a subtle pattern.

NATURAL

5 in 1

BEING NATURAL IS BEING KIND

生活力量

human+kind

19.29%

h+k

h+k

kaos

Photography
Mood board



Wood



Photography I
Mood board

Green
+
nature





Photography
Mood board

Experience

Photography
Mood board



Fresh +
ingredients



Instagram

