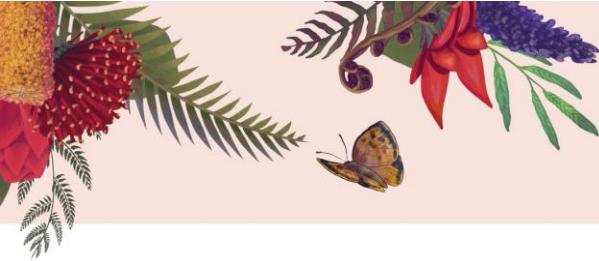
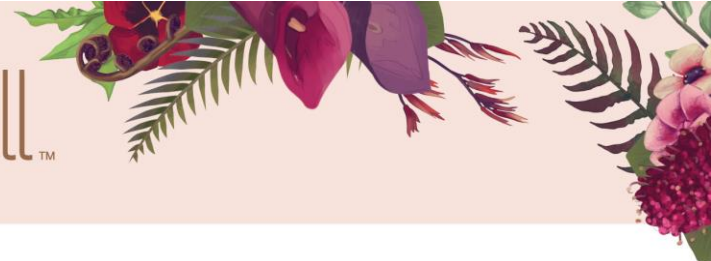


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## AUTHENTICITY WITH A STRONG SENSE OF PURPOSE



Since she was a young girl, Karen always had a love for beautiful lipsticks. In 2008, Karen drew inspiration from her Nana Gwen and her love for flowers, nature, and natural beauty, to create Karen Murrell natural lipstick.

*“transform emotions  
daily grooming ritual  
ready to face the world with confidence”*

Today we remain true to our values as an independent and artesian natural lipstick brand. Being female founded and led we also like to have some fun along the way.

***Nothing nasty touches my lips!***



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## WHY KAREN MURRELL?

### Features

- Natural ingredients
- Sustainable packaging
- Radiant colour
- Long-lasting
- Hydrating
- Moisturising
- Hygienic cannister

### Benefits

- Safety for consumers through clean beauty
- Enhanced confidence
- Enriched grooming
- Improved Self-esteem
- Good for people
- Good for the planet

### Advantages

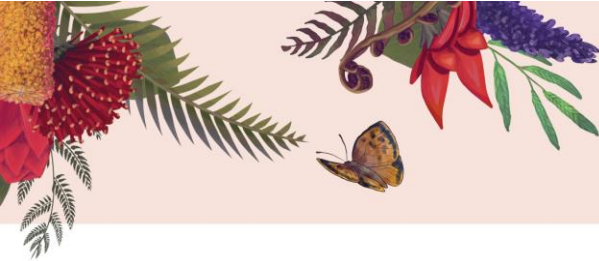
- Female founded
- Female lead
- Niche and artisan brand positioning
- True lipstick lovers
- Agile and innovate in product development
- Made in Australia
- Orders fulfilled from within Australia



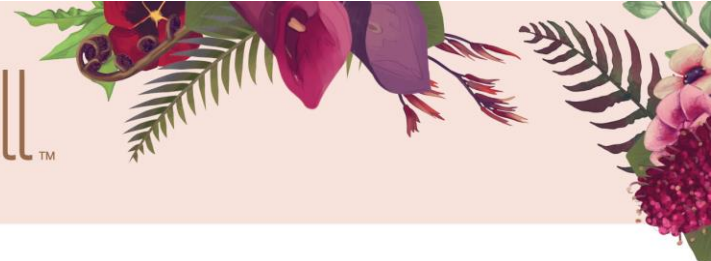
## AUSTRALIAN RETAIL PRESENCE

- 9.6 lipsticks sold every minute worldwide
- Blushing Rose is the top selling SKU in Australia during 2021 & 2022
- Listed in over 200 retail stores across Australia, including the likes of Priceline, TerryWhite, and ChemPro
- Enhance offline experience and sales using our Virtual Powder Room





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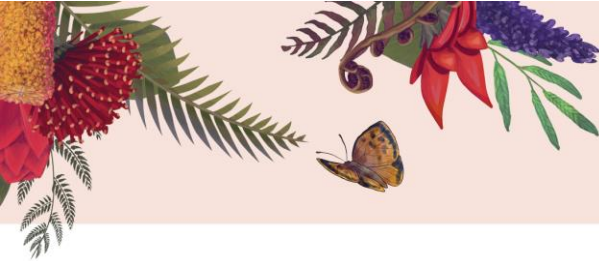


# TOP SELLING SHADES IN AUSTRALIA 2021/2022

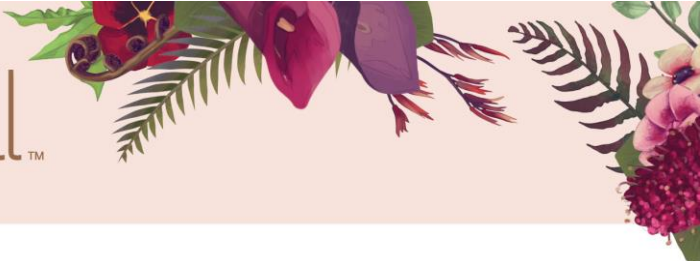
1. Blushing Rose
2. Cordovan Natural
3. Violet Mousse
4. Orchid Bloom
5. Coral Dawn







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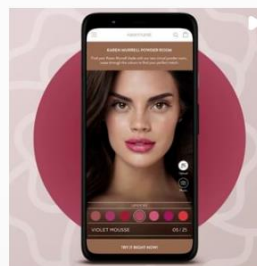


## SOCIAL MEDIA

Showcasing our products, news, sneak peeks!

We are committed to drive brand awareness and retailer partnerships though paid social media marketing. With huge growth rates seen year on year.

- Facebook : 14,500 + followers
- Instagram : 16,800+ followers

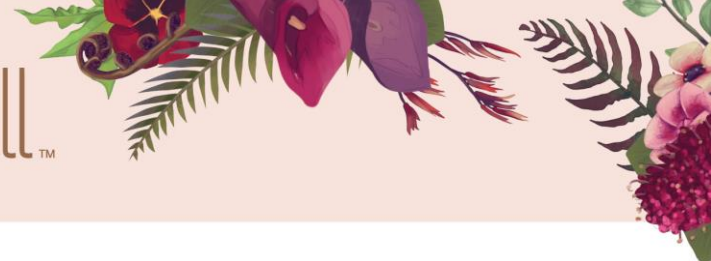




# FUTURE SALES OPPORTUNITIES



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## 2021 - CONFIDENCE COLLECTION

Australian customers talked and we listened.

Four subtle nude shades that suit all complexions and styles. These four shades are designed to bring confidence upon application with names aligned to the feeling they evoke whilst being worn.







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## 2021 - CONFIDENCE COLLECTION

### 27 – Graceful

A beautifully crafted nude shade that offers warm mocha and chocolate tones that will complement your aesthetic and taste, whether for everyday use or special occasions where you want to show understated elegance.



### 28 – Courageous

The caramel tone of Courageous is perfect for any skin tone and plays as an apt accent to your fashion aesthetic and personality.





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## 2021 - CONFIDENCE COLLECTION

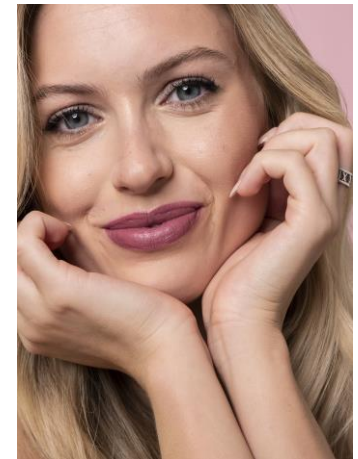
### 29 – Determined

A delicate nude lip shade that's perfect for everyday wear, complementing your eye makeup, and the ideal pairing to complete your look.



### 30 – Driven

Daring, deliberate, and carefree, the right lip shade should show off your best qualities. Its mocha hues are tinted with a hint of red that creates the perfect accompaniment for the decisive wearer.





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## 2022 – EMPOWERED COLLECTION

Its no secret that a red lip brings a feeling to the wearer that they are daring, they are empowered they can do anything. This was top of mind as Karen designed the five shades across this new collection each one will bring a feeling of total Empowerment when applied. Be bold, be brave.





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## 2022 – LIP GLOSSES

- Five top selling Karen Murrell shades redesigned into a high shine gloss
- Our natural formulation feels like silk and delivers a shiny sheer natural look
- Glosses are great strategy to target a new consumer who may not like the full coverage of lipstick or upsell existing customers to apply their favourite lip gloss over the top of their lipstick for a full coverage look with a high shine finish.







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## 2022 – LIP TINTS

- Hydrating and moisturizing
- Plumps out the lips for the desired look
- Light touch of colour for universal daily application
- Lightly scented holiday themed collection, the scent can transport the wearer to their dream vacation.



Island Illusion

Tropical Sunset

Coconut Infusion

Plum Martini

Peppermint Scrub

Watermelon Scrub



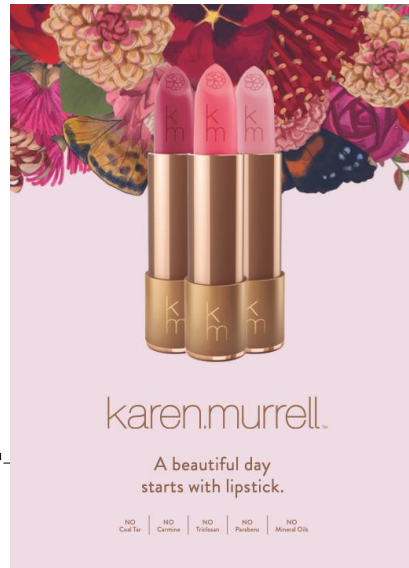


# GROWING STORE REVENUES



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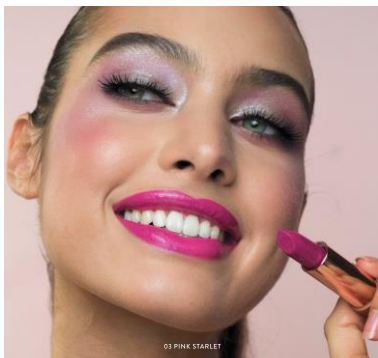
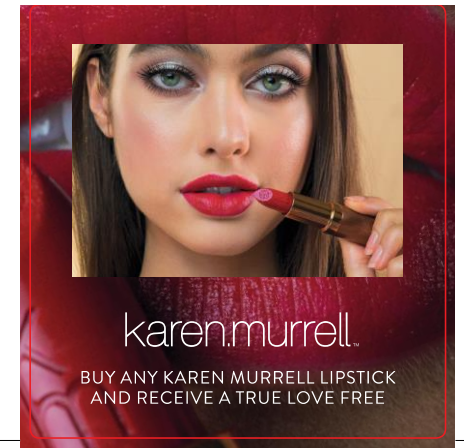
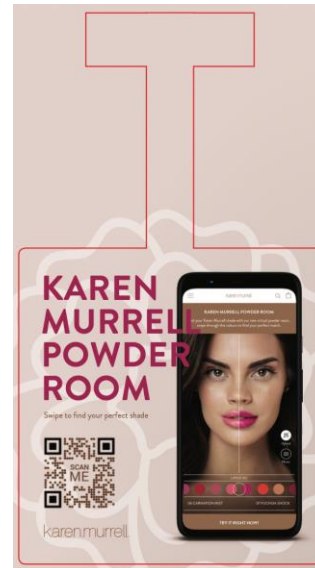
## INSTORE SUPPORT WITH GIFTS WITH PURCHASE AND POINT OF SALE

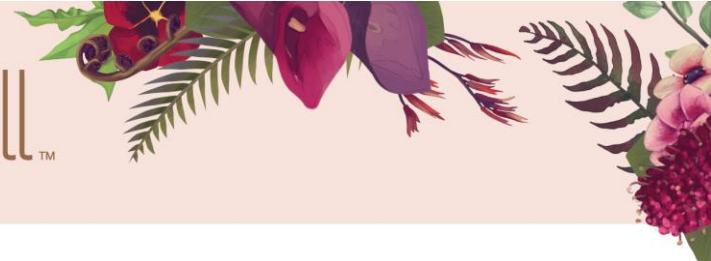
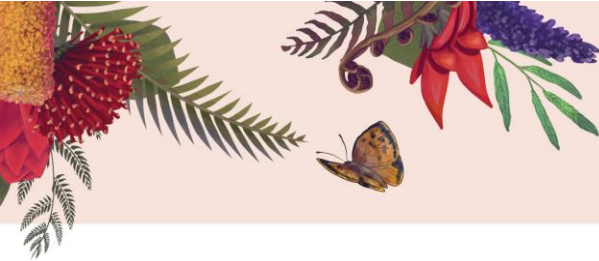


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The brighter your lips,  
the brighter your day.

NO Cad Tar NO Carmine NO Toxins NO Parabens NO Mineral Oils





## IN-STORE TRAINING SUPPORT

- We are passionate about our lipsticks and believe the secret to sales is having the floor staff selling the product passionate too. That's why we have a head office member travelling to stores running a training program.
- Ensuring all floor staff have a knowledge of the brand story, the various colours on offer and are given lipsticks to keep and wear so they too fall in love with the brand.

### Training Content

- ✓ Background on Karen
- ✓ Community support
- ✓ Brand point of difference
- ✓ Key ingredients – what is in our lipsticks
- ✓ Packaging
- ✓ Introduction to shades
- ✓ Palette
- ✓ Lip Pencils
- ✓ Instore hygiene
- ✓ Lipstick application kit –  
wipes/Isopropyl  
alcohol/sharpener/cotton  
buds/mirror/brushes/business card
- ✓ Selling skills and how to recommend
- ✓ Gift everyone a lipstick



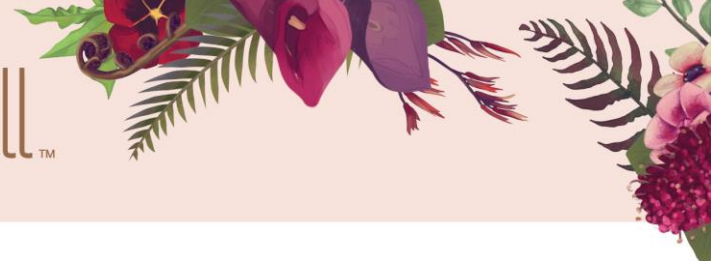
# CONSUMER EXPECTATIONS

## MORE ETHICAL, MORE INCLUSIVE, MORE SUSTAINABLE

- Karen Murrell is on a new journey towards **B Corp Certification**
- Running a business with a holistic approach to deliver returns to shareholders whilst having an overall positive impact on society and the environment
  - Meet high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.
  - Demonstrate **high social and environmental performance** by achieving a B Impact Assessment score of 80 or above and passing our risk review.
  - Retain a **legal commitment** in governance to be accountable to all stakeholders, not just shareholders.
  - Exhibit **transparency** by allowing information about our performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.



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## LIP CARE

### 00 – LIP SCRUB

Simply twist up for a mess-free lip scrub made from beautiful natural waxes with sugar particles to exfoliate, nourish and rid your lips of any nasties. Leaving your lips smooth, soft and oh so delicious.



### 01 – MOISTURE STICK

Bring out the best in your lips with Moisture Stick. It conditions, hydrates and protects your lips and is a must in every handbag. Use it as a gloss, plumper or over your favourite colour for added shine.







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## NUDES

### 02 – CORDOVAN NATURAL

Cordovan Natural is an easy, everyday lipstick that will make all women feel confident and gorgeous. Combining deep tones of burnt cinnamon and cozy peach, this is a warm, inviting and long-lasting colour.



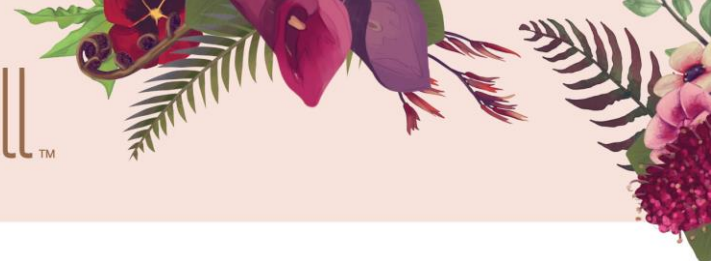
### 23 - BLUSHING ROSE

Embrace your inner princess with Blushing Rose. An everyday colour with a graceful glow, this is a subtle nude pink that has just enough colour to warm your lips beautifully





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## NUDES

### 14 – ORCHID BLOOM

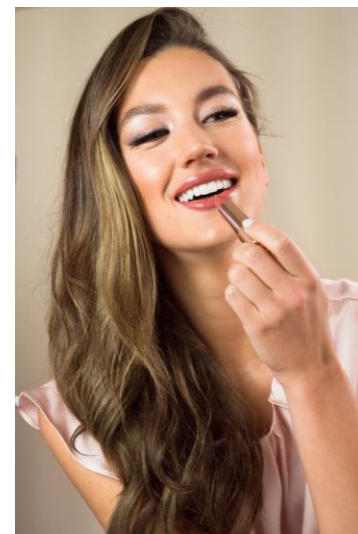
Treat your lips to luxurious Orchid Bloom.

It's a delicious shade of warm coffee brown and soft blush pink, inspired by Karen's love of Slipper Orchids.



### 05 – VIOLET MOUSSE

Violet Mousse is a deliciously natural shade of peachy nude. It will take you from breakfast to dinner with long-lasting colour and glamour all the way.





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## REDS

### 04 – RED SHIMMER

Taking cues from our very own native Pohutukawa tree, the rich red of Red Shimmer was inspired by the bright flowers and red tones of this much-loved New Zealand inspired natural icon.



### 12 – RYMBA RHYTHM

Dare to dance to the rhythm of love with our most passionate red, Rymba Rhythm. Inspired by the vibrant colours of South America, this is a sassy, dramatic, head-turning shade.







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## REDS

### 20 – TRUE LOVE

To celebrate Karen's 20th lipstick, she wanted to pay tribute to the love of her craft with a lust-worthy blue-based red. It symbolises the love that she felt when she wore her first red lipstick.



### 21 - FIERY RUBY

Fiery Ruby is a lip colour fit for royalty. A bold terracotta, this fierce red lipstick is glamorous and versatile – making it perfect for any occasion



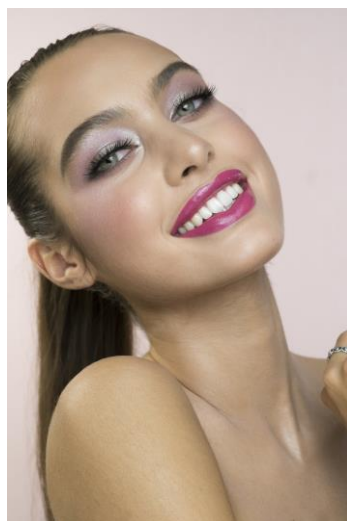


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## PINKS

### 03 – PINK STARLET

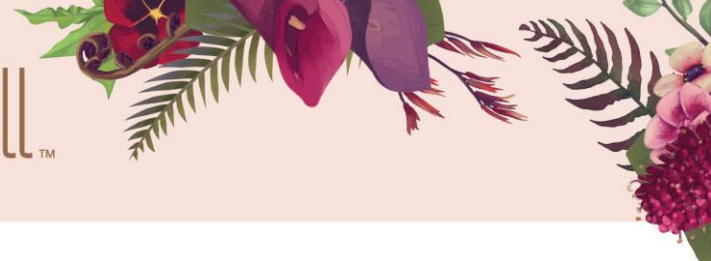
For a pop of pink to take you from day to night, Pink Starlet is a woman's best friend! The blue-gold base suits all skin, eye and hair colours, making this a go-to lipstick for a powerful pout.







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## PINKS

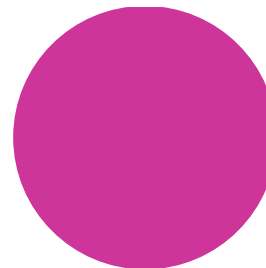
### 06 – CARNATION MIST

Soft, sweet and innocent, Carnation Mist is a delightful rose petal pink. Wear it with silk, shiny locks and a smile, this shade sings femininity.



### 07 – FUCHSIA SHOCK

One lick of Fuchsia Shock and the strong, sassy you is ready to shine. A bold, intense shade of vibrant pink, it's a lipstick to boost confidence and turn heads.

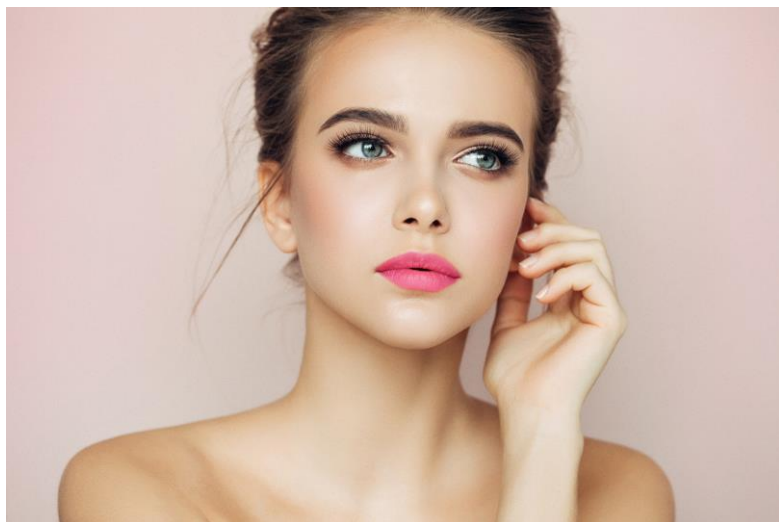




## PINKS

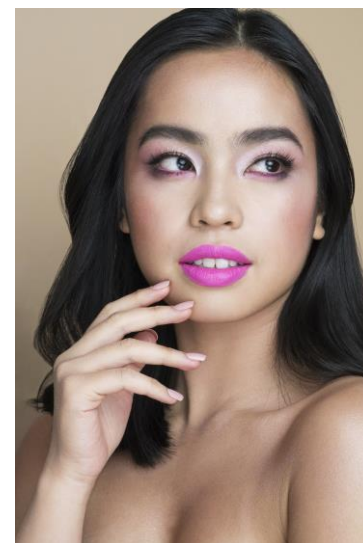
### 13 – CAMELLIA MORNING

Rise and shine with perfectly pretty Camellia Morning. It brings classic beauty to a shade of dusky cerise pink that whispers sweet romance on your lips.



### 18 – SUGAR RUSH

Get ready to party with Karen Murrell Sugar Rush. It's flirty, bright candy pink and inspired by the dazzling days of disco. Well suited to all skin and hair types, this is the lipstick for boogie nights.





## PINKS

### 16 – LAVENDER LAUGHTER

Kick your heels and laugh in the face of the cooler months with Lavender Laughter. A soft lilac hue that caresses your lips with colour, you'll want to wear it every day.



### 17 – POPPY PASSION

Poppy Passion is our salute to summer. It's a vibrant red-pink hue inspired by the vivacious poppy flower. Pop it on and feel your confidence bloom.







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## ORANGE'S

### 08 – CORAL DAWN

Coral Dawn is a gorgeous, exotic colour that combines energy and sunshine into a bright tangerine, summery hue. Apply it for an instant hit of happiness.



### 15 – PEONY PETAL

Peony Petal is a gorgeous burst of pastels that has to be worn with a smile. The sweetest coral and peach shades dance on your lips and the colour will take you from beach to the BBQ and beyond.





## BERRIES

### 10 – MAGENTA MOON

Bold, beautiful and berry-licious, Magenta Moon is a decadent shade of berry red. It's elegant, luxurious and a burst of colour with feel-good vibes.



### 11 – SCARLET BLAZE

Glamorous, velvety-red Scarlet Blaze is a rich and powerful shade that has an air of mystery. It's a colour that means business and exudes confidence.







# BERRIES

## 22 – BORDEAUX ROUGE

Discover the luxurious and opulent Bordeaux Rouge. An intense, deep berry, this is a regal lip colour that will command attention



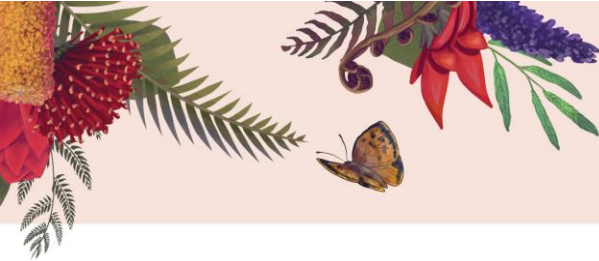


## NATURAL LIP PENCILS

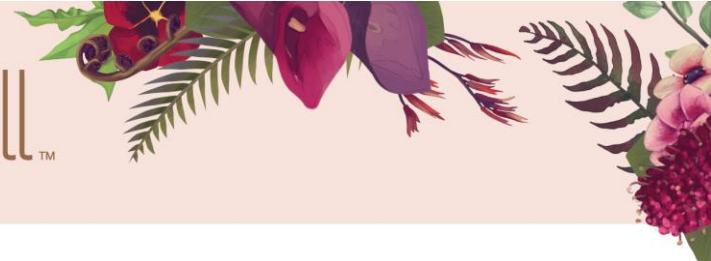
They're smooth and easy to apply with long-lasting natural colour, while the handy brush on one end will help with blending to create a perfectly defined lip.

This natural lip pencil is the perfect partner to your favourite Karen Murrell natural lipstick shade. It will define, protect and love your lips, while keeping your lipstick perfectly in place.

Use alone for a long-lasting matte finish or as a liner or base to compliment your lip choice of colour. Made from natural and nourishing ingredients including jojoba seed oil, candelilla, carnauba wax and Vitamin E - an antioxidant that helps to protect condition and moisturise your lips



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## NATURAL LIP PENCILS (SIX)



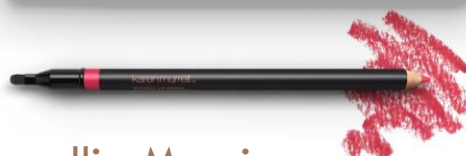
Cordovan Natural



Violet Mousse



Coral Dawn



Camellia Morning



Peony Petal



True Love

Smooth and easy to apply with long-lasting natural colour, while the handy brush on one end will help with blending to create a perfectly defined lip.

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# FREQUENTLY ASKED QUESTIONS





## ARE KAREN MURRELL NATURAL LIPSTICKS SAFE FOR PREGNANCY?

Yes! We use fully natural and quality FDA-approved safe ingredients in our lip colours so you won't find any parabens, coal tar, carmine, mineral oils, triclosan, petroleum waxes or oils in our products.

And safe too, for when your toddler raids your make-up kit!



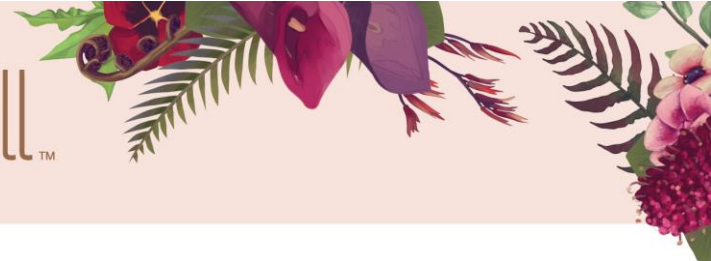
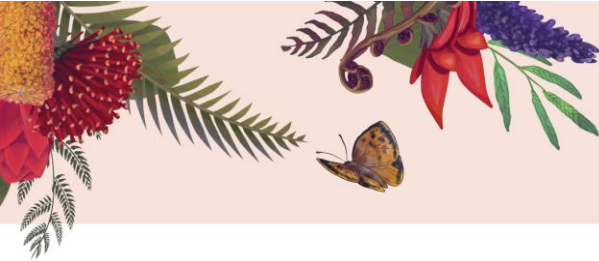
## WHAT IS THE END-TO-END VALUE CHAIN?

- New lipsticks are created and designed by Karen Murrell herself.
- From product to packaging we believe in natural all the way. Our packaging is printed with vegetable-based ink on sustainably sourced paper. This means the boxes are compostable!
- Lipstick cannisters and packaging sourced directly by Karen Murrell, focusing on quality, sustainability, and traceability.
- Lipstick manufactured in partnership with Melbourne-based Neon Cosmetics, since 2012, so trusted and stable



## INTERNATIONAL RETAIL PRESENCE

- **New Zealand**, via CS&Co, the country's leading multi-brand distributor of the world's most sought-after cosmetics, fragrances, skincare, and haircare brands, which sees Karen Murrell natural lipstick ranged in over 600 pharmacies.
- **United States**, via Amazon.com (A+ brand store) using an FBA model with a retained in-market Amazon specific advertising agency.
- **China**, via cross-border e-commerce (CBEC) on Tmall Global, JD Worldwide, VIP.com and General Trade on Tmall Classic and Watson's



## POST-PANDEMIC LIPSTICK DEMAND

- Globally we expect to see a 7% growth in the lipstick category through to 2030
- A post-pandemic bounce-back in demand underway as restrictions ease
- Consumers missing their lipstick fuelled transformation in confidence, grooming, and self-esteem
- Within the beauty category, lipstick is an affordable luxury for consumers during an economic downturn
- Emerging demand for hydrating, moisturising and mask-friendly formulations along with long-lasting lipsticks that retain ease of application
- Lip colours are truly up to personal preference





THANK YOU