



# BEAUTY

MADE THOUGHT PRESENTS  
BEAUTY MATTERS

EXPLORING VIEWPOINTS ON BEAUTY  
BY THINKERS AND MAKERS

# MATTERS





# FIFTEEN YEARS YESTERDAY

## FOREWORD

One of Made Thought's first clients was YSL Beauté in Paris, where we had the privilege to work with Madame Chantel Roos. As part of our remit, we worked on both new and existing brands in their iconic portfolio, spanning flacon design, packaging and retail design.

Madame Roos used us to imagine the impossible, to ignite and inspire from the very beginning. She argued it was our job to dream and her job to realise it. For her, the fact that we were naive when it came to the technicalities of forming the intricate glass objects we were designing was our superpower. It allowed us to think beyond category conventions to create something truly unimaginable.

Our work for YSL Beauté opened a number of doors for us, most notably it put us on the radar of Stella McCartney who has entrusted us with beauty and lifestyle projects for the past fifteen years.

The one thing we've always tried to retain from those early days is a penchant for dreaming, embracing our naivety and using bold creativity to go beyond expectations.



But the world has changed dramatically since we started out. We're now acutely aware of the power we wield as designers to make positive change – pushing the boundaries to create something purely beautiful is no longer enough. Today, brands have much more responsibility when it comes to what we take from the planet, make from it and return to the earth.

Our dreams now look a little different. We're looking towards a much-needed materials revolution and systems change and asking ourselves, how do we create meaningful desire in these new realms? Our job is to make desirable products that are as responsible and useful as they are beautiful.

To that end, this is a collection of stories, ideas and thoughts that are shaping, changing and progressing the world of beauty.

Ben Parker & Paul Austin  
Co-founders, Made Thought

(1) STELLA IN TWO BY STELLA McCARTNEY  
One of our first beauty projects for long-term collaborator Stella McCartney.



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1

# BUILDING A BEAUTY BRAND FOR TOMORROW



2004  
STELLA by STELLA McCARTNEY

## OUR KEY LEARNINGS

Over the past fifteen years we've been lucky enough to work with some incredible beauty and wellness brands. Here we share our journey so far and learnings along the way.



SHEER by STELLA McCARTNEY  
2011

## FROM YESTERDAY

2006  
STELLA IN TWO by STELLA McCARTNEY







CHARLOTTE TILBURY  
2013

## CREATE A LEGEND

Identify the founding myth at the heart of the brand. This is where the true magic should be, the story that sets you apart. From this, all elements of the brand will flow.



POP BY STELLA McCARTNEY  
2016



HAIR BY SAM McKNIGHT  
2017

2013  
& OTHER STORIES



2014  
TOM DIXON



2017  
THE NUE CO



## DON'T FOLLOW, FIND THE WHITE SPACE

Find a reference point to jump beyond category conventions. Don't do anything just because it's what the beauty industry does. Cast your vision further and become a leader, not a follower.





EDITION DE PARFUMS FRÉDÉRIC MALLE  
2018

## TAP INTO EMOTION

How you make people feel transcends different marketplaces, nationalities and cultures. Your storytelling should connect on a human level. Always remember, feeling first.



SAUNDERS & LONG  
2020



MAISON MARGIELA  
2021

# TO TOMORROW

2018  
WILDSMITH SKIN



## CREATE BEAUTIFUL, LONG IDEAS

Think 10, 20, 50, 100 years into the future. Embrace long thinking with the aim to create a timeless brand that will endure trends and be valuable in the long-term.

2019  
APOTHEM



## OBSESS ABOUT BRAND CODES

Focus on establishing and reinforcing strong codes that connect with people beyond language and imagery.

2021  
AMORE PACIFIC





# 2 THINK 2041



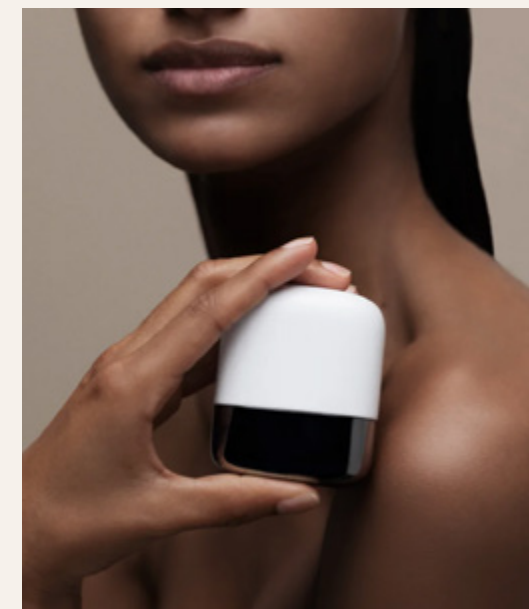
(1)

## THE FUTURE OF PACKAGING

We're all in agreement that packaging in the beauty industry needs to change. That change can be daunting undoubtedly – but it's also exciting, optimistic and, now, imperative.

Legislation to target single-use plastics is coming and companies have an incredible opportunity to get ahead of the curve, to lead the industry and, in turn, create a clear competitive advantage. We already have all the tools we need, now we just need action.

Here, our sustainability advisor Siân Sutherland and co-founder Ben Parker address how to make change now.



(2)

(1-2) DOVE REFILLABLE DEODORANT  
In 2019, we contributed to a refillable deodorant for global beauty brand Dove. It was the first foray into circular design for Dove's owner Unilever and was designed in sleek stainless steel to last a lifetime.

### TODAY

The beauty sector is one of the world's biggest consumers of single-use plastics, with an estimated 120 billion units of packaging produced every year. Experts predict this will have tripled by 2050. Former beauty brand owner Siân says this is due in part to the prevalence of recyclable plastics and the lack of understanding around what this actually means.

*"The word recyclable exonerates you from any responsibility. People can say, 'I made it out of recyclable plastic' and then it's just not their problem that there is no system to recycle it. Global recycling is absolutely stagnant at 9%. And even if it is recycled, it's downcycled once or twice, and then what? We have to move away from that offsetting of responsibility."*



TOMORROW

We believe two significant changes are needed. Short-term we must move away from plastic in favour of more sustainable alternatives as quickly as possible and, long-term, a refillable system supported by permanent, life-long packaging will render single-use obsolete altogether.

*“It will be a massive challenge for the industry,” says Siân, who is also the co-founder of global solutions organisation A Plastic Planet. “Somehow we need to reimagine that system of refill so that it’s like buying a Tesla rather than getting on a 1950s milk float. It needs to be elevated, exciting and rewarding. And we cannot depend on the 1% of the population who care enough to go to a refill store. We have to create a model that works for the 99%.”*

Earlier this year, a law was passed in France which mandates that 20% of floor surfaces in supermarkets must be fitted with refill systems by 2030. It’s this kind of change that shows us where our focus should be says Ben, who has worked on plastic-free packaging solutions for Wildsmith Skin, Dove and BrewDog.

*“It’s so much better to make the change now rather than wait to have it forced upon us. It’s not, can you afford to do this, it’s can you afford not to? Brands need to be looking 10, 20 years and more into the future. We should all be thinking about what brands of 2041 look like and working backwards from that point. We need to be bold otherwise we are just taking micro-steps, or steps that others have already taken.”*

While a meaningful refillable system and the permanent packaging solutions needed to support it will take years to implement at

scale, there are short-term changes that can be made now to turn off the plastic tap. This is where materials play an integral role.

*“A materials revolution is coming. There are some really exciting developments being made and we’re seeing increased demand from our clients,” says Ben. “Hyper-disposable solutions and hyper-permanent solutions are the way forward. Legislation to target plastics is coming and brands that haven’t already thought about a more sustainable solution will be left behind.”*



(3)

(3) WILDSMITH SKIN  
Wildsmith Skin is a beauty brand with nature at its core. Based in the Hampshire countryside, they have an innovative and experimental approach to packaging. As part of our commission, we have advised on a number of plastic free solutions, including mycellium secondary packaging, which is created from the root structure of a mushroom, as well as ceramic and aluminium bottles and metal pumps.

*“There is a level of ambition now needed that is going to make us feel uncomfortable. We need to be bold otherwise we are just taking mirco-steps, or steps that others have already taken. The only way to progress is to embrace a level of vision that requires discomfort.”*

Ben Parker  
Co-founder, Made Thought



SEVEN ACTIONS TO START THE JOURNEY TODAY

Whether hyper-disposable or hyper-permanent, it's clear a materials revolution is coming. And the best thing brands can do right now? Be brave, try new options, test and learn.

#1  
REDISCOVER  
THE VALUE OF  
PERMANENCE.

We have lost the emotional connection with objects, the feel, in the hand, of something well-worn and cherished. Instead, we believe that waste is normal – but it's not normal. Everything we create should be beautiful, useful and durable, either built to last or built to perish deliberately and safely, without waste or pollution.

#2  
EMBRACE  
IMPERFECT TODAY.

Weaning ourselves off plastic won't be easy. An imperfect solution today is far better than a perfect solution tomorrow. Create. Iterate. Improve. Don't wait. An innovative material has the ability to make a brand stand out and to create appeal in a market oversaturated by sameness.

#3  
CHAMPION A  
NEW AESTHETIC.

A new aesthetic is coming and it's the antithesis to everything you've ever associated with newness. It's not shiny, it's not smooth and it's not flawless like plastic. New materials look and feel different to what we've come to expect from luxury packaging.

#4  
REMEMBER  
SUSTAINABILITY  
WILL NEVER BE  
YOUR WHOLE  
PURPOSE.

Either through choice or legislation, eventually all brands will be sustainable. When this day comes, you will still need to stand for something unique and desirable. Identify what that is. Sustainability should be embedded at the core of everything you create, not be the angle on which you sell it.

#6  
EVALUATE THE SIZE  
OF EVERYTHING  
YOU PRODUCE.

Think outside the box when it comes to shape and size. Something as simple as reducing the volumetric capacity of packaging can make a difference. Less is always better.

#5  
INVESTIGATE  
UNEXPECTED  
SOURCES FOR  
INNOVATION.

Exciting developments are happening everywhere, look beyond your industry or category. Packaging innovation in the food sector is rife, especially with compostable solutions. Research, reach out, ask questions.

#7  
DON'T FORGET  
THE ORIGINALS.

Some of the most sustainable materials we have available today have been in existence for hundreds of years. Paper, glass and aluminium are all non-toxic and infinitely recyclable. 71% of all aluminium ever mined is still in use today.



# EXCITING INNOVATORS

Change is happening everywhere. Here are some businesses we've been working with or are inspired by.



## ALGRAMO PAY FOR THE PRODUCT, NOT THE PACKAGING

Founded in Chile nearly ten years ago by Jose Manuel Moller, Algramo is focused on shifting consumer behaviour away from single-use towards refill.

The concept is refreshingly simple. Users can order everyday products and pay via an app, before refilling their containers at an in-store vending machine, or in select areas, from an electric tricycle at their door. Consumers only pay for the product, not for the packaging,

making it cheaper than buying single-use. Founder Jose sees accessibility and attractiveness as the two key hurdles to overcome before refill can be adopted at scale.

*"We need to do two things, one is think from a different perspective. Coming from Chile, from Latin America, we hear a lot about end-of-life packaging problems but the solutions are only for premium consumers. It's great to be part of the solution but if you have to pay more then it cuts out so many people,"* he says.

*"Algramo is not just for high income millennials, it's designed for everyone. Being accessible is the first thing. Second is the storytelling, being sexy. It has to be attractive, the people have to want to do it. If you tell people we're all going to die and the future is terrible, they're not going to switch their behaviour because you're punishing them but if you invite them to be part of how we could be doing things in the future it's totally different."*

The full interview with Jose will be published in the third volume of our journal, To Think, early in 2022.



## NOTPLA MAKING PACKAGING DISAPPEAR

Notpla is a sustainable packaging start-up who create advanced biodegradable solutions. They use brown seaweed to create a plastic alternative called Ooho, which breaks down naturally in four to six weeks. They are currently exploring synergies in the personal care industry, specifically using their product to replace traditional plastic sample packets.



## CHOOSE ZERO PLASTIC PAPER BOTTLE

Based in Edinburgh, Choose aims to minimise plastic pollution by offering plastic-free alternatives to everyday products. Their plastic-free, biodegradable bottle doesn't require fossil fuel derived ingredients like that of traditional PET plastic. The bottle is made with completely naturally occurring, sustainable and non-toxic materials.





WHAT SIÂN SAYS...  
Some hard-truths courtesy of anti-plastic campaigner and our sustainability advisor Siân Sutherland who works alongside businesses and industry leaders to make change.



ON GOVERNMENT

*“We need to recognise that waste isn’t normal. We need to shift very quickly to a world where single use is not just not normal, it’s actually illegal, we need laws, we need governance, it’s too hard for industry to do it alone, they need to be mandated into it. What we at A Plastic Planet absolutely have to do is work with governments so that they put pressure on industry from the top with new laws and new fiscal policy because voluntary won’t work.”*

ON INDUSTRY

*“It’s important to note that no one industry will be responsible for the kind of overhaul we need to see in terms of plastic consumption. Our current economic model simply doesn’t allow for business alone to make the change.”*

ON PERSONAL RESPONSIBILITY

*“This is not my or your problem. People will buy what they’re sold. Don’t sell me something covered in plastic. Sell me the right thing.”*

ON BUSINESS

*“We’ve gone from a world where CSR was a little department over here and they were kind of annoying to, in a nanosecond, that sustainability director is now at the heart of every single conversation. That is a radical escalation in responsibility and focus. The little CSR department over here of the do-gooders, that’s the old model. It’s the same as making a lot of money over here and giving a bit to charity. Purpose and sustainability has to be at the heart of everything. Even if you’re not a B Corp you have to act like a B Corp. No longer is it good enough to just make money.”*



THE WORLD’S FIRST PLASTIC FREE STANDARD

We’ve worked alongside Siân and her team to develop The Plastic Free Certification Mark, an aspirational mark of excellence and demonstrates a commitment to a sustainable future of packaging without plastic. Designed for the shopper, not for industry, the Plastic Free Certification Mark sits clearly on the front of pack where it tells you one thing: This packaging is 100% PLASTIC FREE.

Carrying the Plastic Free Mark positively differentiates your products at the most influential purchasing moment — on the shelf at the point of purchase. Plastic Free is now a reason to buy. By clearly communicating that your packaging is plastic free, you are demonstrating your commitment to building a sustainable, purpose-focused brand.



# 3 POWERED BY NATURE

WILDSMITH  
SKIN

England, MMXVIII.

British skincare celebrating the beauty,  
potency and  
power of Nature.

# WILDSMITH SKIN



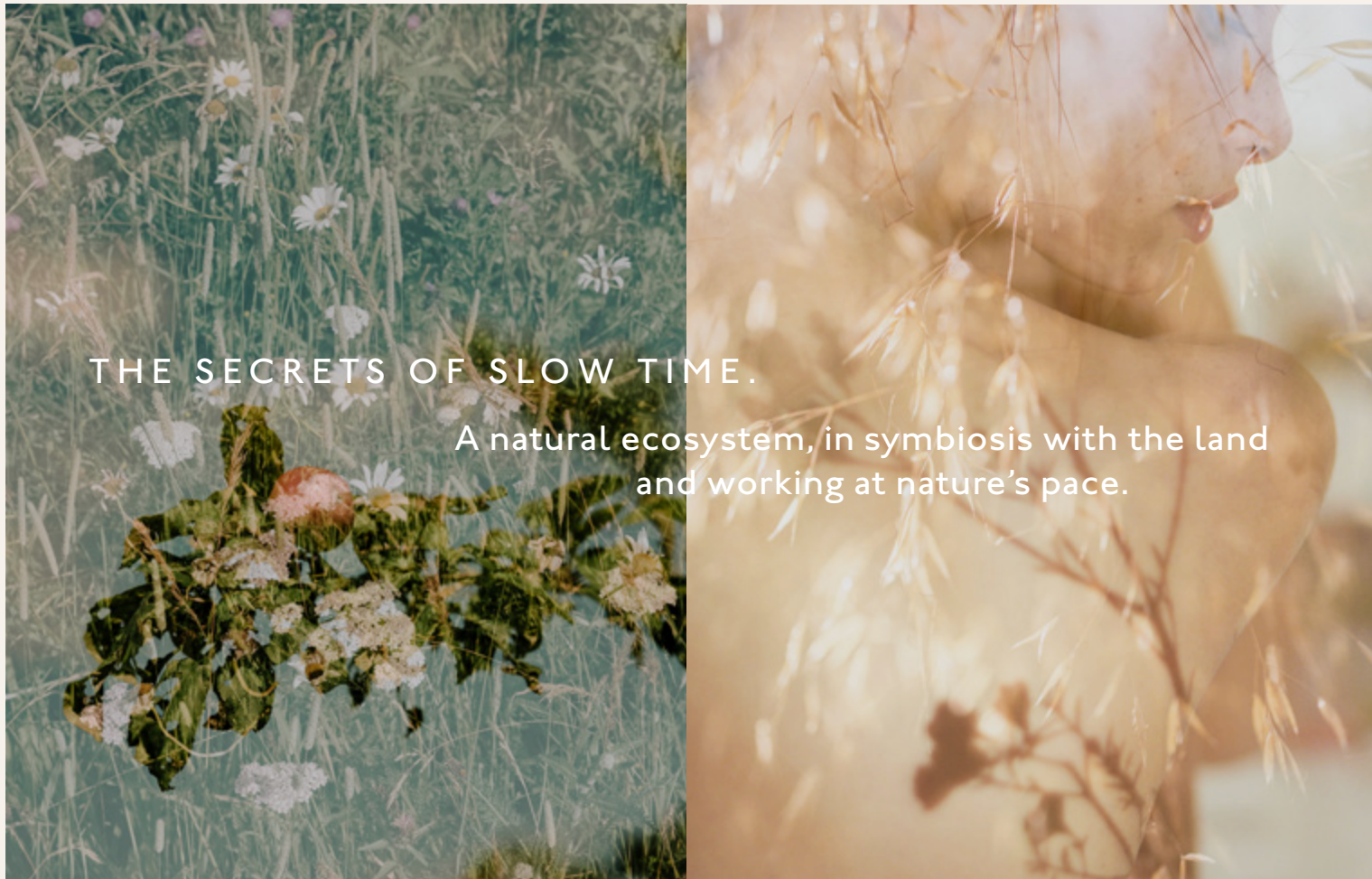
Creating botanical-rich bioactive skincare  
to restore the connection between  
native plants and humans.

Wildsmith Skin makes natural, effective and clinically-proven skincare inspired by a nineteenth century arboretum in the heart of the Hampshire countryside.

Made Thought began working with the team in 2018 as part of a family of projects that started with Wildsmith's parent brand, Heckfield Place. It quickly developed into an inspiring and important piece of work, with an openness to push the boundaries and innovate allowing us to create a truly responsible skincare brand with nature at its core. Together we've explored the benefits of locally grown and harvested ingredients, science-backed botanical bioactives and plastic-free packaging solutions.

Here we speak to Wildsmith's general manager Katherine Pye.





THE SECRETS OF SLOW TIME.

A natural ecosystem, in symbiosis with the land  
and working at nature's pace.

Q.  
What do you think is the value in  
regenerating the connection  
between nature and humans?

A.  
Nature sustains us and all that we depend  
on, it has done so for more than a million  
years. It fundamentally affects the way we  
think, feel and behave and so we must look  
to it in every aspect of our health. Our  
ingredients, grown under biodynamic  
principles, observe the rhythms and cycles of  
the earth, sun, moon, stars and planets. We  
seek to understand the subtle ways that the  
environment and the wider cosmos influence  
the growth and development of plants.

Q.  
Science and nature are  
sometimes considered at odds  
with one another, especially  
where skincare is involved, how  
did you look to address this?

A.  
Science proves that nature is working. We  
can intensify the potency of nature in the lab.  
Science satisfies our cerebral demand for  
proof. If we can see it, measure it and prove  
it works. But really nature just works and our  
ancestors knew that. We just lost the link.



RETURN TO THE EARTH.  
And packaged in British-grown fully compostable mycelium.



FROM LAND TO LABORATORY.  
Evidence-based, natural products clinically  
proven in laboratory trials.





Q.  
There's a real magic that comes from consuming something grown or cultivated in the same place it is used. How important is localisation?

A.  
Cultivating goods in the area they will be consumed is essential for minimising harm to the environment. It also allows for a far deeper understanding and connection of the product you are harvesting, when you've seen it grow and develop there is a level of respect that you don't get otherwise. We are going to try to develop partnerships when we can grow ingredients globally that can be used in the products that will be consumed locally. We can pass on the knowledge rather than try and keep it all for ourselves to commoditise.

Q.  
What is the most important consideration for you when it comes to packaging?

A.  
Locally sourced, endlessly recyclable, biodegradable.

Q.  
What are the benefits of testing and trialling different types of packaging solutions?

A.  
We were able to turn round mycelium within a few months to be the first luxury skincare brand to bring it to market. But small projects for start-ups are sometimes difficult. Big players could have more impact more quickly as the supplier can see the real benefits. We only need 500 of an item and it will cost a packaging start-up the same amount to develop if the order is 100,000 pieces.

Q.  
Compostable packaging alternatives like mycelium look and feel different to what many consumers have come to expect from luxury packaging which is often made from 'perfect' plastic. How was the response to that from stockists and customers?

A.  
Unfortunately a lot of education is needed here. Everyone knows they need to embrace sustainability but then they produce a beauty advent calendar! I honestly think that people have great intentions but the decision makers just don't know that much themselves and try to tick boxes without delving very deep.

We believe a new aesthetic is coming - one that is varied and irregular and imperfect, just like the natural world. It's not natural for anything to be flawless and we believe this extends to our packaging too, it should be judged on its functionality — both its first life and end of life — not its veneer.



# 4 INSIDE A CBD BRAND



## APOTHEM

Our client, now friend, Amelia Baerlein co-founded her CBD brand Apothem Labs in 2018 with the aim to create transparency in a category that was then murky at best. We were brought in to help her create a truly democratic and unisex brand that inspired trust in the product and challenged the industry standards of the time. During the course of our work together we were inspired by Amelia's commitment to knowing Apothem's raw material and supply chain inside out.

Here she tells us about their journey so far.





(1)



(2)



(3)

Transparency is everything – it’s no longer a USP, it’s expected as the norm. Our entire business is built on the credibility of relationships with our manufacturers and supply chain partners – this is how we reassure our customers that we care and offer a good service and aftercare.

Apothem was born from the need for transparency in the CBD industry. Tony (co-founder) and I were looking at CBD for a family member and couldn’t find a brand prepared to share any information about how their product was produced, where the raw ingredients were sourced or how the CBD was extracted. You name it, back in 2018, it was the wild west and we often didn’t even get a response to an email.

It took us on a hell of a journey and we ended up here, three years later, with a business we are incredibly proud of and robust partnerships that have helped us along the way. All of our formulations are creative, careful, concise and our own. We also chose every element of our packaging and make sure to spend time with the team at our fulfilment centre.

It took us a while to find the right partners when we launched, and we’ve had a few bumps in the road, but we value nurturing these relationships because without the right supply chain we can’t stand up and guarantee the safety and efficacy of our products. It’s important we can openly share our process and practices with customers, especially around the testing of our products. At Apothem we have certificates of analysis available on request for every single batch of finished product.

(1, 3) Strategy, positioning, branding and packaging by Made Thought in collaboration with Amelia and her team.

(2) Amelia Baerlein, co-founder and CEO of Apothem





(4)

If we don't buy directly from some suppliers, we ensure that our partners have all of the right practices and certifications in place so we have the confidence in their values and who they do business with. However, this isn't to say that there isn't more to do as we are working with partners, like us, who are continually striving to do business better, with the future in mind. It's always a collaborative process and it's great to work alongside each other to help reach each other's goals.

When it comes to the communication around our products, we have an amazing internal team that live and breathe our formulations, but we do also rely on our partners to help us with some scientific and technical responses if we need additional information around manufacturing for example.

I am pleased to also say the CBD industry is being shaken up with new regulation as CBD supplements are now classed as a novel food. This is something we are thrilled about because the application is complex and requires a lot of detail around your manufacturing processes and supply chain partners. And without a valid application submission with the FSA, you are no longer allowed to retail your products. It might take a while to enforce regulation but it's here to stay and will eventually catch-up with less reputable brands that perhaps don't know where their product even comes from.



(5)

(4-6) We created a democratic and genderless visual language that used precise shapes to reflect the brand's own controlled, scientific and precise approach to CBD. Apothem won Best New British Brand at the Pure Beauty Awards 2020.



BEAUTY MATTERS



(6)



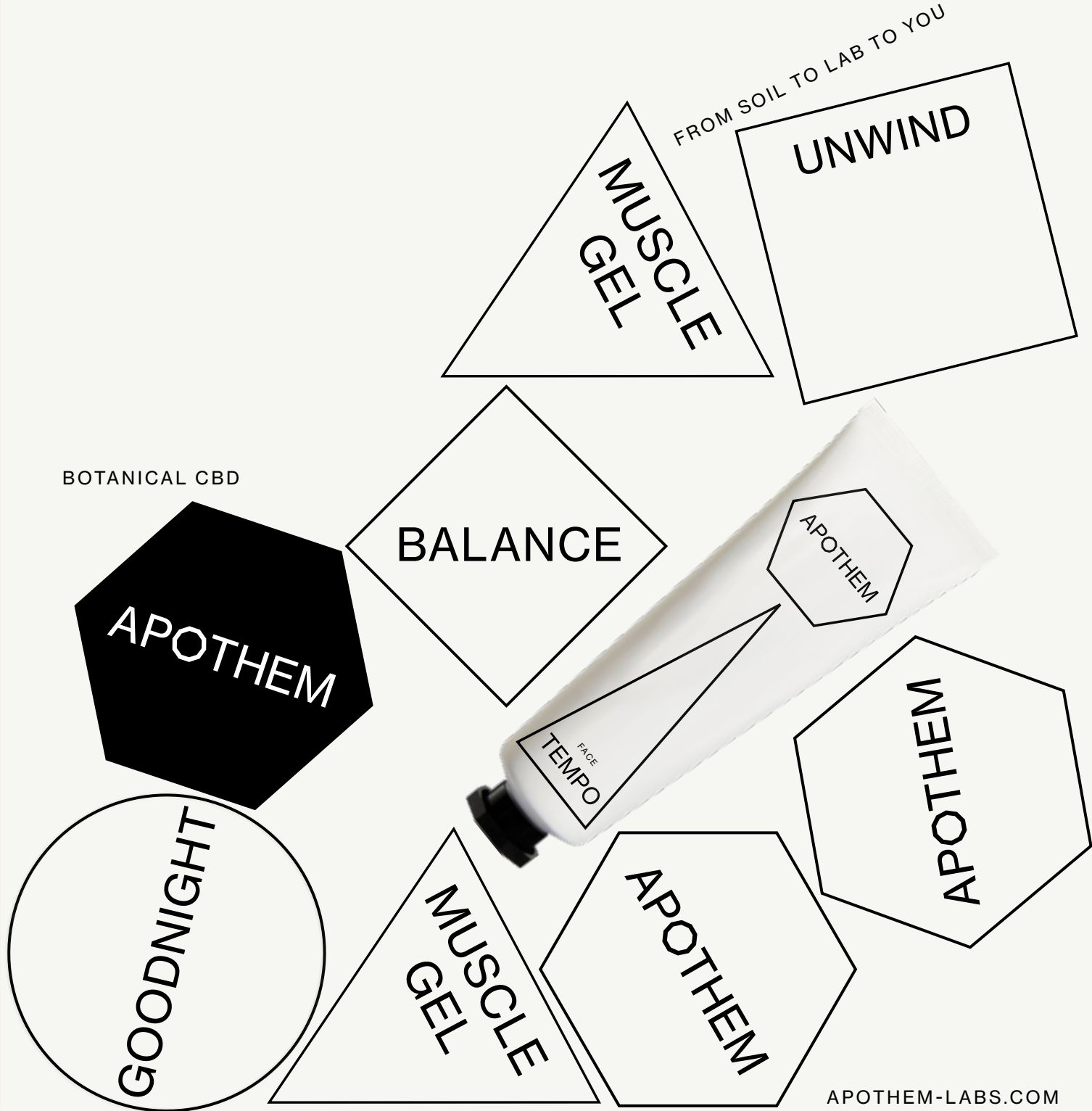
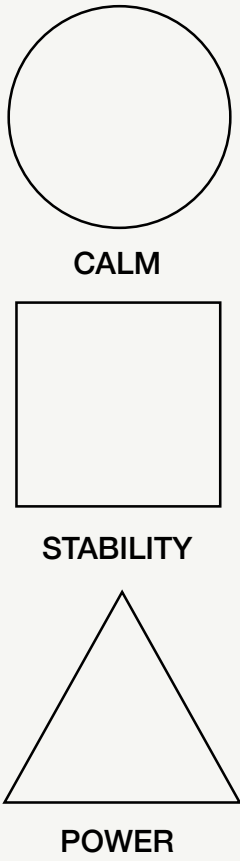
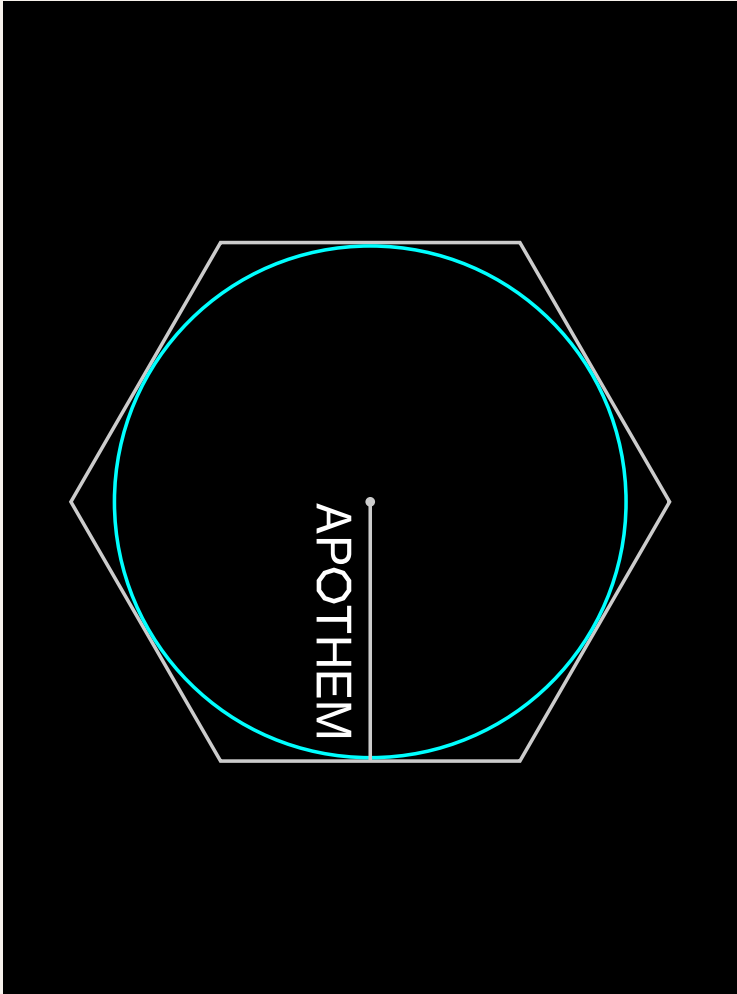
WHAT WE DID...

Made Thought’s task was to create a beautifully simple brand designed to stand the test of time. We were inspired by the literal meaning of the word apothem – which is the measurement that runs from the centre to the edge of a shape. It is used to calculate the circumference of the inner part of a polygon. Most importantly, it gives understanding to the shape as a whole.

The universal language of shape theory is central to how we articulate, communicate and present the brand, the range and its intended benefits. Shape theory is a Gestalt theory developed by German psychologists from the 1920s. They hold that the human brain unifies the visual elements it sees to form a whole that carries significantly more meaning.

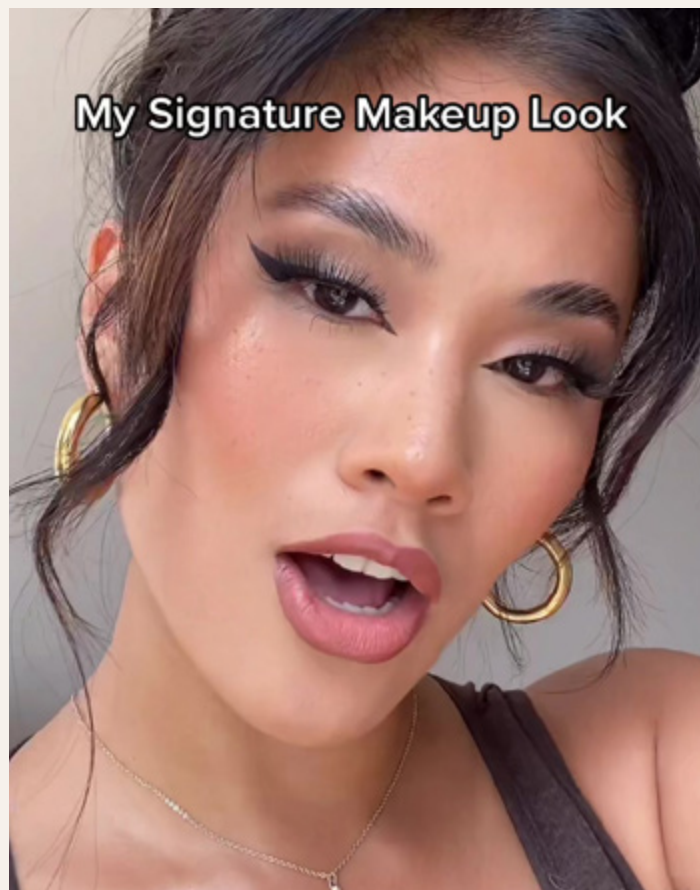
The entire Apothem brand is built on this theory. Apothem uses different shapes to infer particular qualities about the feeling we are experiencing, the product we offer and its intended benefit. Each shape represents and symbolises a different characteristic.

The central construct of the brand is all about understanding our emotion and feeling and providing benefit. The more clear and articulate we can be when we speak of our offer the more our users have a chance to listen, hear, understand and act. This means we love white space to create calm and focus; our typography uses one typeface and weight to show control and clarity of voice; our type style is structured and disciplined; and messaging is clear but always intensely human. The lack of overt decoration and the notion of stripping things back delivers a timeless and enduring statement of value.





# 5 BEAUTY ON TIKTOK IS MORE THAN SKIN DEEP



(1)

There's no doubt in 2021 that TikTok has changed the face of the beauty industry. It's authentic, content-driven algorithm allows anyone to go viral as long as they have a compelling enough narrative. And what's cutting through in the world of beauty is particularly refreshing. There's an emphasis on diversity, self-care, learning and on the true efficacy of a product. Filter-culture this is not.

We spoke to TikTok experts Sascha Morgan-Evans and Kemi Adeeko at our partner agency OK COOL to understand the changes it's bringing about.



(2)



(3)

- (1) MAKE UP TIKTOKER LING TANG  
@ling.kt
- (2) SASCHA MORGAN-EVANS  
Head of TIKTOK Studio, OK COOL
- (3) KEMI ADEEKO  
Content Producer, OK COOL,  
Founder, The Curly Connect



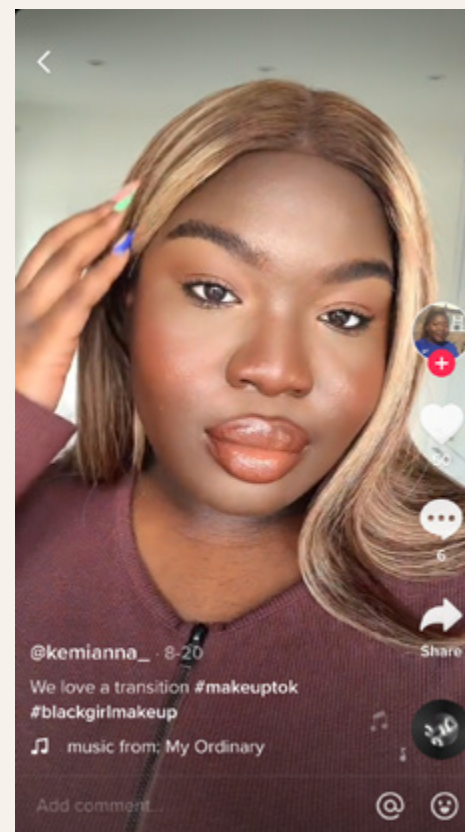
# OK COOL

We commission OK COOL to work alongside us on social content and campaigns for a number of our clients.

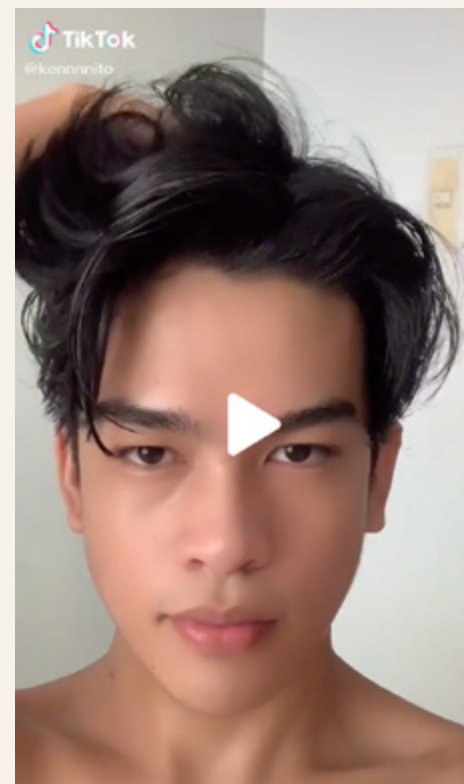
Q.  
What is it about TikTok that has such synergy with the beauty industry? What does it offer that other channels don't?

A.  
Sascha: I think in the past few years Instagram and YouTube in particular have become saturated with a lot of similar content. It's often highly polished, with flawless beauty looks and, in my opinion anyway, it feels like there isn't much leeway to do anything more on those platforms. It's often dominated by the same people and they're quite costly to work with, it doesn't allow for these new voices to break through. TikTok is the opposite of that, it allows new voices and new faces to break through and people prosper from their own creativity rather than their reputation.

Kemi: On TikTok, users feel comfortable to film in their own homes, they don't have to have a proper camera or whatever, and I think that allows for more varied work and for more representation, you see beauty content from all types of people showing products in totally different ways, showing things like texture and acne, things that other platforms like Instagram tend to shy away from.



(4)



(5)

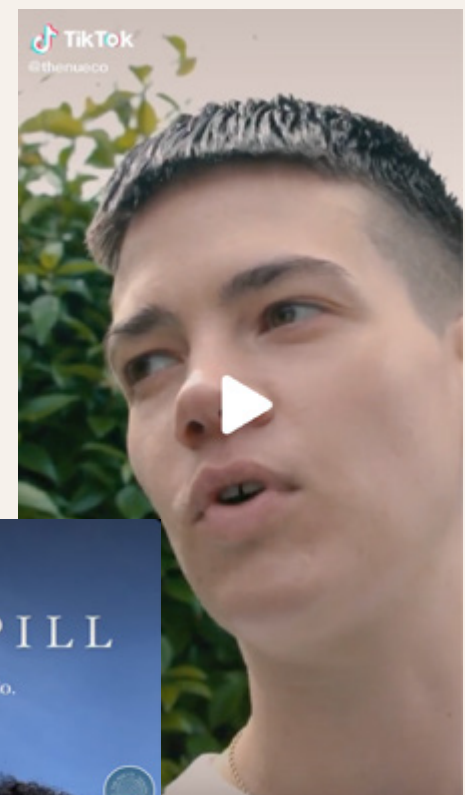
(4) KEMI ADEEKO @kemianna\_  
(5) KENN DAYANDAYAN @kennnnito

Q.  
How have you seen brands reacting to TikTok? Are they adapting to the diversity of people that TikTok promotes?

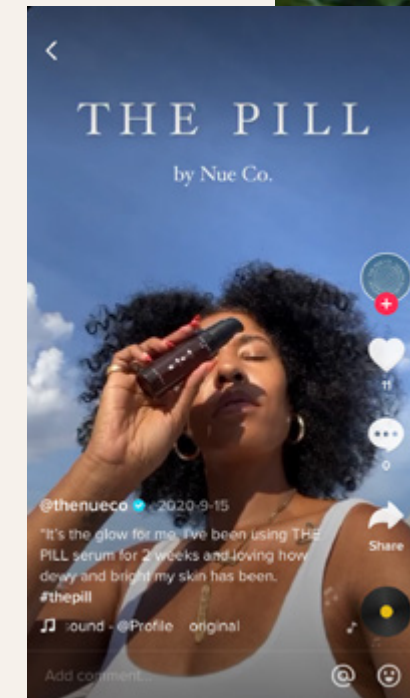
A.  
Sascha: Gen Z has a lot of purchasing power and that's only going to increase. They don't want to see what they've already seen, these highly polished white people wearing flawless make up, they want to see people who look like themselves. They want to see makeup looks they can replicate, people who look like them and things that seem realistic. Gen Z sees through the veneer. Brands are going to have to follow suit otherwise they're just going to fall flat on their faces.

Kemi: If a brand cares about what their audience thinks then they will adapt to that change. It's kind of a similar shift to when brands moved from using celebrities to endorse their products to YouTube influencers. That same shift is happening again, people are moving from influencers on YouTube and Instagram to the smaller creators on TikTok who look like them, who use the product in the way they would, who have the same tax bracket, the same class.

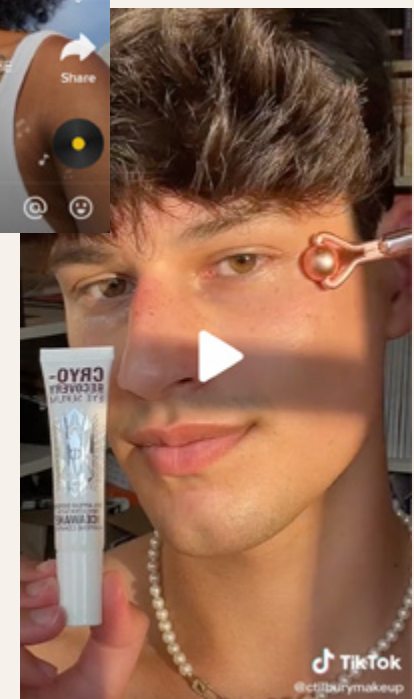
I started a haircare brand when I was at uni for girls with curly hair. I started that on Instagram but in terms of TikTok, I would always go creator-led. When I engage with beauty brands online it's less interesting to see one appointed person telling you to use a product, you want that diversity that creators offer.



(6)



(7)



(8)

(6, 7) THE NUE.CO ON TIKTOK  
@thenueco

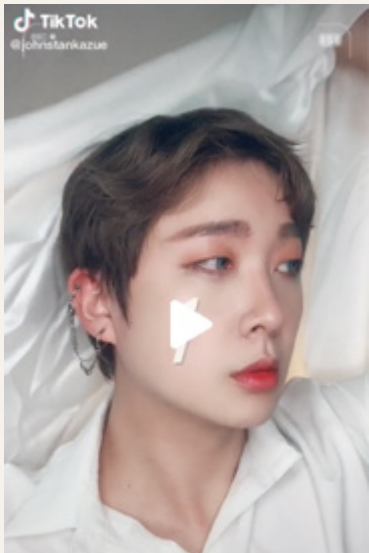
(8) CHARLOTTE TILBURY ON TIKTOK  
@ctilburymakeup



Q.  
Can you explain the difference between a creator and an influencer?

A.  
Kemi: There's no set definition and it changes depending on who you talk to but I think influencers are more posed and polished. I tend to associate them more with Instagram and YouTube. Creators are on TikTok mostly and their content is a bit more niche, a bit quirkier, it's different to the picture perfect stuff you get on Instagram.

Sascha: I don't think influencers are on TikTok. There used to be a space for them but I think that age of TikTok is over to be honest. It's grown so massively and the way it works you're served people who are like you and it's more centered around communities rather than serving the masses.



(9) JOHNSTAN CHUA, TIKTOK CREATOR  
@johnstankazue

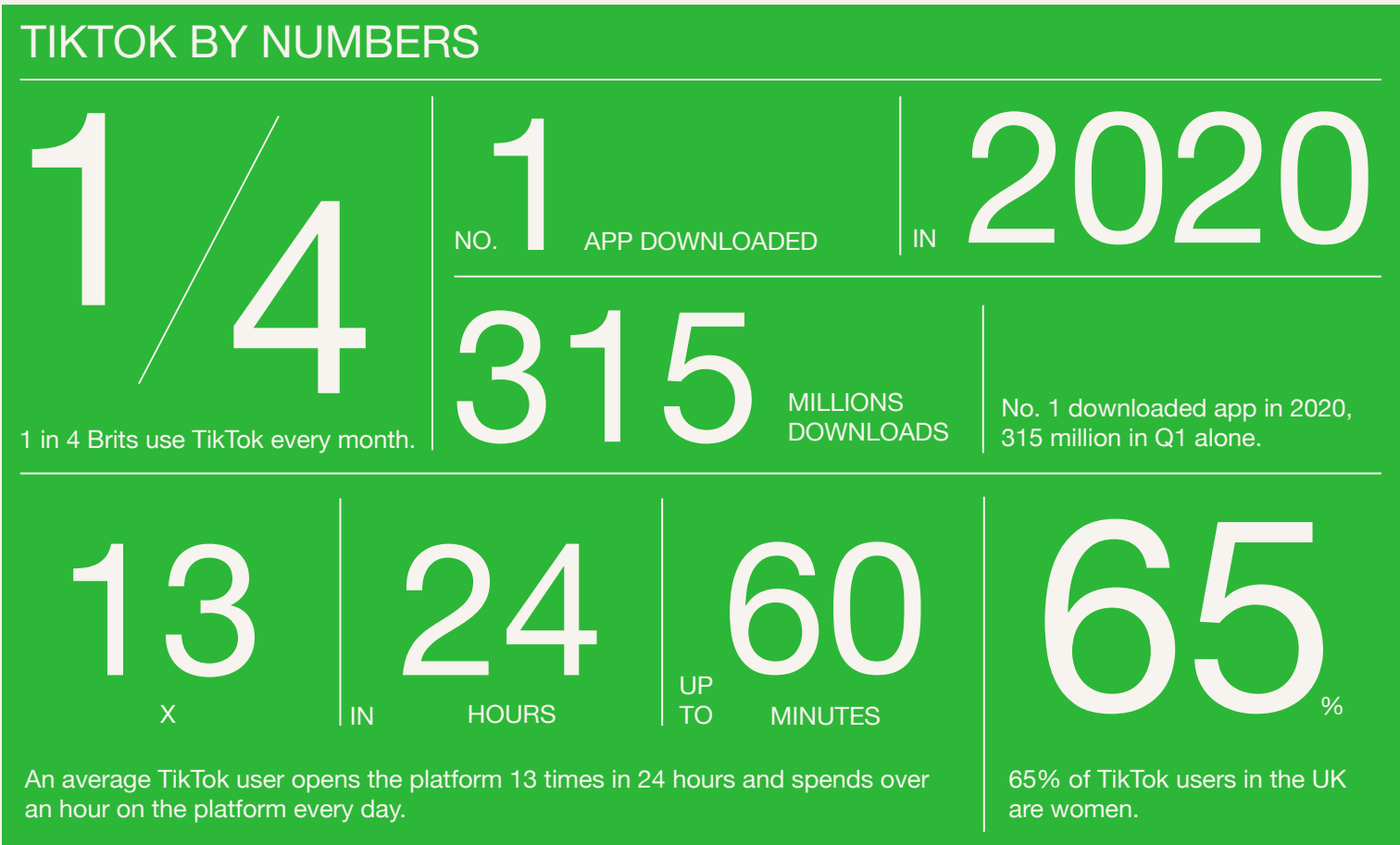
(10) HUDA KATTAN, INSTAGRAM INFLUENCER  
@hudabeauty



Q.  
How much does the true efficacy of a product matter on TikTok?

A.  
Sascha: It's so important. People use TikTok as almost a Trustpilot type of service. Personally, I'll search reviews and ratings of products before I buy them and there's always hundreds of people reviewing them, so you can find someone who looks like you actually using the product pretty easily. In that way, it's bullshit proof.

Kemi: Audiences are way more critical now. There was a time, especially for me, when there was one brand doing foundation in my colour, and I had to buy a product out of necessity. But now there's options and people are sharing their opinions and putting pressure on brands to produce what they actually want. Brands have to be more receptive because people will say how they feel and that will influence how people feel about it.



### THREE ACTIONS TO GET STARTED TODAY

**CONTENT MUST BE ORIGINAL.**

There is no space on TikTok for repurposed campaigns or content created for another channel.

Create bespoke content for the channel and keep in mind the kind of content that performs well here. Don't forget, sound is key.

**PACKAGING IS KING.**

Packaging is one of the only things a brand has control over in this space. Make sure yours is distinctive, informative and conveys your message with conviction.

**EMBRACE TIKTOK'S UNIQUE TALENT.**

Creators are the lifeblood of TikTok, they are authentic to the platform and understand its nuances. Find your people and connect with them.



# 6 THE HEALTH OF HUMANKIND

## THE NUE CO

The Nue Co was born in 2017 with a mission to redefine the relationship we have with our health. Prioritising a holistic view of wellness, founder Jules Miller wanted to completely revolutionise the way we think about and consume supplements – challenging the idea of a one-off, quick-fix to cure all and connecting with customers on an emotional level. It's a methodology that has clearly taken hold, with 70% of its customers are now repeat purchasers.

Here Jules tells us about early key learnings, the concept of interhealth and the brand's expansion into fragrance.





Q.  
Did you always believe in a holistic view of wellness or has that developed over time?

A.  
The concept of developing products around ten different need states has been part of our concept since day one. We know that our gut health can impact our mood, that sleep can impact our skin and that stress can impact our cognitive health. Developing products that don't take into account total, holistic health seemed counterproductive.



Q.  
Can you explain what interhealth means to you and have you seen consumer understanding of the concept change?

A.  
We were super targeted with our audience when we launched. We focused on acquiring 'the innovators/early adopters', they usually represent 6% of your market, these were the consumers who followed the emerging trends, which in our case were clean ingredients and sustainability, but were also thirsty for innovation. Our objective was to develop products that were good for their own health but also benefited the health of the planet and the health of the farmers responsible for growing our ingredients. That's what interhealth means to us.

I would say that in the last two years the concept is now more widely understood by 'the early majority'. As an example, Sephora have recently introduced their clean/planet positive accreditation which has strict expectations from brands claiming to be sustainable and clean within a mass-market environment.

Q.  
What was the initial idea when you launched the brand and how did it develop within the first year? What were some of your early learnings?

A.  
The initial belief was that supplements could play a more functional and emotional role in people's lives. The functional element was easy—we needed to develop formulas that worked—whereas the emotional piece was slightly harder. We really wanted our customers to care about the ingredients they were consuming. We wanted them to choose us due to our values, not just our products.

I'd say our biggest win, and biggest learning, is to question category norms and trends. At the beginning, some of my mentors advised against our approach to format (we develop ingestible, topical and fragrance supplements). Until us, most people wouldn't buy their fragrance from the same brand who develops their probiotics. However, we felt passionately that a 'supplement' was merely a product that delivered a health benefit in an efficient way; it didn't necessarily have to come in the form of a pill.

Today, our fragrance supplements are a great customer acquisition tool. It's an innovative concept that delivers an almost instant benefit. Once we've acquired that customer, we are in a position to sell the rest of our ingestible range which are primarily sold via our subscription service.







Q.  
Communicating the functionality of your products is key, what were your key considerations when developing the language through which to do this?

A.  
We always said we wanted to communicate in 'human terms'. That's why our digestive enzymes supplement is called Debloat+, and why we describe the amount of protein in our Proiotic Plant Protein as 'the equivalent of 2 eggs'.

Q.  
What is the role of creativity in building trust and appeal? Being more specific on design, how important is this for the brand and how was that changed over time?

A.  
The two are interwoven. One of the big challenges the supplement industry faced when we launched was retention. Most brands had a repeat purchase rate of 20-25%, which is very low considering you are supposed to take these supplements daily. In our research, we found that most people weren't taking their supplements as directed, which could also be the reason why many of them reported feeling like the supplements weren't working. We needed to develop an experience that consumers wanted to engage with daily, rather than making the act of taking your supplements feel like a chore. Everything from the texture of the boxes, the graphic design on the jars and traditional aesthetic of our amber glass plays into getting our repeat purchase rate up, which today is 70%.

Q.  
How do you stay true to the reason you started while making sure you are creating something the consumer is actually interested in?

A.  
You shouldn't create a business for yourself. Supplements are in my DNA. My grandfather was a chemist, while my Colombian mother turned to herbalists to ease my fevers as a child. Having said that, every decision we make comes from a specific customer insight. We're fortunate that we're 5 years in, and have been gathering data to better understand our customers and their needs since our inception. Whether that's in the form of our online supplement consultation or the bi-annual customer roundtables and surveys we send out, staying close to what drives your customer is just as important as 'gut feels'.



WHAT WE DID...

Much of the beauty industry trades in beautiful artifice: the appearance of health, the bewitchingly long and alien ingredients list, the persuasive marketing lyricisms.

The Nue Co does the opposite — it stands for inner wellness, simplicity, less ingredients, less design, less noise. We looked for ways to refine their purpose, cultivate trust and make simplicity stand for something.

We looked to create a revolutionary brand that stood out in, and stood against, the sea of confusing messaging, overclaims and gaudy colours that dominate the supplement aisles.



(2)

*“We started with the feeling we wanted the brand to emit,” says our co-founder Ben Parker. “We saw an opportunity for a truly beautiful, simple and intelligent supplement brand, one that imbued trust in the product and connected with the customer on a very human level.”*

*The supplement industry at the time was very convoluted and confusing, it felt like a lot of noise and colour without much substance. The Nue Co had substance at its core from the very beginning so our work was about communicating that.”*

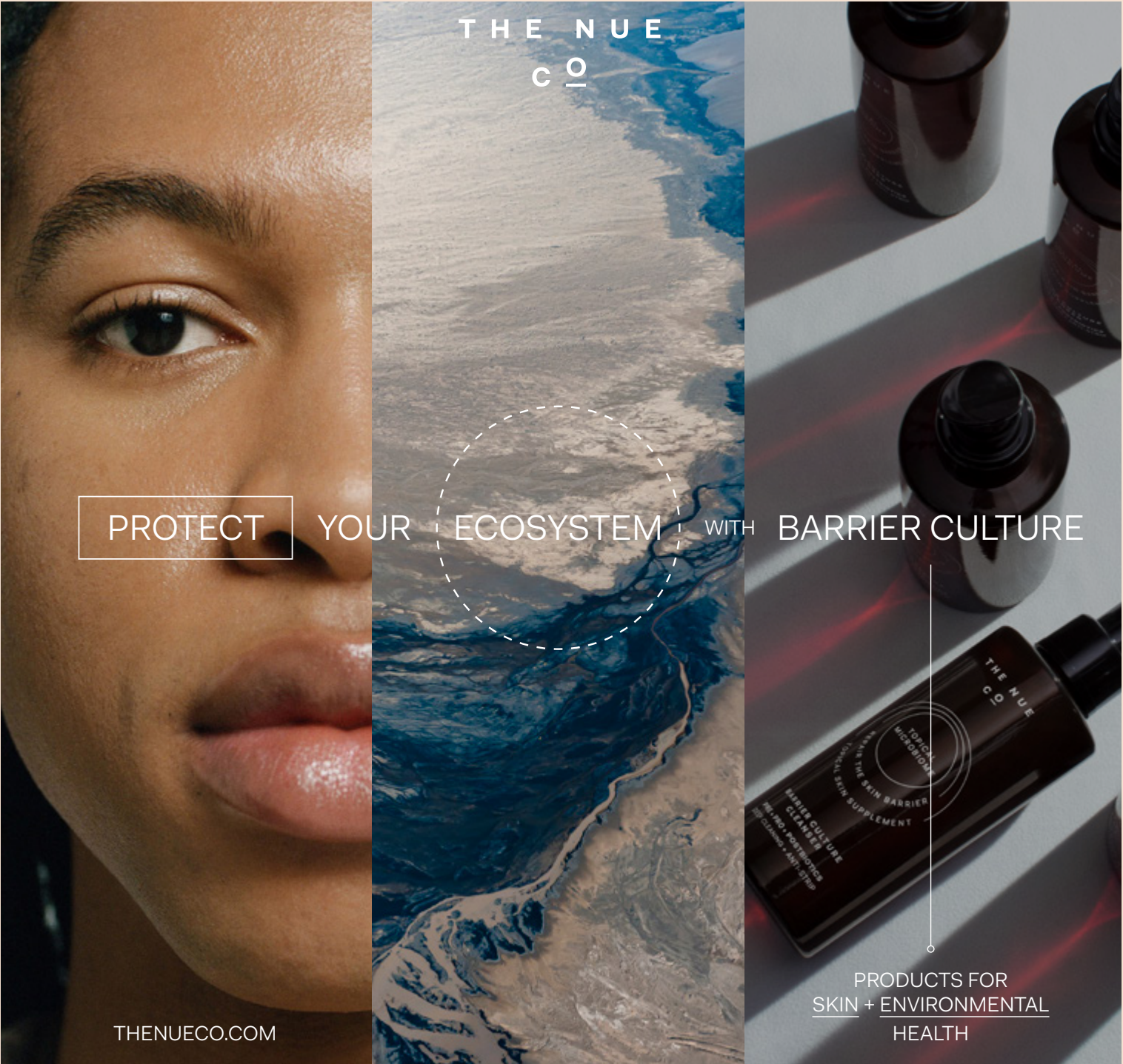
Identifying beauty, simplicity and intelligence as the core tenets of the brand, we were then able to develop strong brand codes which would allow the business to evolve and change while still maintaining the original feeling.

*“We see the codes as like a person’s DNA. It can’t change but the person changes – evolving and responding to its environment. From the start we wanted to define a set of strong codes that could adapt and change along with the business. Since their inception in 2017 they’ve moved to lean more heavily on data and science than they did back in the early days. Even though the messaging is slightly different, the codes allow for a change like that to happen without straying too far from its look and feel.”*

- (2) PACKAGING DESIGN  
Functional fragrance packaging design by Made Thought
- (3) BARRIER CULTURE  
Campaign in collaboration with The Nue Co

*“From the start we wanted to define a set of strong codes that could adapt and change along with the business.”*

Ben Parker  
Co-founder, Made Thought



(3)



THE BEAUTY OF WORDS

The Nue Co is heavily rooted in science but, rather than overuse claims and complex explanations, we chose to use words and lettering as a key design tool to infer and celebrate both the ingredients and also the effect/benefit. We created poems where the layout of the words communicated as much as their literal meaning, using the lettering as a design tool. This enabled us to give customers an immediate and intuitive sense of the product before they'd even got to its description, whilst establishing a playful and surprising visual handwriting.



AN EVOLVING ARROW

Just like our bodies, The Nue Co is ever-evolving, moving and growing. We adopted the use of the arrow to denote movement and change inferring, rather than always spelling out, benefit. One of a number of hand-drawn elements that we've woven into the visual language, the arrow featured heavily in our pop-up store designs and promotion.





FEELING FROM WITHIN

Photography has played a key role in communicating the human element of the brand, specifically when it comes to showing visually the feeling we want to emit. Close up crops and details have been important – chronicling the human body in it’s beautiful and simple form.







# 7 THE POWER OF SCENT

Fragrance is having a moment. While the category suffered last year as the world retreated indoors, sales have now come back stronger than ever with consumers prioritising the mood-boosting benefits of perfumes, colognes and candles. In the first quarter of 2021, fragrance sales reached \$954 million, according to data from NPD Group, an 82% increase from the first quarter of 2020, and a 35% increase from 2019.

Here we speak to Made Thought's creative director Radek Wojcik about what makes scent quite so powerful.



Unlike other beauty products which trade in functionality, fragrance is pure indulgence. It speaks more closely to lived experiences, emotions and the personality of the wearer than skincare, haircare or makeup ever could – and has the unique ability to make the wearer feel different, not just look different.

Our friend and client, the French perfume curator Frédéric Malle, once said that every bottle of fragrance is its own little world, with the ability to evoke unique emotive scenes – like a painting or a film. It’s a sentiment that resonates strongly with our own Radek, who has worked on olfactory projects for Frédéric Malle, Stella McCartney, Charlotte Tilbury and Tom Dixon.

*“Whether you’re a minimalist or maximalist, modernist or classicist, purest or experimentalist – there’s an olfactive world for you to discover. This is what I find the most fascinating,”* he says.

*“Within the context of our pandemic recovery it allowed us to experience normal again – even if only for a moment, reminding ourselves who we are. It allows consumers that momentary sensation of escape; a celebration and ritual for oneself.*

*Its transportive quality can evoke a memory, a feeling, a person, a time or place by effortlessly by-passing our consciousness detector and implanting vivid images and emotions in the deepest parts of our brain; it’s even proven to enhance mood. It’s science by way of art. Experience by way of redolence.”*

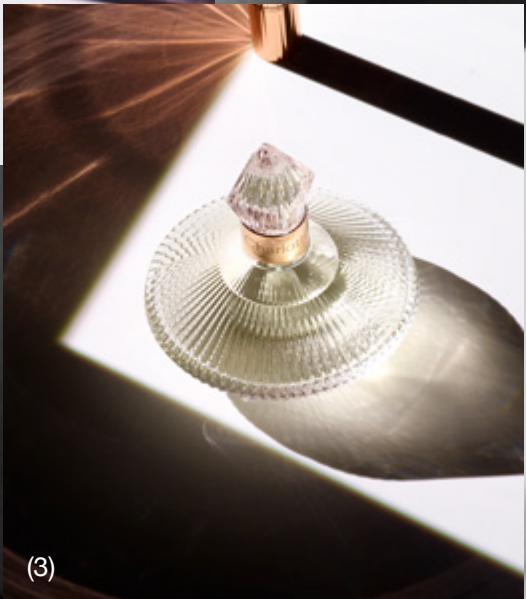
Beyond the actual product, a strong brand narrative is key for attracting consumers in this space.

*“The brands we choose to associate ourselves with are a representation of our mindset,”* says Radek. *“The background music to our real life narratives. This is the purest and most unadulterated allure of a coherent brand story and the culture it can create.”*

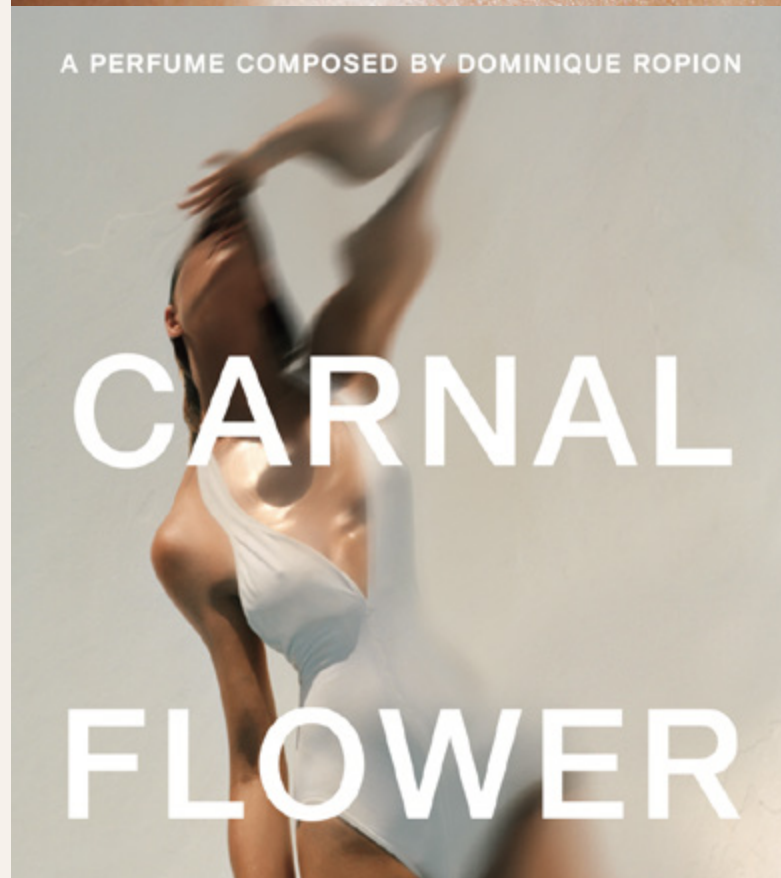
But it’s no longer just the big luxury brands dominating this space – smaller, more artisanal fragrance houses are creating a more diverse and interesting industry.

*“This greater awareness introduces more choice allowing consumers to define who they align with in much greater and specific detail. We predict this where there will be interesting developments in 2022 and beyond.”*

(1) THE NUE CO  
(2) STELLA McCARTNEY  
(3) CHARLOTTE TILBURY









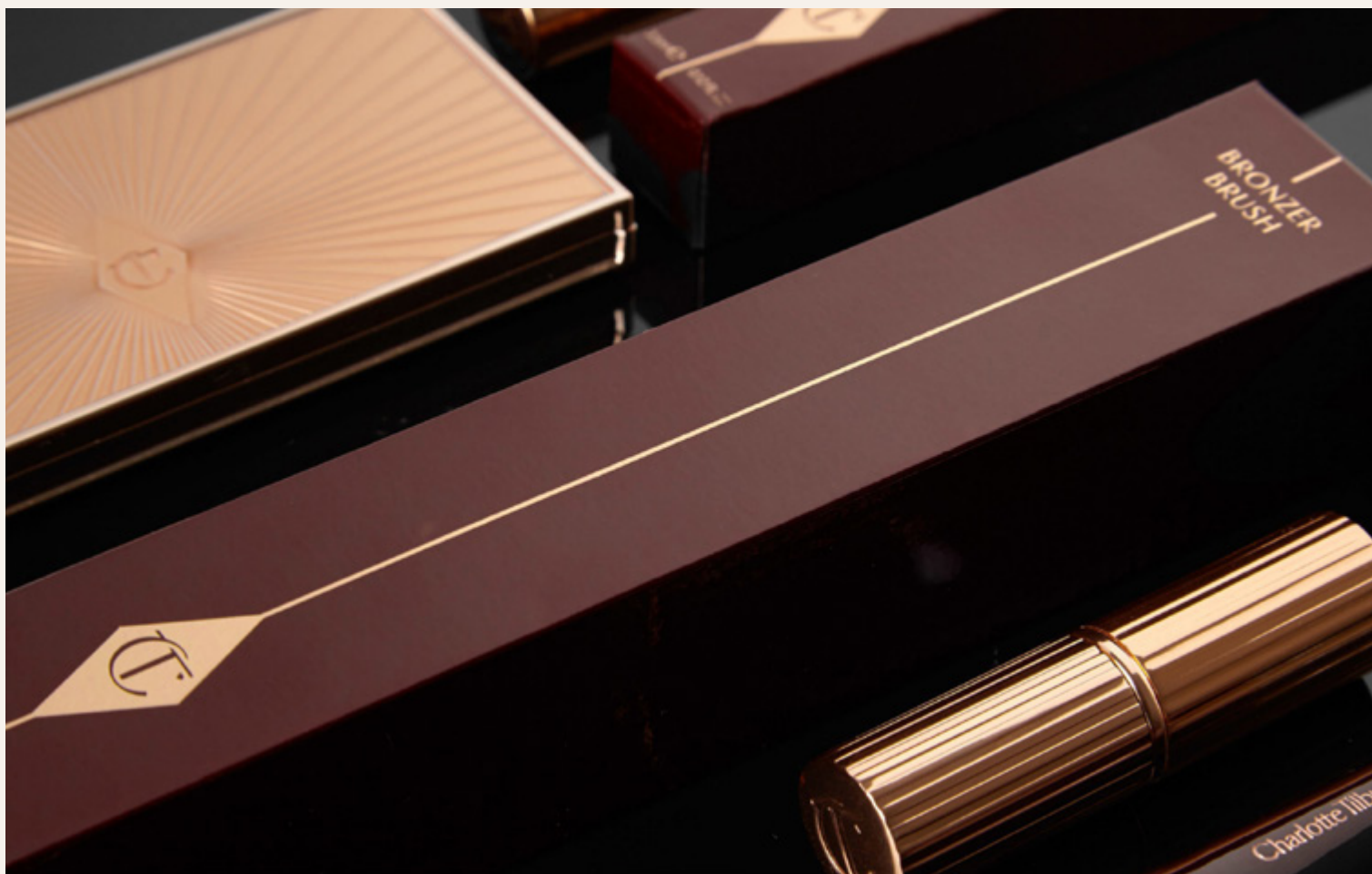
# 8 FROM BEAUTIFUL DREAM

# TO BEAUTY EMPIRE

In the summer of 2013, Charlotte Tilbury's eponymous beauty line launched with a single counter in Selfridges and celebration amongst her ardent social following. Seven years later, in June 2020, the make-up artist sold a majority stake to Spanish beauty company Puig for a rumoured €1 billion. We worked alongside Charlotte in the run up to launch, developing the beloved brand and the distinct art-deco inspired visual language. Here our co-founder Paul Austin unpacks how we brought Charlotte's dreams to life.

# CHARLOTTE TILBURY





Charlotte approached Made Thought in 2012 with a vision for a beauty brand that would bring a little bit of luxury to her already-impressive social audience without the price tag of the larger beauty houses of the time. Utterly convinced of the transformative power of make-up to elevate a woman's self-confidence, Charlotte envisioned a curated collection of products that would help any customer to create one of her ten distinct looks.

*"The looks were very clever,"* says Paul, who worked closely with make-up artist Charlotte and her team on all aspects of positioning, strategy, branding and packaging. *"She was basically saying, 'let me help you, let me share with you what I know'. It was a very simple idea but a wonderful one."*

While her vision for products and how they would fit into the lives of the women who bought them was crystal clear, she was very open-minded when it came to how the brand would look.

*"She was very generous with her time and with what she shared with us about what inspires her. She is passionate about art deco and the allure of the 1920s, especially the screen sirens of that period, so we knew it needed to feel opulent, decadent and seductive. It was designed as a homage to the original glamour of the beauty industry and to encourage a moment of feeling special for every customer."*

At the time, the luxury beauty brands were all relatively pared back — reductive and minimal were the order of the day and there was little evidence of the heart and soul that Charlotte imbued. This was the antithesis of that - all about making the customer feel connected to Charlotte and everything she represents.

*"We picked up little details from Charlotte's life and used them to guide our visual language. The seam of the back of a stocking inspired the line that runs down a lot of the secondary packaging. Trinkets on Charlotte's dressing table inspired the shapes of the bottles and compacts. We also really thought about the ceremony of the packaging, making sure that every unboxing was a special moment, that allowed the customer to feel a connection to Charlotte herself."*

The brand launched in 2013 and was an immediate success, with Selfridges declaring it their highest turnover beauty brand launch ever. It has won over 300 global awards since launch, including the Walpole award for Emerging Luxury British Brand 2014 and CEW Best British Brand of the Year 2015, 2016, 2018 and 2019.





*“We wanted it to bring a little bit of the ‘Charlotte magic’ to the customer along with the artistry, the expression and the celebration that she embodies.”*

Paul Austin  
Co-founder, Made Thought





# 9 IS ALGAE THE ANSWER?



(1)

Algae is emerging as a potential game-changer in the beauty space, with exciting use cases being made for algae-derived sustainable skincare and compostable packaging.

Here we talk to Sofie Allert of the Swedish Algae Factory and Tristan Kaye at packaging start-up Notpla.



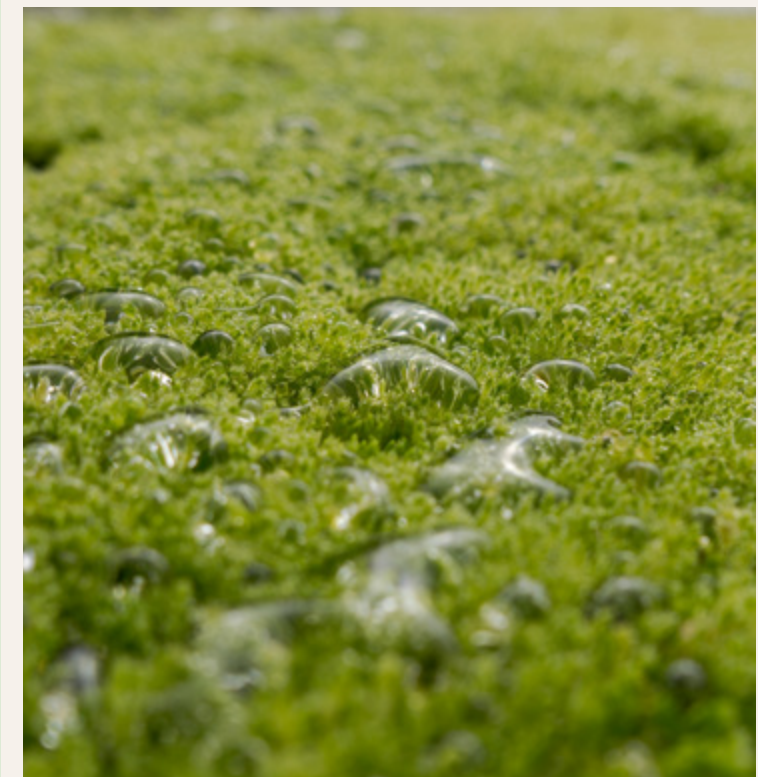
(2)

Just like plants, algae are essential to our survival on earth. They provide at least half the world's oxygen supply and sequester carbon from their environment. But, unlike their terrestrial counterparts, algae can grow extremely quickly, without fresh water and on non-productive land meaning they don't compete with food crops. For these reasons and others, a number of industries are exploring potential use cases – there's even talk of an algae-powered sustainable biofuel.

Swedish Algae Factory CEO Sofie has been growing algae for research and development since 2016. Sofie and her team were investigating commercial applications of their algae-derived silica product when they were approached by a beauty brand.

*"We were contacted by someone looking for an organic and sustainable silica alternative to use in a cleanser and we found out that our material actually worked better than all other cleansers on the market. Then we were able to see that it could also work as a moisturiser, that it could stop pollution from entering the skin and block UV light."*

*We became very passionate about the impact we could make in the beauty industry because unfortunately a lot of the ingredients used for personal care products are not that healthy, for the environment or for us."*



(1) FLEXIBLE PACKAGING BY NOTPLA  
Notpla is made from one of nature's most renewable resources, brown seaweed.  
Photo: David Lineton

(2) SOFIE ALLERT, CEO SWEDISH ALGAE FACTORY  
Sofie and her team are exploring applications for their algae-derived product, named Algica.





(4)

Sofie and her team have received so much interest in their product they are in the process of building a larger facility to scale the production of Algica in 2022.

*“Many people we’ve spoken to love the story around what we are doing. Our mission in the company is not to produce something that is just less bad, we want to create something that is positive for the environment. We really try to be as environmentally friendly as we can in all aspects of the business.”*

*For example, we use waste water to grow the algae for harvest. And we try to be as transparent as we can be so that people can see how passionate we are about what we’re doing and the unique properties our product has.”*

There are exciting developments happening in the packaging space too, where algae is proving to be useful as a sustainable alternative to single-use plastics. UK-based Notpla first developed their product Ooho, a flexible packaging made from seaweed, in 2013.

*“Our co-founders Rodrigo and Pierre started with the idea of fruit being a form of packaging that occurs in nature, like an orange peel—the perfect natural container,” says Notpla commercial director Tristan.*

*“Nature encapsulates liquids using membranes, made of natural materials, and can enclose, limit or give a shape, while keeping the balance between the external and internal environment.*

*This led to many food experiments, and they ended up looking at the potential of seaweed in creating artificial fruit. In 2013, the first Ooho prototypes were made in their kitchen. It was a flexible packaging for a wide range of liquids, 100% biodegradable and home compostable.”*

Notpla is currently working with partners in the beauty industry to explore the possibility of using Ooho to replace traditional plastic sample packaging, which is notoriously difficult to recycle.

*“The cosmetics industry faces a plastic problem on a global scale. Our materials lend themselves well to cosmetics applications, so we’re working with several of the world’s leading brands on developing solutions.*

*Our longer-term aspirations are to develop our materials to a point where industries can take them and integrate into their existing supply chains. Our hope though is that we continue to be a catalyst for plastics-replacement solutions, and a vanguard for the growth of seaweed as an alternative packaging solution.”*

- (4) **A NEW SWEDISH ALGAE FACTORY**  
In early 2022 a larger factory will be in operation, capable of producing up to 25 times more Algica to meet demand from all over the world.
- (5) **DEEPLY HYDRATING**  
Algica has proven capabilities to regulate moisture levels in the skin and has many of the same properties as hyaluronic acid.
- (6) **OOHO PACKAGING**  
Ooho is a flexible packaging made from Notpla, a material combining seaweed and plants. Ooho biodegrades in 4-6 weeks.



(5)

(6)





# IN THOUGHT WITH

**ABOUT MADE THOUGHT**  
Made Thought was formed in 2000 by Paul Austin and Ben Parker, who’s creative ambition is the same today as it was then — to bring together intelligent thinking and beautifully crafted design. The creative studio prides themselves on their progressive approach to crafting brands and ideas. Known for an iconic visual style and obsessive attention to detail, Made Thought collaborates with a diverse mix of cutting-edge, specialist and leading brands, including MoMA, Pinterest, Stella McCartney, Tom Dixon, Ableton and G.F Smith. The company has won many awards, including an iconic ‘Black’ D&AD Pencil, along with being voted as the UK’s Best Creative Studio.

Photographic Credits  
p.36 Ooho packaging, David Lineton

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**BEN PARKER**  
Made Thought co-founder Ben has been working in the beauty space for 20 years. Some current and former clients include Stella McCartney, Wildsmith Skin and The Nue Co.



**RADEK WOJCIK**  
Made Thought creative director Radek has worked on beauty projects for Frederic Malle, Stella McCartney, Charlotte Tilbury, & Other Stories, Amore Pacific and Tom Dixon.



**KATHERINE PYE**  
Katherine is the general manager of Wildsmith Skin. Previously she was Chief Operating Officer at FACEGYM and Director of Body and Spa at Bamford.



**TRISTAN KAYE**  
Tristan is the commercial director at sustainable packaging start-up Notpla. They have developed a plastic alternative made from brown seaweed and are exploring applications.



**PAUL AUSTIN**  
Made Thought co-founder Paul has led beauty projects for a number of clients including Stella McCartney, Charlotte Tilbury, & Other Stories, Sam McKnight and Saunders & Long.



**AMELIA BAERLEIN**  
Disillusioned with the CBD industry, Amelia co-founded Apothem in 2018 to create clarity and trust in the space. Made Thought’s commission included brand, identity and digital.



**JULES MILLER**  
The Nue Co founder Jules launched her food-based supplement business in 2017. We worked alongside Jules and her team on initial branding, strategy, positioning and packaging.



**KEMI ADEEKO**  
Kemi is a content producer at OK COOL. She is also the founder of her own hair care brand The Curly Connect.



**NICK MARSHALL**  
Made Thought senior partner Nick has led strategy and positioning for a number of clients in the beauty space including The Nue Co and Wildsmith Skin.



**SIAN SUTHERLAND**  
Made Thought sustainability advisor and A Plastic Planet co-founder Sian works alongside industry and business leaders to make help turn off the plastic tap.



**SOFIE ALLERT**  
Sofie is the CEO and co-founder of Swedish Algae Factory. They cultivate algae based on a circular economic mindset and are interested in applications within beauty.



**SASCHA MORGAN-EVANS**  
Sascha is the Head of TikTok Studio at OK COOL. We have partnered with social specialists OK COOL on a number of projects.