



SKIN DILIGENT
EPIGENETICS



EXOCREAM
GHT (TIME) ELIXIR / UN ELIXIR DE NUIT

SKIN DILIGENT BRAND TRANSFORMATION

FOR PUBLICATION

DATE: JULY 2025

ftb.

EXECUTIVE SUMMARY

Skin Diligent is a breakthrough brand that is leading the charge in epigenetic skincare - recognising the impact of non-genetic factors, such as lifestyle choices, on the wellbeing of the skin.

Researched and formulated with experts, Skin Diligent was launched in 2021 by co-founder Tule Park into a market that was not only consistently growing and evolving, but also becoming increasingly saturated - where consumers were more discerning, informed, and sceptical of claims.

Despite the business' pioneering approach and the products' clinically-validated results, Skin Diligent was hitting roadblocks to growth.

Its visual identity failed to communicate the brand's efficacy, nor its candidacy as a competitor for some of the biggest luxury brands. This limited its ability to secure partnerships with luxury retailers and professional partners with high-value consumers.

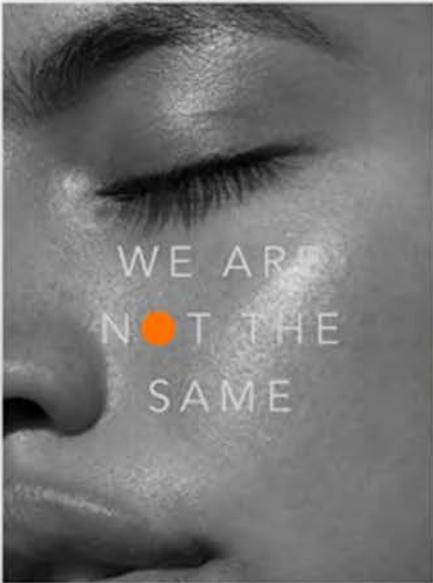
To solve these issues and achieve desired growth in a competitive space, Skin Diligent underwent a brand transformation which was completed in March 2024, and launched to market in May 2024.

This 360 project included refreshed brand positioning and storytelling, and a full visual and verbal identity, to support the brand from packaging design through to guidance on imagery and communication channels.

The outcomes have been significant:

- **Skin Diligent signed with Oh My Cream!**, one of Europe's leading clean beauty retailers with boutiques in France, Belgium, and the UK. Further top-tier distributor conversations are underway.
- **Professional partnerships (redacted confidential data)**, with no commercial sales team, demonstrating the direct impact of the rebrand.
- **Media coverage was elevated** to include Forbes, Country & Townhouse, Sheerluxe, and Financial Times, where the brand was featured alongside Dr. Barbara Sturm (priced at 8.6x the cost of Skin Diligent).
- **Two new products launched within the new design framework**, including France's first exosome-based cosmetic and the world's first epigenetic acne serum.
- **(Redacted confidential data)**, far outpacing both the 4.3% European skincare growth forecast (Grand View Research) and the 9.3% projected CAGR for cosmeceuticals (Fortune Business Insights).





DESCRIPTION AND KEY FACTS

Launched in 2021, Skin Diligent is a pioneering epigenetic skincare brand dedicated to cellular health and skin longevity.

Harnessing cutting-edge biotechnologies - including bio-fermentation, exosomes, microbiome science, and epigenetic modulators - the brand works at a molecular level to restore resilience and optimise skin function.

They are the first skincare brand to systematically test against estrogenic endocrine disruption - natural or synthetic compounds that interfere with the normal function of an organism's endocrine system - setting a new benchmark for both safety and efficacy.

Their formulations deliver uncompromising performance - clinically validated and developed in collaboration with leading dermatologists and molecular biologists.

Co-founder, Tule Park - originally from Korea - dedicated four years of study and research to the sciences of microbiome, epigenetics, and nutrition. Together with a French ethnobotanist, researchers in biology and green chemistry, she launched Skin Diligent to explore effective botanical acne treatments without any side effects.

Skin Diligent offers customers a range of food supplements and skincare, which target and support the eight hallmarks of cellular skin health, tackling cellular ageing by supporting hydration, renewal, inflammation regulation and long-term skin resilience.

Despite this advanced offering, Skin Diligent was not achieving the growth it desired. Perception of the brand did not match its advanced scientific capabilities, or the competitors it wished to perform alongside. This affected engagement with desired resellers, retailers and professionals, sales growth, and subsequently, expansion of the brand in new product development. This project therefore entailed a full redesign of Skin Diligent as a brand and of its full product range, to build a more robust foundation for growth. This included:

- **Brand positioning**
- **Brand story**
- **Visual and verbal identity**
- **Packaging**

The project was completed in March 2024, and launched to market in May 2024.

(Redacted confidential data).

MARKET CONTEXT & PROJECT BRIEF

Skin Diligent sought a new identity which elevated the brand's purpose, messaging and positioning to create a new and differentiated look. Something which put the brand on a level playing field with key competitors in a highly saturated market.

This required an extensive, 360 degree overhaul of the brand's visual identity, from brandmark and tone of voice, to primary and secondary packaging, and POS (point of sale) guidance.

Furthermore, the new identity needed to do justice to the brand's commitment to advanced science. The new identity for this breakthrough brand needed to showcase its dedication to efficacy and an ability to improve skin health at a cellular level.

The objectives for the project were therefore:

- Redefine the brand's visual identity and positioning to shift perception and secure listings with premium and luxury skincare retailers.
- Develop a scalable brand architecture to support future product launches.
- Demonstrate commercial traction by delivering sales growth aligned with Skin Diligent's elevated market positioning.

There were a number of challenges which Skin Diligent faced prior to the launch of the new identity and the achievement of these objectives, both within the brand and its role in the market.

WITHIN THE BRAND:

- There was a disconnect between the brand's purpose, objectives and key differentiation points from competitors, and its visual representation. As a brand seeking to position itself as pioneers in the epigenetic skincare space - a sector built upon science and efficacy - the existing brand identity brought no distinction or connection to this purpose.
- The key brand assets of the visual identity, the packaging and therefore the shelf presence lacked emotional or intellectual resonance, it did not speak to the depth of innovation of the science behind the brand's products.
- This misalignment was stunting the targeted growth of the brand. Whilst there was a level of consumer engagement and recognition from skincare professionals who understood the science at work, the brand struggled to achieve entry into premium, luxury retailers.
- Where there was initial interest from leading department stores and curated beauty retailers, conversations would stall and feedback regularly pointed to the packaging as being too pharmaceutical - not distinctive or elegant enough for elevated luxury retail.

WITHIN THE MARKET:

The global market, demonstrating the stakes for brands seeking to build their position in the market.

- In 2023, Euromonitor reported that the region accounted for a third of global beauty and personal care sales, hitting US\$138 billion.
- Skincare dominated these sales, representing nearly a quarter of overall retail value sales.

Despite differing pressures, the European market shows no sign of slowing, with a revenue projection of US\$42.85 billion in 2025 (Statista).

- A steady annual growth rate of 2.85% is expected to continue until 2030.

These forecasts demonstrate the untapped potential Skin Diligent sought to capture.



Amidst this growth potential there remains intense market saturation.

- According to Euromonitor's Innovation Tool, in 2024 over 25% of all global product development across the 50 most competitive FMCG (fast-moving consumer goods) industries came from the beauty and personal care (BPC) sector – including skincare.
- In the same report, Euromonitor noted that between 2023 and 2024, new launches centred on key skin and hair care categories, with a priority on efficacy and wellness
- The most popular new brand and sub-brands launched were moisturisers and treatments, which accounted for nearly a quarter of new brand and sub-brand development in BPC in 2023.

Because of this, it was vital that Skin Diligent elevate its brand positioning in order to communicate its scientific capabilities as well as provide a more luxury feel, a combination which would help it to compete with the market's biggest players.

The landscape for prestige beauty has signalled a more educated and discerning consumer in recent years, one which is sceptical of claims made by even the biggest household names without proof of efficacy.

- Mintel reported in 2022 that 83% of UK consumers expect proof of claims made by premium beauty brands.

With the heightened importance placed upon efficacy, consumers are looking beyond dazzling marketing and focusing on what the product and brand has proved it can do for them.

- 60% of consumers in Europe's skincare market opt for products which are backed by scientific research.
- As of November 2023, "85% willing to pay more for treatments with proven benefits, according to a Euromonitor expert."

Consumers also expect more from products they're purchasing, working deep within the skin and capable of catering to their individual needs.

- Mintel highlighted this opportunity in 2023, sharing that almost a third (31%) of facial skincare users in the UK would opt for a product if its ingredients can penetrate deeper into the skin.

With these discerning consumers in mind, we're witnessing strong global growth of the cosmeceutical (a cosmetic which also contains the qualities of a medicine) market.

- According to Fortune Business Insights, the market was valued at \$68.67 billion in 2024, and is projected to reach \$74.31 billion in 2025.
- A CAGR (compound annual growth rate) of 9.3% is forecasted between 2025 and 2032.
- In 2024, skincare made up 62.1% of the global cosmeceutical market share.
- As reported by Value Market Research, "as consumers increasingly seek solutions tailored to their unique biological makeup, epigenetic-based skincare is becoming a powerful driver of cosmeceutical innovation."

In a market where customers are demanding more of the products they're purchasing, the potential for Skin Diligent to elevate its position is strong.

OUR DESIGN SOLUTION

Whilst many brands offer homogenised products due to their choice of similarly-formulated ingredients, Skin Diligent caters to the unique requirements of their diverse consumer base - down to their cells.

As Skin Diligent targets and supports the eight hallmarks of cellular skin health, the design reflects this pioneering approach to skincare. We created an infinitely flexible and adaptable framework in which the cells become the visual differentiator. Each product features a dedicated design to make it recognisable not only for its specific purpose, but also its role as part of the wider Skin Diligent collection.

Each product features a 'dot cell matrix', whereby the dots themselves become a distinctive, own-able visual language to tell the story of each product. The cells therefore become as central to the design as they are to the efficacious skincare of Skin Diligent, visualising the brand's dedication to science, echoing chemical formulas and genetic mapping.

For each product, a single colour is added to one of the dots within the individual matrix of said product. This subtle addition not only makes the design pop and supports ease of recognition, it speaks to the brand's ability to

stand out from the skincare masses. Skin Diligent is a brand unlike any of its skincare competitors, and furthermore, each and every one of its customers are different in the makeup and the demands of their skin.

The dots are also inspired by the cell matrix of a leaf, an abstract depiction of how cells come together for a greater purpose, emulating the predominantly natural ingredients used in Skin Diligent's products.

Skin Diligent's new logo aims to reflect the clean, quiet luxury of the brand, featuring uppercase font which alongside the simple black and white shades, creates impact in its simplicity. It is accompanied by 'epigenetics', to permanently marry the name of the brand with the category, reflecting its ownership of the space.



BEFORE



AFTER

RESULTS

Following the launch of Skin Diligent's brand transformation in May 2024, there has been a significant, tangible, positive impact for the brand, with immediate recognition for the impact of the design.

The new visual identity, design and brand positioning resonated with consumers and retailers alike, not only in immediate feedback, but in the delivery on pre-launch objectives.

OBJECTIVE 1: Redefine the brand's visual identity and positioning to shift perception and secure listings with premium and luxury skincare retailers.

Skin Diligent recently signed with a major prestige retail chain in France, Oh My Cream!, and are in active discussions with further top-tier distributors.

Named by Vogue as one of the best beauty shops in Paris, in 2022 Premium Beauty News noted that "it took Oh My Cream! less than ten years to become a top Clean Beauty place in France."

Its ambition to become Europe's leading clean beauty brand is evident in its European growth, having expanded from its Parisian flagship store to boutiques in France, Belgium, as well as three luxury locations in London - Chelsea, Notting Hill and Marylebone. **(Redacted confidential data).**

Prior to the redesign, Skin Diligent was available **(redacted confidential data).**

The significance of trusted professional partners is evident in both the market insights on efficacy detailed above (Page 5), as well as in findings from L.E.K. Consultancy, which stated that "52% [of consumers polled] said they would trust a product purchased in a professional setting more, because it had therefore been "approved by experts"."

With no commercial sales team/person to target these new resellers, Skin Diligent

attributes this growth to the brand transformation.

Growth of professional partners



Since the redesign, coverage for the brand has appeared in leading publications which demonstrate the elevated positioning of the brand.

These include Forbes, Country & Townhouse, Sheerlux and the Financial Times.

In coverage such as the Financial Times, Skin Diligent's product was mentioned alongside Dr Barbara Sturm, which is 8.6x more expensive than Skin Diligent's (Dr Barbara Sturm priced at £430 for 30ml, Skin Diligent priced at £83 for 50ml).

ENDORSEMENT:

**FANNY MOREL,
BRAND DIRECTOR
& COMMUNICATION,
OH MY CREAM**

"The rebranding of Skin Diligent marked a true turning point for the brand. It was this transformation that led to its recent launch at Oh My Cream. We had long been fans of the products, the brand's philosophy, and its founders. However, the previous visual identity and packaging didn't fully align with our premium standards or the aesthetic expectations of our affluent clientele, for whom beauty is as much about pleasure as it is about performance. This new identity has significantly increased the brand's desirability - with a direct impact on its in-store performance

OBJECTIVE 2: Develop a scalable brand architecture to support future product launches.

- **The ownable and adaptable design language created for Skin Diligent supported the launch of two new products;** the first exosome cosmetic product in France as well as the world first epigenetic formulated serum to target acne.

OBJECTIVE 3: Demonstrate commercial traction by delivering sales growth aligned with Skin Diligent's elevated market positioning.

- Since the launch of the new design, there has been **(redacted confidential data)**.
- In total sales performance (online, resellers and total sales), there has been **(redacted confidential data)**.

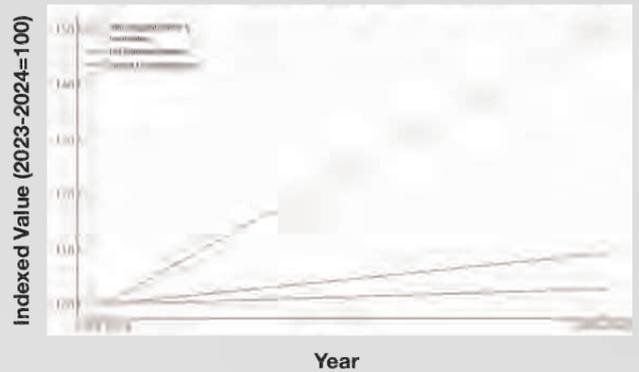
When comparing this growth with the wider market trends, we can understand the strength of Skin Diligent's growth.

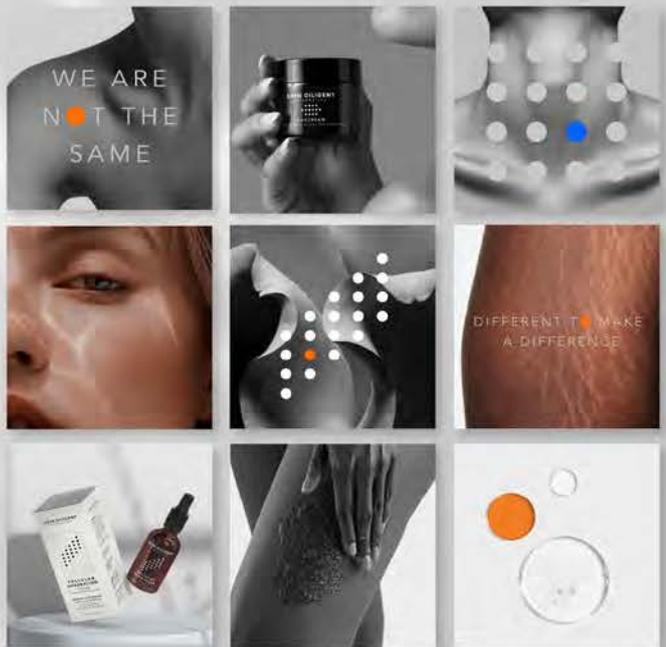
- The European skincare market - the largest regional contributor to global beauty and personal care (BPC) sales - is forecast to grow at a steady annual growth rate of 4.3% up to 2030 (Grand View Research).
- The global growth of the cosmeceutical market, projected to reach \$74.31 billion in 2025, is anticipated to grow at a rate of 9.3%

until 2032, with skincare accounting for over 60% of the market (Fortune Business Insights).

- Within this context, the strength of Skin Diligent's **(redacted confidential data)** becomes clear.

Year-on Year Growth Comparison (Indexed to 100)





EVALUATING OTHER CONTRIBUTING FACTORS

During this period impacted by the brand transformation, Skin Diligent did not change a great deal, other than the launch the two new products, which (in addition to being an objective of the transformation), naturally supported a boost in sales and in brand awareness through press coverage of the new products.

Ad spend has risen, which likely contributed to amplified brand visibility. However as this remained the same percentage of sales, it scaled with growth rather than being considered a driver. It was not disproportionately higher.

In broader market terms, tightened regulatory scrutiny is negatively impacting brands found guilty of 'greenwashing' and 'cleanwashing'. At the other end of the spectrum, brands like Skin Diligent, whose claims are clinically validated, are likely to benefit from increased consumer trust.

Recent news on the Green Claims Directive, proposed in March 2023 - a major EU proposal which aims to clamp down on greenwashing by legally requiring companies to substantiate claims they make - appeared to stall the mission, as the European Commission formally withdrew its support for the proposal.

However for many brands making falsified claims, the damage will be done. A review as part of the directive found that 53% of claims were found to be "vague, misleading or unfounded...and 40% were unsubstantiated."

Knowledge of this by discerning consumers will urge them to seek brands such as Skin Diligent, whose claims can be substantiated.



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