FREE GUIDE · FROM THE BOOK BEYOND BEAUTY

the BEAUTY BRAND guide.

the framework behind brands people trust, love and stay loyal to. ten letters to work through, the questions to ask yourself, and one letter i'm keeping secret.

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BEFORE WE START

a great formula isn't enough.

early in my career i spent my days perfecting textures, stabilising actives and making sure everything was compliant. and i quickly realised something. a successful beauty brand isn't only about what's inside the jar. it's also about the story.

i once worked with a founder who had created an incredible skincare formula, but her brand had no direction. no clear audience, no defined values, nothing that set it apart. it was only when we stepped back and built her brand identity, what she stood for, who she was serving and how her products fit into their lives, that everything clicked.

> *i've seen brilliant concepts fail because they lacked clarity and strategy, while other brands thrived because they understood the deeper purpose behind their products.*

that's where the BEAUTY BRAND framework came from. it's a simple way to check that you're not only creating products, but building a brand people trust, love and stay loyal to.

how to use this guide

1. grab a notebook (or open a fresh doc). you'll want to write things down.
2. go letter by letter. read what it means, then answer the questions honestly.
3. do the small "try this" task. it takes minutes and it's where the clarity comes from.
4. notice where your answers are thin. that's where your brand needs work.

THE FRAMEWORK AT A GLANCE

eleven letters. one brand people love.

BEAUTY

B	E	A	U	T	Y
breathtaking	elegance	aesthetic	unique	timeless	your creation

BRAND

B	R	A	N	D
beyond	radiant	allure	nurture	in the book 🤫

nail all of these and your brand becomes breathtaking, elegant, aesthetic, unique, timeless and yours. the kind of brand that stands apart from competitors and that customers keep coming back to.

B

breathtaking

evoking a sense of awe and wonder, your products create a breathtaking impact on beauty.

ASK YOURSELF

- what's the first thing someone feels when they open your product?
- which moment of using it could make someone stop and say "oh"?
- would you take a photo of it if it wasn't yours?

try this. write down the one sensory moment you want people to remember. the texture, the scent, the colour, the sound of the lid.

E

elegance

representing the refined and sophisticated quality that your cosmetic brand brings to the table.

ASK YOURSELF

- where could you simplify? fewer words, fewer claims, fewer products.
- does every touchpoint feel like the same brand, from label to website to inbox?
- what's on your packaging that doesn't need to be there?

try this. cut one sentence from your label or website this week. elegance is usually subtraction.

A

aesthetic

creating a sense of artistic beauty, ensuring that each product contributes to an overall appeal.

ASK YOURSELF

- if your products stood together on a shelf, would they look like a family?
- do your colours, fonts and packaging belong in your customer's world?
- does the formula's colour and texture match the story on the box?

try this. put a photo of your packaging next to three competitors. what does yours say that theirs doesn't?

U

unique

highlighting the distinctiveness of your cosmetic products, providing customers with an experience they can't get anywhere else.

ASK YOURSELF

- can you finish the sentence "only we..." without using the word "natural"?
- if your logo was covered, would people still know it's yours?
- what is every competitor doing that you deliberately won't?

try this. write your point of difference in one sentence. if it takes three, keep cutting.

T

timeless

emphasising the enduring and timeless beauty achieved through your cosmetic offerings.

ASK YOURSELF

- will your name, look and hero product still make sense in five years?
- are you building on a trend, or on a real customer need?
- which parts of your brand should never change?

try this. make two lists. "trend" and "core". keep the trends for content, build the brand on the core.

Y

your creation

reflecting your creativity, vision, and hard work. every product is a result of your dedication, personal involvement, and passion for beauty. the perfect blend of art and science.

ASK YOURSELF

- why you? what's the story only you can tell?
- where does your personality show up in the brand?
- would you be proud to put your own name on it?

try this. write your founder story in three sentences. where you started, what frustrated you, what you made.

B

beyond

going beyond conventional beauty standards, offering unique and exceptional products.

ASK YOURSELF

- which beauty "rule" does your brand quietly break?
- who feels overlooked by the industry, and could your brand serve them?
- how does your brand make people feel, beyond how they look?

try this. name one industry convention you're choosing not to follow, and why.

R

radiant

capturing the essence of a healthy, luminous appearance. inspire your customers to shine both outwardly and inwardly, empowering them to feel confident and vibrant.

ASK YOURSELF

- how do you want customers to feel five minutes after using your product?
- does your messaging lift people up, or point at their flaws?
- would your content make someone feel better about themselves?

try this. find one "fix your problem" line in your copy and rewrite it as something empowering.

A

allure

the idea of irresistible charm and attraction, making users feel captivating and confident in their own skin.

ASK YOURSELF

- what makes someone reach for it a second time?
- is there a small ritual or moment of luxury built into using it?
- what would people miss if it disappeared from their shelf?

try this. describe the ritual of using your product in three steps, the way you'd want a customer to describe it to a friend.

N

nurture

highlighting the nurturing qualities of your products, promoting holistic wellbeing and self-care, with high-quality, effective formulations that nourish and care for the skin, hair and body.

ASK YOURSELF

- does your formula genuinely care for skin, and can you back that up?
- have you done the testing? stability, safety, challenge test.
- how does your brand look after customers after they've bought?

try this. list the testing you've done and what's still missing. nurture starts with a product that's safe and stable.

and D?

the final letter brings the whole framework together, and it's the one i'm keeping in the book. 🤫

you'll find it on page 33 of **beyond beauty: how to build your own cosmetic brand**, along with everything else i wish founders knew before they launched. a #1 amazon bestseller, named best in beauty education by verve.

get the book · beautybrandformula.com/shop

WHAT'S NEXT

three ways to keep building.

1

read the full framework

beyond beauty walks you from idea to launch: branding, formulation, testing, claims, packaging and going global. there's a workbook at the back to plan your brand as you read. **beautybrandformula.com/shop**

2

book a free 15-minute call

tell me your idea and where you're stuck, and i'll tell you the realistic next steps. no pressure, just clarity. **beautybrandformula.com**

3

follow along

regulatory mondays, design wednesdays and formulation fridays, plus the real stuff no one tells founders. **@beautyformulabestie** on instagram and tiktok.

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dr. dominika andrys is a cosmetic chemist with a phd and more than 15 years in the industry. she has developed over 2,000 products for more than 300 brands across skincare, haircare, colour cosmetics and beyond, and founded beauty brand formula and beauty brand hub. based in auckland, new zealand.

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