



Actor, producer and entrepreneur Drew Barrymore has a lifelong passion for makeup and an innate authenticity that appeals strongly to women of all ages.

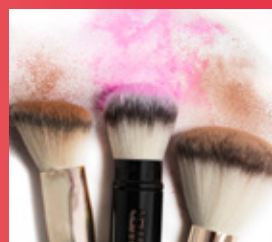
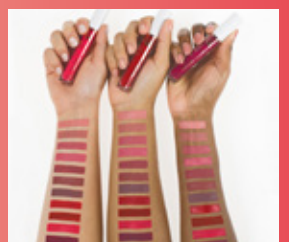
When she completed her contract as Co-Creative Director of Covergirl, the natural next step was to develop her own beauty brand.

Partnering with MAESA, Barrymore developed a complete colour cosmetics brand that offered a unique alternative to the mass-market lines. By combining the highest quality formulations with custom-designed luxurious packaging, FLOWER Beauty disrupted the category.

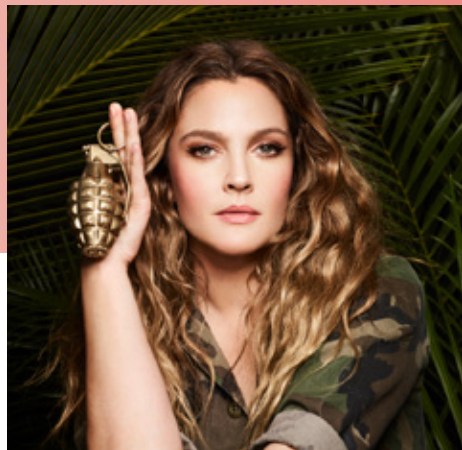
In 2013, FLOWER launched exclusively in Walmart's 1,800 stores. Reflecting Drew's friendly, fun and approachable personality, the brand celebrates women's beauty - urging them to love how they look.

Offering a complete colour cosmetics assortment, plus makeup brushes, bags, perfume and body mist, FLOWER Beauty is now a multi-category lifestyle brand offering over 200 SKUs.

Colour cosmetics launches such as Miracle Matte Liquid Lip, Shimmer & Shade Shadow Palettes, Flower Pots Blush and Mix'N Matte Lip Duo are best sellers and its luxuriously designed makeup brushes are cult favourites. FLOWER has also brought K-beauty to the masses with Power Up! Facial Sheet Masks.

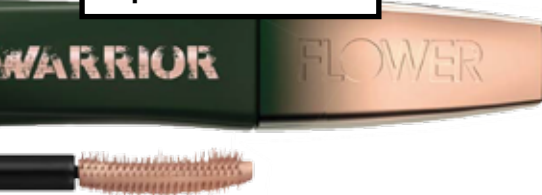


FLOWER Beauty has become one of the fastest growing makeup brands in the US, capturing the hearts of American women.



8 million
Instagram
followers

9 billion
Media
impressions



FLOWER
LIGHT ILLUSION
PERFECTING POWDER

500+
Flower Beauty
rolled out in ULTA
Beauty stores



THE CAMPAIGN

Social and digital strategy is central to FLOWER's brand awareness. Drew regularly shares product tips and demonstrations with her 8 million Instagram followers. Meanwhile, FLOWER's own social channels offer original content, using MAESA's in-house studio for still photography and video assets.

By engaging the editorial and influencer community through product mailers and special events, FLOWER has earned enough exposure to make products sell out overnight. Meanwhile, weekly emails, competitions and tips, based on a sophisticated CRM program, maintain fan loyalty. Gen-Z and Millennial consumers regularly see the brand at events such as BeautyCon, where Drew often makes personal appearances.

All this activity has earned FLOWER some of the highest product ratings in the industry.

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RESULTS

Since winning the prestigious WWD Newcomer of the Year award in 2013, FLOWER Beauty has become one of the fastest growing makeup brands in the US, capturing the hearts of American women by promising prestige quality at an accessible price.

FLOWER products have received glowing reviews throughout the industry, with over 9 billion media impressions across every beauty and lifestyle outlet since launch. Top selling consumer beauty magazine Allure awarded FLOWER products a Best of Beauty award four years running.

2017 was the brand's most successful year yet, outperforming colour category growth through new product launches, a refreshed website and an e-commerce offering.

In 2018 FLOWER Beauty rolled out to over 500 ULTA Beauty stores with a custom-designed illuminated merchandising display. A retailer that carries mass and prestige brands is the perfect partner for a brand that bridges the gap between mass and selective audiences.

New launches such as Lash Warrior Mascara and Light Illusion Foundation have confirmed FLOWER's position as a category innovator, continuing to elevate its product offer while retaining an accessible positioning.

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We are engineering beauty