

bend
B E A U T Y

Optimize Skin Health &
Longevity From the
Inside Out



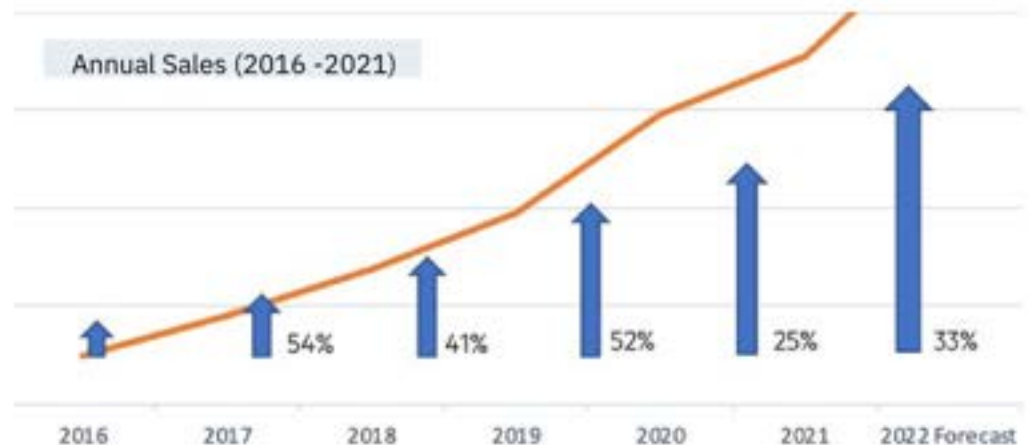
We Are Bending Beauty



“We believe real beauty starts from within. In how we think and feel about ourselves, and how we nourish our mind and body. That's why at Bend Beauty, we are bending beauty with the intent to redefine what it is to live and feel beautiful.”

Company Overview

- Canadian-based premium beauty supplement brand founded in 2016
- Leading-edge R&D, pioneering research into the role of nutraceuticals in skin health, producing evidence-based products for overall beauty and wellness markets
- Leading sustainable, clean beauty brand that is BCorp Certified, Carbon Neutral product line, member of 1% for the Planet
- Omni-Channel Distribution
- Consistent revenue growth YOY
- 382% growth in SKU volume 2017 -2021



A Message from our Founder



Bend did not start with a product. It started with a belief. "When you nourish all the connections something beautiful happens." This influences and inspires everything we do from designing products, to customer experience, to how our operations impact the planet. This belief defines our culture and above all it gives us a purpose to "Create and celebrate a beautiful life."

- Marc St-Onge

Booming Category

- Oral beauty supplements in the U.S. reached \$8.5 billion in 2020*
- The global women's health and beauty supplements market size is expected to reach USD 76.6 billion by 2028, registering a CAGR of 4.9%*
- Driven by a shift in consumer awareness of beauty from within & wellness goals, pandemic shifted focus to internal health factors
- Collagen is one of the most in-demand products. Bend Beauty has seen a 986% volume growth in Marine Collagen + Co-Factors since its release in 2017
- Focus on skin, gut health and gut-skin axis, liver-skin axis, stress+ mood support << Bend Delivers on all



Sources: Euromonitor, Statista 2021

vs. Other Supplement Brands

Efficacy is Key

- Backed by R&D and Health Canada approved claims
- Published research and human clinical trials on the efficacy of our products

Premium, Sustainable & Clean

- Our environmental commitments we share [openly and transparently](#)
- Beautiful, sustainable packaging
- Each ingredient is carefully considered for its environmental and ethical standards
- Proudly Carbon Neutral product line, BCorp Certified, 1% for the Planet Member

Leaders in Education

- Built a Learning Management System on supplements & skin health; ingredient efficacy
- Published the world's 1st Ultimate Guide to Skin Health & Longevity

Incremental Sales Opportunity

- Products complement existing topical skincare solutions, not replace
- Consistent daily use of products is required to maintain results which guarantees repeat monthly business

Product Portfolio ++



Renew + Protect

An Omega-rich complex that address overall skin health. The foundation of any beauty routine.

Health-Canada Authorized Claims

- Helps in reducing skin sensitivity to UV-induced sunburn
- Helps improve skin hydration
- Helps improve skin elasticity and firmness
- Helps improve roughness and redness (from skin inflammation)
- Provides antioxidants for skin health

Active Ingredients

Fish oil, borage. oil, vitamin D, lutein, zeaxanthin



\$80 MSRP



I've been taking this for three years and would be devastated to go without it. I used to think I had rosacea – now the evidence is gone 😊 My skin is smoother and more even toned than when I was in my thirties. I love the liquid especially – easy to take and a pleasant flavor.

lauraregan

Marine Collagen + Co-Factors

**A proudly carbon-neutral product line,
sustainably sourced, for healthy hair, skin + nails.**

Health-Canada Authorized Claims

- Helps in collagen formation
- Helps to maintain healthy skin, hair, and nails
- Source of an antioxidant that helps protect against free radicals
- Helps in wound healing

Active Ingredients

Hydrolyzed collagen (fish [cod, haddock, and/or pollock] skin), vitamin C (from acerola fruit), L-Lysine, silicon (from bamboo)



\$52 MSRP



I absolutely love this product for many reasons. It's so easy to take and tastes great, I just add it to water or my protein shakes. My hair has grown so fast I am often asked if I have extensions. My nails have never been stronger and my skin all over is firm and smooth. I use this product with the Renew and Protect daily and love the positive results.

Amanda Denton

RESET *new*

Formulated to support liver health, skin function and detoxification. Reduces oxidative damage caused by free radicals. Launched January 2022

Health-Canada Authorized Claims

- Helps support liver function, an organ involved in the detoxification process
- Source of an antioxidant that helps protect against free radicals
- Used in Herbal Medicine to help relieve digestive disturbances

Active Ingredients

Organic milk thistle extract (providing silymarin) and broccoli sprout powder (providing sulforaphane).



\$66MSRP

The Beauty Bar

The world's first sugar-free chocolate bar loaded with beauty boosters –collagen peptides, soluble fiber, and cocoa polyphenols. Launched February 2022.

What Makes The Beauty Bar Magical?

- A smooth, flavourful, decadent taste with 60% organic dark chocolate ethically and sustainably sourced from small farms in Ecuador
- Each bar has 1,000mg of marine collagen peptides from sustainably managed fisheries
- Sugar-free & sugar-alcohol free (NO erythritol or maltitol)
- Rich in fibre(17g)
- Keto
- Diabetic-friendly



\$7.50MSRP

NEW GUT GLOW

Specifically formulated with tremella extract and two additional clinically proven fibers that support healthy gastrointestinal functions associated with the Gut-Skin Axis

#PoopGoodLookGood

- A flavourless, easily dissolved powder that can be added into your favourite beverage without impacting its texture.
- Delivers well tolerated, clinically studied soluble fibres clinically proven to Support, Ease, Balance and Reduce issues with gastrointestinal health & well-being.
- Simplistic formula that is free of fillers and non-medicinal ingredients
- Rich in fibre
- Vegan



\$59 MSRP

Reasons to Believe



I'm so happy with the results I'm seeing by using Bend Marine Collagen+Co-Factors. I've been suffering with hair loss issues due to an under active Thyroid for years. In particular, my eye lashes were so sparse and missing until I started using the Bend Collagen. For the past nine months I've been taking the prescribed amount daily. To my delight, for the past 6 months, I have maintained plentiful, long thick eyelashes. I don't even need to wear mascara. I know your product has done this because I've not taken any other supplements or serums for this issue.

I've also been taking Renew and Protect for the past 9 months. My skin is beautiful. I'm 61 years old and I look and feel 15 years younger. Thank you!

Gloria (verified owner)

Reasons to Believe



I have been taking both Marine Collagen + Co-Factors and Renew + Protect for about two years. For my entire life, up until I started taking these two supplements, I had skin bumps on my upper arms and thighs. Within 3 months of taking both products, those bumps were gone. In addition, my skin became silky smooth over my entire body. Dry skin has been a constant problem for me too, but now the skin on my hands never cracks like it used to every winter. I also had really thin hair my entire life, and it is definitely thicker now.

Nancy Morse



Press

≡ FASHION

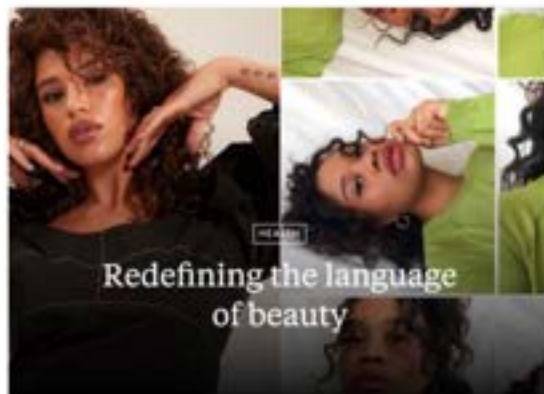
STYLE BEAUTY & GROOMING WE



SHAPE

A Halifax Brand Bans The Term “Anti-Aging”

BuzzFeed



→ EVERYTHING
ZOOMER

Canadian
Living

9 tricks, tips and
ideas we love
this month **2**
Collagen BOOST

If you're as much of a chocolate as we are, you're going to love this! The first sugar-free chocolate bar infused with collagen peptides and soluble fibre is now available from Canadian company Bend Beauty. Totally free of sugar alcohols and high in cocoa polyphenols, this bar is the perfect anytime treat.



BEND BEAUTY The Beauty Bar[®] Sugar Free Dark Chocolate with Marine Collagen, \$7.50, bendbeauty.com

bend
BEAUTY

+ WUNDERMAN
THOMPSON

FLARE

Bend's Own Published Research

[An open-label clinical trial assessing the efficacy and safety of Bend Renew & Protect \(Anti-Aging Formula\) on minimal erythema dose in the skin.](#)

[A Lipid-Based Oral Supplement Protects Skin Cells in Culture from Ultraviolet Light and Activates Antioxidant and Anti-Inflammatory Mechanisms](#)

[Impact on Telomeres in Cultured Human Dermal Fibroblast Cells](#)

Published the world's first eBook on Skin Health >> [The Ultimate Guide to Skin Health and Longevity](#)



Create a beautiful life.

*Start Offering Bend Beauty Products In Your Business
Contact Us For Further Details*

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