

# Collaboration Guidelines

seresilk

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## As Featured In

The Sydney Morning Herald  
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# Introducing The World's First Australian Silk Skincare Routine

Not only is Seresilk a world-first Australian silk product, but it is also completely cruelty-free<sup>^</sup> - following Ahimsa rearing practices.

With research<sup>^^</sup> estimating that women use 515 individual chemicals on their skin daily, Seresilk was developed out of a desire to create a simple routine that harnesses silk's natural healing properties which help moisturise, hydrate and repair the skin. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

All Seresilk formulations use cruelty-free Ahimsa Silk so you can enjoy using silk in its most natural form. Rich in amino acids and soft in texture, silk is superior in the world of skincare.

## *DID YOU KNOW?*

Popularised by Gandhi and unlike conventional silk, where silkworms are sacrificed for their cocoons, Ahimsa silk allows nature's cycle to unfold harmoniously.

The silkworms are given the freedom to complete their metamorphosis, emerging as beautiful silk-moths, while their abandoned cocoons become the source of this extraordinary fibre.

The secret to Seresilk is in  
the name.*silk*

## For Skin As Smooth As... *Well, You Know*

Silk has been used in skincare for close to 5,000 years while the ladies working on Chinese silkworms farms are famed for having the softest hands in the world...

The 100% Pure Silk Cocoon is an exfoliator like no other. Simply soak it in water, cleanse, and within minutes, the natural cocoon is ready to be gently applied in circular motions across the cheeks, forehead, and décolletage.

As the exfoliator effortlessly glides over your skin, it delicately buffs away impurities, reducing inflammation and revitalising your complexion.

The natural silk composition works to diminish the appearance of wrinkles and fine lines, boost collagen production, and enhance skin elasticity.



# Unravelling The Silk Secret

The Silkworm undergoes a life cycle that spans 6-8 weeks. Rearing is influenced by factors such as temperature, humidity, and exposure to sunlight.

Over the course of its life as a larva, the silkworm will multiply x10,000 its initial size - equivalent to a newborn reaching close to 40,000kg in just one month!

As the time comes for it to spin its cocoon, the silkworm oozes a tiny drop of silk for anchoring and draws a continuous filament of silk by swinging its head to-and-fro, taking up to 72 hours. The result is a perfectly ovate cocoon with a single strand of silk measuring up to 1 kilometre long!

In traditional sericulture, silk cocoons are boiled 8 days after they are spun, killing the pupae inside and allowing the 1,000m long thread to unravel for a cleaner spinning process.

After 10-14 days of development inside the cocoon, the Silk Moth emerges. The moth's brief life of 5-10 days is marked by the pursuit of a mate, mating, laying 300-500 eggs.

It is after this stage that we collect the "waste" silk cocoons and subject to hydrolysis for inclusion across our cruelty-free silk skincare formulations - unlike traditional sericulture.



# The Power of Silk

*You've heard of silk pillowcases... but have you heard of silk in skincare?*



All proteins are made of amino acids. Silk has 18 amino acids - remarkable given there are only 20 amino acids in the human body.

80% of the total is made up from three: alanine, glycine and serine.

Not only do silk amino acids support the skin, but its retaining properties let other actives do a great job... meaning only a small amount of silk is needed in each formulation.

That is why Seresilk formulations also include; vitamin A, vitamin E, hyaluronic acid, glycerin & squalene.



The silk fibroin - which gives silk its strength - mimics the body's "natural moisturising factor" (NMF), which improves hydration and reduces "trans-epidermal water loss" (TEWL).

Together, this protects skin from the effects of pollution and scoops up free radicals thanks to its antioxidant properties.

## BENEFITS OF SILK SKINCARE

- Rich protein content boosts collagen production
  - Rejuvenates, plumps and smooths skin
  - High moisture content, rehydrating skin
  - Protects and supports skin's barrier function
    - Reduces fine lines and wrinkles
- Encourages skin cell regeneration for increased skin firmness
  - Repairs damaged skin



# THE seresilk STORY

You've heard of silk in pillowcases,  
but have you heard of silk in skincare?

Silk used for  
5,000 years in  
skincare.



Taylor Battistella  
starts his first business  
with silkworms at 12  
years of age.



Battles skin  
problems as a  
teenager.



Learns of the  
therapeutic  
benefits of silk.



Over 2.5+ years  
of development,  
dermatologically  
tested + approved  
formulations.



Hydrolysing the  
silk from existing  
production for inclusion  
in formulations.



Born is Seresilk.  
The world's first  
skincare brand  
using Australian silk.  
**seresilk**

Simple formulations  
designed for everyone,  
using only 24 ingredients  
across 4-step routine  
letting our silk shine.



# From Curiosity Of Silk To Anti-Ageing Skincare Remedy

Seresilk was launched in 2023 by Taylor Battistella.

Battistella has worked with silk since age 12, where he started his first business selling Silkworms to schools and retail customers across Australia.

Uncovering the rich history and anti-ageing properties of silk, Battistella decided to bring his expertise to the skincare industry.

Born was Seresilk. As a nod to historic roots, the name 'Seres' was chosen. Translating to 'land of silk', this describes Ancient China where silk was first discovered.

Battistella's goal is to create demand for Australian silk and fuel the growth of a new industry, by making the most of a resource which has until now gone to waste.



# Committed To Skincare With Minimal Impact

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Seresilk formulations are approved as cruelty free under the Leaping Bunny Programme using ahimsa silk that allows the silk-moth to naturally emerge from its cocoon and peacefully continue its life-cycle.

The disposed silk cocoon is captured and hydrolysed. The hydrolysis process involves breaking down the larger silk protein molecules into smaller components using water or an aqueous solution. The end result is a beautiful form of golden, liquid silk used in all Seresilk formulations.

Seresilk recognises its goal of creating new Australian industry is ambitious so has partnered with three charities that are already achieving amazing results in Australia to help incite powerful change today



Australian Made



Sustainably Sourced Ingredients



Cruelty-Free



Recyclable

# Our Pledge

Seresilk has partnered with three charities that focus on enacting powerful change. Each charity is reflective of each of the three Seresilk brand pillars.

Each month, we collect the total sales from orders made on our website and donate 1% to our three partner charities.

From here, we allocate the funds to each charity on a pro-rata basis at the end of the month, depending on the percentage of votes received.



## Empowerment



Good Shepherd challenges the critical and ongoing issues facing women, girls and families, by providing crisis services + financial support.

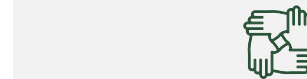
Donations work to ensure women do not fall through the cracks and provides support to turn family's lives around.

Greening Australia have been restoring Australia's unique landscapes and protecting biodiversity for over 38 years.

Donations support Greening Australia's mission is to plant half a billion trees and restore 330,000 hectares by 2030.



## Environment



## Diversity



Children's Ground are an organisation committed to creating a new future for children filled with promise, hope and empowerment.

Donations support The Children's Ground Approach; a 25-year strategy to transform Community and Systems Change.



## Gentle Silk Cleanser

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The Gentle Silk Cleanser is enriched with hydrolysed silk and glycerin to increase skin hydration and smooth the complexion through deep-cleansing to sweep away daily grime. This hydrating facial cleanser is incredibly lightweight and intensely hydrating, restoring the skin's balance without stripping away natural oils.

Crafted to shield your skin from daily impurities, rinse away effortlessly to unveil a silky-soft, reinvigorated and revitalised complexion to unveil your natural glow.

Ingredients are as follows; Water, Caprylic/Capric Triglyceride, Cetearyl Alcohol, Stearic Acid, Lauryl Glucoside, Propanediol, Glycerin, Glyceryl Stearate, Coco-Glucoside, Sodium Stearoyl Glutamate, Hydrolysed Silk, Sodium Benzoate, Hydroxyacetophenone.

*Dermatologically tested and approved.*



Australian  
Made



100%  
Australian Silk



Cruelty  
Free



Sustainably Sourced  
Ingredients



## Pure Silk Exfoliator

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Remove dead skin cells like never before.

The Seresilk Pure Silk Exfoliator is exactly that; pure silk. In the natural form of a silk cocoon and close to 5,000 years of history; this exfoliant effectively resurfaces the skin without the use of harsh chemicals. The cocoon smooths skin and reduces inflammation while removing impurities thanks to its coarse natural composition. Natural silk cocoons are incredibly hydrating, leaving skin visibly refreshed and rebalanced.

Experience the joy of visibly refreshed and rebalanced skin to help unlock a renewed youthful glow, thanks to the restorative and nourishing power of pure silk.

Ingredient; Silk Cocoon.

*Dermatologically tested and approved.*



Australian  
Made



100% Biodegradable  
Silk Cocoon



Cruelty  
Free



Sustainably Sourced  
Ingredients



## Silk Night Serum

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Indulge in the silky-smooth texture of Seresilk's silk-infused serum as it effortlessly melts into your skin. The Silk Night Serum deeply hydrates the skin by nourishing, optimising and normalising its protective barrier, promoting long-lasting hydration as the skin goes into repair mode overnight.

Crafted with a concentrated blend of Hydrolysed Silk, Vitamin A, and Hyaluronic Acid, our Silk Night Serum works tirelessly to refine pores, smooth the skin's texture, and diminish the appearance of fine lines and wrinkles.

Ingredients are as follows; Water, Aloe Barbadensis Leaf Juice, Hydrolysed Silk, Retinyl Palmitate (less than 1%), Hydroxyacetophenone, Sodium Benzoate, Sodium Hyaluronate, Glyceryl Stearate, Lauryl Glucoside, Xanthan Gum.

*Dermatologically tested and approved.*



Australian  
Made



100%  
Australian Silk



Cruelty  
Free



Sustainably Sourced  
Ingredients



## Silk Night Cream

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Seresilk's Silk Night Cream encourages cell regeneration, elasticity and increased skin firmness as it focuses on optimising and normalising the skin's barrier function.

Expertly formulated with a concentrated blend of Hydrolysed Silk, Squalene, and Vitamin E, our Silk Night Cream restores and rejuvenates, promoting visibly firmer skin and a radiant glow.

Ingredients are as follows; Water, Caprylic/Capric Triglyceride, Glycerin, Squalane, Simmondsia Chinensis (Jojoba) Seed Oil, Cetearyl Oliviate, Sorbitan Oliviate, Cetearyl Alcohol, Hydrolysed Silk, Sodium Benzoate, Hydroxyacetophenone, Helianthus Annuus (Sunflower) Seed Oil, Tocopherols.

*Dermatologically tested and approved.*



Australian  
Made



100%  
Australian Silk



Cruelty  
Free



Sustainably Sourced  
Ingredients



# Don't Just Take Our Word For It...



**Jane Carroll**  
**Customer**

*Seresilk is amazing! We all know stress shows on our skin but over the last few nights I have spoilt my face with the serum and night cream. Truly my skin feels like silk! What a fantastic product! I am hooked!*



**Olivia May**  
**Influencer**

*As the weather starts to get cooler and my skin becomes drier, I've been trying to find a good skincare routine that I can stick to for the whole year. I'm so excited to have got my hands on Seresilk.*



**Lisa Ashmore**  
**Wholesaler**

*We are very excited to have the Seresilk products on our front counter. Customers who want a beautiful, natural and silk skincare range shouldn't look any further than Seresilk.*

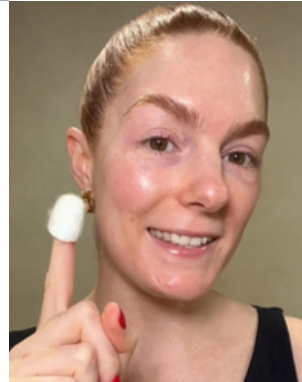
**Sera Bozza**  
**News Corp Australia**

*It's been a while since I've used a skincare product that is as innovative and beautiful as it is simply different and fun... perfect for sensitive skin girls!*



**Kate Squires**  
**Creator**

*This serum is super hydrating for the skin and really helps with dehydration. The finish is SUPER glowy, would love this formula in a day serum without the Vit A. Very lightweight on the skin.*



**Georgia Honan**  
**Customer**

*The texture, smell, look and feel are spot on for my dry skin type. I am super fussy about the cleaners I use but this might just be the best one I've ever used.*



**Mark Fletcher**  
**Market Researcher**

*Seresilk skincare is a brilliant product range and Taylor's story is a great example of Aussie innovation and determination.*



**Gabriella Whittaker**  
**Creator**

*Incredible products. Unique and amazing branding. These are one-of-a-kind products and so incredibly sustainable and Australian made: the owner is passionate and communicates well. Love this brand!*



**Liz Bond**  
**Lifestyle Writer**

*I've really loved Seresilk so much that I'm now conserving my products for an upcoming international trip!*

## SERESILK CONTENT CREATORS

As the world's only Australian silk skincare, Seresilk empowers women and men to love their skin with our unique products. We choose to align ourselves with individuals who share our ethos and can bring mission to our life.

# Collaboration Brief

## CONCEPT

Seresilk would like to partner with \_\_\_\_\_ to deliver \_\_\_\_\_

## PAYMENT

\_\_\_\_\_ worth of Seresilk products.

## UPLOAD DATE

Seresilk would like content to be uploaded by \_\_\_\_\_

This deadline is negotiable prior to signing the contract.

*Content must be sent for approval before uploading. If any changes are made after reviewing, this must be mutually agreed upon by both parties prior to the scheduled live date.*

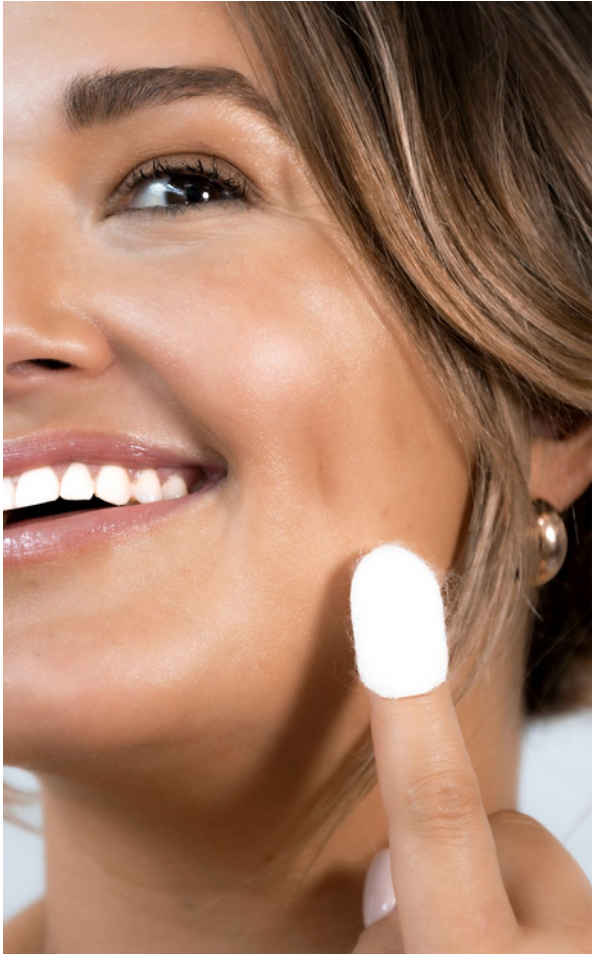
# Content Creation Requirements

NUMBER OF POSTS/REELS	DURATION	DETAILS OF CONTENT	HANDLE TO INCLUDE IN CAPTION

## Additional Information:

- If posting, talent must tag @seresilk
- No other brands to be included or tagged in post.
- If including discount, this must be in capital letters in copy
- Code must be displayed before fold to ensure followers can see while scrolling.
- Talent must showcase Seresilk product in photo/video
- This post must not be archived from talents page after collaboration is finalised
- Seresilk must be the focus of the content copy

# Content Creation Tips



## Light and Bright

Please make sure you find a light and bright spot to take your pics. We want to see your beautiful face!

## High Resolution Image

Make sure you upload and send to us in the highest resolution your phone or camera can provide.

## Consider Your Surrounds

We love to keep it real, but don't need to see any piles of clothes in the background! If you're stuck on ideas nothing beats a nice clean wall or backdrop.

## Products Facing The Camera

Don't forget the product. Make sure they are a focus point of the shot.

## Focus On Your Experience

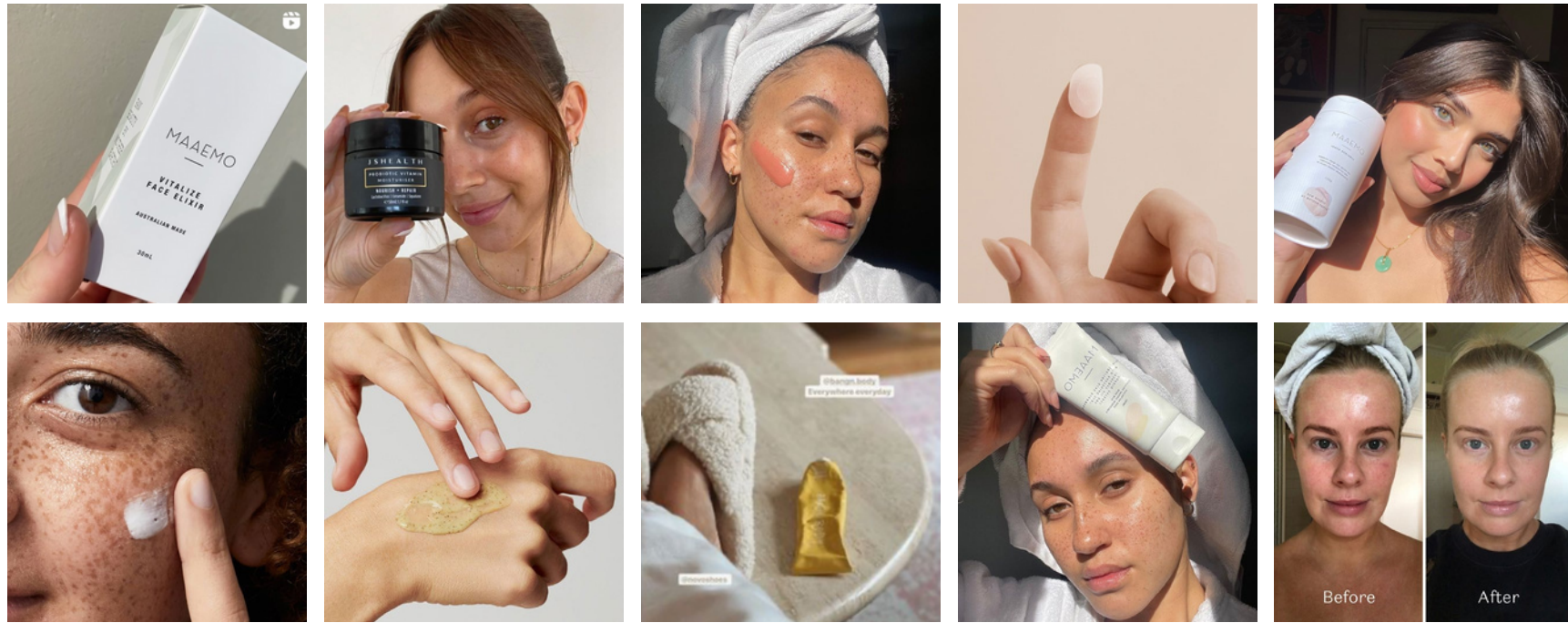
Keep the video concise... about 45 seconds is perfect. We want viewers to visualise Seresilk products in their skincare routine. Speak to the camera and how you feel so the video is less of a tutorial.

## SereSILK not Seresilkworm

If speaking to the science, explain the benefits of silk as opposed to the history of the silkworm.

## Enjoy The Moment

Have fun and let your personality shine through!

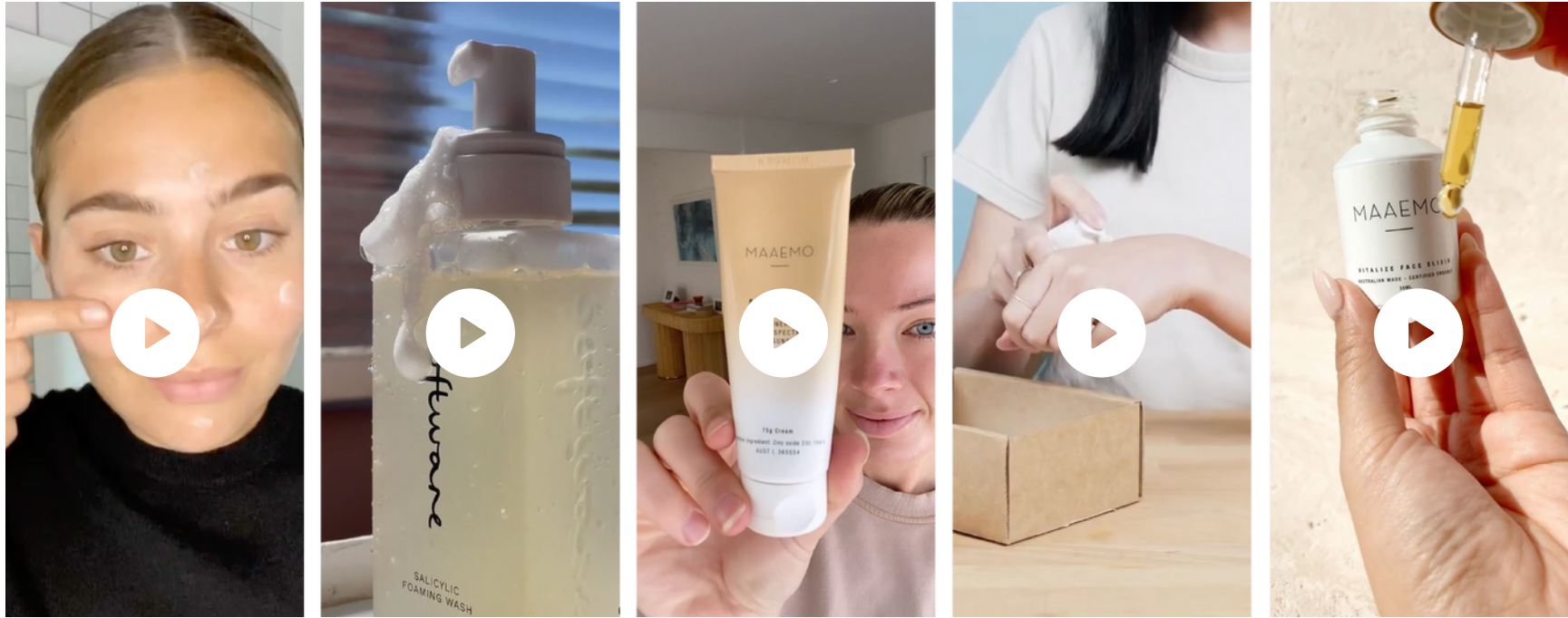


## Example Content - Static Posts

**Content Type:** Get up close and personal, show as part of your lifestyle routine!

**Required Image Types:** JPG, PNG

High quality, unedited and uncropped



## Example Content - Story/Reel

**Content Type:** Product application, unboxing, morning/night time routine, feature product or make it your own!

**Required Image Types:** MP4

High quality, unedited, size 1080x1920

# Terms and Conditions of Agreement

In the event of a broken product or allergy or incompatibility with skincare products, talent will need to send products back. Our team will then send another product accordingly.

Seresilk will be allowed two rounds of edits of content before final approval as part of the Agreement. Seresilk will be allowed 3 days to make any comments/approvals of content. Written approval will serve as confirmation content can go live without further changes. Content will not go live without Seresilk's approved changes.

Under no circumstances can affiliate links be used as part of the collaboration. This may forfeit talents payment.

If talent is represented by agent/agency, talent agrees Seresilk can communicate with agent/agency. Any written approval will be coordinated with the representative agent/agency.

In the event of discount codes being used as part of the collaboration, these must be shared across talent's social media platforms for which content is being produced.

Seresilk has the right to terminate agreement if talent does not adhere to agreed timeline for approval and posting.

Seresilk can request compensation should deliverables not be met by partnership.

It is the talents or talents agent/agency's responsibility to make endorsement disclosures on relevant content. Seresilk recommends talent includes #ad or #gifted where necessary.

Talent Signature: \_\_\_\_\_ Date: \_\_\_\_\_

By signing this Agreement the Talent hereby declares that they are knowingly entering into the agreement, and will fulfill all contract obligations unless otherwise agreed upon and approved in writing by Seresilk.





# Thank You!

We hope you love your new skincare products. Your support means so much to the Seresilk team, and we appreciate you taking the time to work with us.

For any future collaboration inquiries, don't hesitate to get in touch!

**THANK YOU FOR YOUR TIME,  
SERESILK TEAM**

