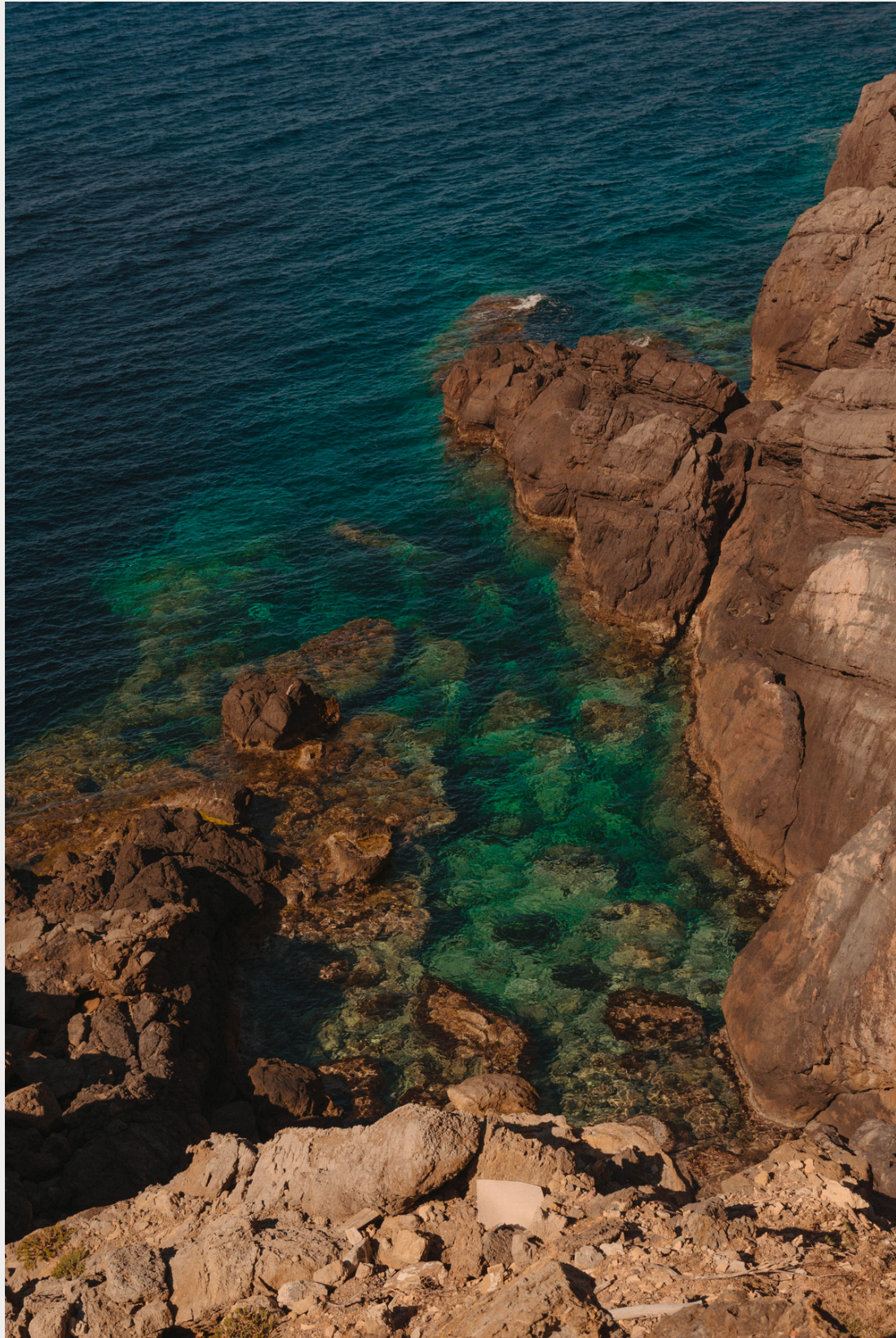


INNÉ



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WHY LINNÉ?



I.

EASY & EFFECTIVE

Rather than overwhelm the consumer with countless SKUS, our comprehensive formulations require fewer products to address a range of skin concerns, and our "step" protocol makes our products easy to use. However efficient, the experience is luxurious.

II.

SUPERLATIVELY SOURCED

We have cut through the clutter to develop thoughtful, and unique formulations that are as gentle as they hardworking. The distinctive quality of our products can be recognized immediately through their spa-like textures and aromatics.

III.

TRANSPARENT & HONEST

In a market saturated with vacuous trends and false claims, we empower our community to make educated choices and approach skincare with a holistic perspective. LINNÉ products are dermatologist tested and approved.

IV.

MADE FRESH

LINNÉ is made in small batches to meet demand allowing for product potency and vitality.

OUR VISION



Our formulation approach marries the knowledge of human anatomy and herbal medicine and puts our community's true needs first. The result is symbiotic products that acknowledge the body's intelligence, that feed the skin, promote cellular optimization, and support the skin through both seasonal and physiological changes.

Our formulas are also gentle to the planet. They are free of harsh synthetics, petrochemicals, biological and environmental toxins, carcinogens and fillers. We promote environmental stewardship, species diversity, wildlife preservation and ethnobotanical continuity. We are carbon neutral, use recyclable packaging, are Leaping Bunny and Plastic Negative certified and are members of 1% For The Planet.

FOUNDER

Founder & Formulator Jenna Levine

- Started making natural skincare at 10 years old.
- Studied and practiced in the fields of botany, herbal medicine, nutrition, physiology, environmental studies, ecological design and studio art.
- BA, Middlebury College, Vermont
- Worked for True Botanicals and Marie Veronique prior to starting LINNÉ.
- Does all her own ingredient sourcing and formulation.
- Believes in prompt troubleshooting.
- Values respectful and enduring relationships with her customers and brand partners.



HISTORY



INGREDIENTS



We value your health and only use safe, non-toxic, biocompatible ingredients that are easily absorbed and processed by the body. All of our ingredients are made exclusively from plant and mineral sources.

We primarily use organic and sustainably wild-harvested ingredients and have a particular affinity for native plants given their adapted defense mechanisms that protect themselves from their harsh environments. Furthermore at LINNÉ we promote the use of plants grown in their original habitat/geographical distribution and our ingredient choices aim to support species diversity, environmental preservation and ethnobotanical continuity. All ingredients are GMO-free, contaminant-free and never tested on animals.

We buy from reputable sources that champion environmental health and worker welfare and we evaluate each ingredient to ensure that they are free from environmental and biological contaminants. While there may be slight color, texture or scent variability from one harvest or lot to the next, we rely on certificate of analysis, material data safety sheets, allergen reports and composition breakdowns to ensure that our ingredients will consistently be safe and effective.

We do all this because there is an unfortunate lack of transparency within the skincare market. As greenwashing becomes ubiquitous it has become increasingly imperative for formulators and brands to source considerately and responsibly.

For a complete ingredient list by product visit linnebotanicals.com

COLLECTION

FACE



PURIFY Face Wash & Mask
MSRP \$66



CLEANSE Face & Body Wash
MSRP \$68



SCRUB Exfoliating Mask
MSRP \$72



REFRESH Mineral Mist
MSRP \$54



RENEW Face Serum
MSRP \$96



REVIVE Eye Emulsion
MSRP \$80



REPAIR Face Oil
MSRP \$80



BALANCE Face Oil
MSRP \$70



PROTECT Barrier Cream - SPF 36
MSRP \$84

COLLECTION

BODY, HAIR, INGESTIBLES



ACTIVATE Exfoliating Body Wash
MSRP \$68



REPLENISH Everywhere Oil
MSRP \$60



SMOOTH Healing Balm
MSRP \$78



NURTURE Face & Body Balm
MSRP \$64



RISE & REST Functional Fragrance
MSRP \$94



SOAK Bath Salts
MSRP \$36



SKIN TEA Organic Infusion
MSRP \$34



LATHER Artisanal Bar Soap
MSRP \$28

COLLECTION

TRAVEL & GIFT KITS



BODY CARE ESSENTIALS
MSRP \$58



CLARIFYING KIT
ESSENTIALS \$90 | **ROUTINE** \$140



REJUVENATING KIT
ESSENTIALS \$90 | **ROUTINE** \$140



RESTORATIVE KIT
ESSENTIALS \$58 | **ROUTINE** \$160



MATERNAL CARE KIT
ESSENTIALS \$78 | **ROUTINE** \$124



LINNÉ BÉBÉ KIT
MSRP \$65

COLLECTION

PROFESSIONAL USE



ACTIVATE Exfoliating Body Wash
19oz : \$54



PURIFY Face Wash & Mask
19oz : \$143



CLEANSE Face & Body Wash
16oz: \$45



GLOW Exfoliating Mask
8oz : \$86



REFRESH Mineral Mist
7.2oz : \$50



RENEW Face Serum
2oz : \$70



REVIVE Eye Emulsion
1oz : \$60



REPAIR Face Oil
2oz : \$62

COLLECTION

PROFESSIONAL USE



BALANCE Face Oil
2oz : \$53



REPLENISH Everywhere Oil
8oz : \$42



SMOOTH Healing Balm
8oz : \$53



NURTURE Face & Body Balm
8oz : \$44



PROTECT Barrier Cream with SPF
4oz : \$76



RISE & REST
0.5oz : \$44 Each



GLOW BOOSTERS
AHA 4oz : \$68
BAMBOO : \$50



SKIN TEA
16oz : \$106

SERVICE COSTS

FACIAL TREATMENT : \$5+/-

- First Cleanse
- Exfoliation
- Extraction
- Second Cleanse
- Tone
- Treatment
- Emollience
- Eye Treatment
- Final Seal/Lips/Hands

BODY TREATMENT : \$8.00 +/-

- Exfoliation / Mask / Cleanse
- Hydrate
- Massage
- Optional Scalp Treatment



LINNÉ SPA PROTOCOL
AVAILABLE UPON REQUEST

#LINNÉLOYALIST



AGE: 50

Lifestyle: Chic, Invests in Premium Products, Enjoys Regular Facials.

Buying Decisions: Results-Driven, High-Quality, Expert-Backed

Purchase Triggers:
Clean Lifestyle Gurus, Esthetician Recommendations

How Does LINNÉ improve her life:
Offers her a safe and effective alternative to "anti-aging" products and procedures. Loves the look of the products in her bathroom.



AGE: 40

Lifestyle: Mom, Dedicated to Healthy Living

Buying Decisions: Convenient & Safe for the Whole Family, Responsible Sourcing, Sustainable Packaging

Purchase Triggers:
Niche Influencers, Friends, Experience

How Does LINNÉ improve her life:
Feels confident using products that are safe, easy to use and gentle to the planet.



AGE: 30

Lifestyle: Micro-Influencer, Gypsy-Jetset, Wellness Obsessed

Buying Decisions: Trendy, Healthy Lifestyle

Purchase Triggers:
Influencers & Media

How Does LINNÉ improve her life:
Inclusion in the LINNÉ community keeps her up to date on wellness tips and keeps her looking and feeling her best.

POINTS OF SALE



FIND LINNÉ IN:

- TRADITIONAL RETAIL
- FACIAL TREATMENT ROOMS
- ACUPUNCTURE STUDIOS
- ATHLETIC STUDIOS
- HOTEL GIFT SHOPS
- IN ROOMS / MINI BARS
- POOLSIDE AMENITIES
- LOCKER ROOMS
- RETREAT PROGRAMMING
- WEDDING PARTY FAVORS
- EVENT GIFT BAGS

OUR
PARTNERS



FOUR SEASONS



SALAMANDER®
HOTELS & RESORTS

sana.

CANYONRANCH®

PRESS

VOGUE

healthline

BYRDIE

allure

BRAND COMMITMENTS



**Carbon
Neutral
Club**



**FARMER'S
FOOTPRINT**



ACCOLADES



GQ: The Most Stylish Gifts
GLAMOUR: 16 Best Bath Salts
BAZAAR: The Best Wedding Gifts
MEN'S HEALTH & WWD: Best Gifts
VOGUE: Perfectly Packaged Beauty
TOWN & COUNTRY: Best Moisturizers
ZOE REPORT: The Ultimate Self-care Gifts
BYRDIE: The Best Exfoliating Face Washes
VOGUE: Mists That Do More For Your Skin
BYRDIE: The Most Addicting Body Balms Ever
W MAGAZINE: Best Natural Makeup & Skincare Brands
WELL & GOOD: 6 Buzzy Indie Brands You Should Know

"Products are so fresh, they come with expiration dates, and they're so versatile, you can use it everywhere that needs a little repairing" - DEPARTURES

"Better than we ever imagined" - ALLURE

"Good enough to eat" - VOGUE Paris

CONTACT



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Find Us On Faire and The Main Tab

linnebotanicals.com

[@linnebotanicals](https://www.instagram.com/linnebotanicals)



THANK YOU