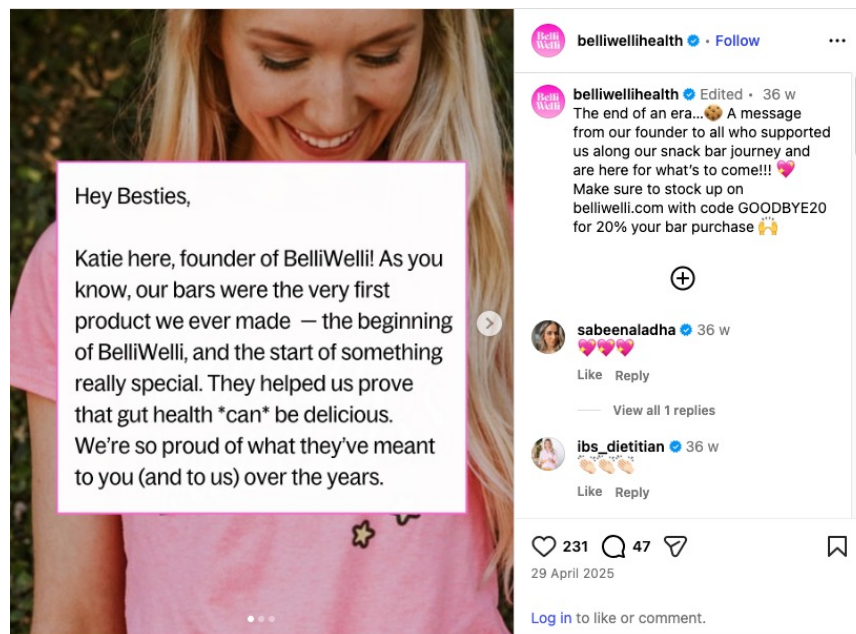


While the majority of BelliWelli's NPD is focused on flavour innovation, its move into CHC was via probiotic and fibre supplements with additional health benefits. **Daily Fiber and Probiotics Powders**, launched in 2024 in Tropical Breeze, Yuzu Mandarin and Cucumber Lime flavours, combine fibre for digestive regularity, probiotics to maintain gut flora, electrolytes for hydration and collagen for hair, skin & nail health.



Move into probiotics and fibre supplements marked the company's exit from the food industry, with its biscuit and snack product lines officially shuttered in 2025 (see left). The consumer goodwill and reputation BelliWelli had built via this initial offering was leveraged in support of its move to CHC, maintaining **a similar core philosophy of pleasant-tasting, convenient digestive health products for IBS sufferers** while pivoting into the dynamically growing gastrointestinals space.

While powders represent the core of BelliWelli's business, it also offers watermelon flavoured gummies, rolled out in October 2025 exclusively in Walmart stores and via the brand's website.

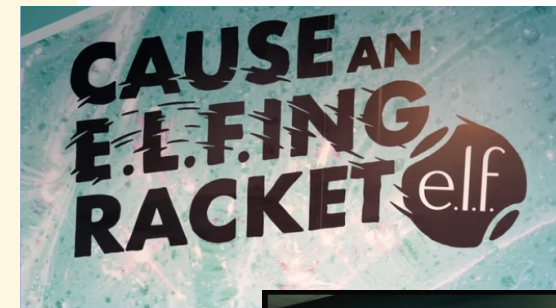


This campaign was followed in 2024 by a second ad for Power Grip Primer at the Superbowl, this time “talking directly to the broad community of sports fanatics”, featuring actors Joey King and Lucien Laviscount as brand ambassadors and focusing on a couple whose families support opposing sports teams. The ad subsequently claims that “only Power Grip Primer” can create a bond strong enough to overcome sports rivalries. The ad represented a significant shift in E.L.F.’s promotional strategy in that **rather than focusing on women it was now “running the full field, speaking directly to every eye, lip, face and fandom out there”**.



As well as high-profile ads on TV, marketing activity also includes a **growing number of partnerships with women-led organisations** as part of a strategy of “Empowering Legendary Females”. Since 2024 it has partnered with the National Women’s Soccer League in the USA and the Wonder Women of Wrestling Federation, as part of a commitment to “levelling the playing field for women and girls in sports”. As well as these, it has partnered with the Billie Jean King Cup women’s tennis event, Professional Women’s Hockey League and sponsored female motorsports star Katherine Legge.

**Activities included support of college scholarships, as well as branded material and interactive events at sports matches**, with the wrestling partnership particularly notable as the event’s first beauty sponsor. October 2025 saw a “live activation” in New York where consumers could “give an E.L.F.” by nominating causes for the company to make charitable donations to support and being rewarded with vouchers for the brand.





Eucerin leveraged a TikTok campaign in Chile to launch its Dermopure Serum line, using community-commerce formats and creator-led content rather than traditional ads. By focusing on authentic skincare stories, **daily-routine demonstrations and educational messaging about ingredients**, the brand positioned Dermopure for a younger audience. The campaign led to an **86% year-on-year sales increase and significant cost savings**, with cost-per-click ~65% lower than Eucerin's previous campaigns (*according to TikTok for business*). Verónica González, Digital Manager of Eucerin Chile, claimed “One of the most important treats we got from the campaign was that we were able to take the brand from the online to the offline world, having people ask for “TikTok’s Serum” on the point of sale”.



*Influencer activity and Key Opinion Leader Marketing is used in Malaysia/Singapore to reach mature-skin audiences, promoting the “Elasticity + Anti-ageing” product line*

According to company communications, **Eucerin intends to further expand its investment in “social dermatology”**, including increased use of micro-influencers, creator education sessions and campaign formats designed specifically for short-form video platforms.

Eucerin partnered with Epidemic to run a **large-scale global influencer campaign using nano- and micro-creators** to promote key ranges including AtopiControl, UreaRepair PLUS, Dermopure and Anti-Pigment. Creators shared personal skin routines and condition-led stories, helping position the brand as both credible and relatable. The campaign delivered over 1.1mn impressions in six months, significantly boosting brand visibility and supporting wider shift towards social-first, educational-led digital marketing.



*Eucerin recently partnered with Brazilian-South Korean model and beauty Youtuber Soyeon*

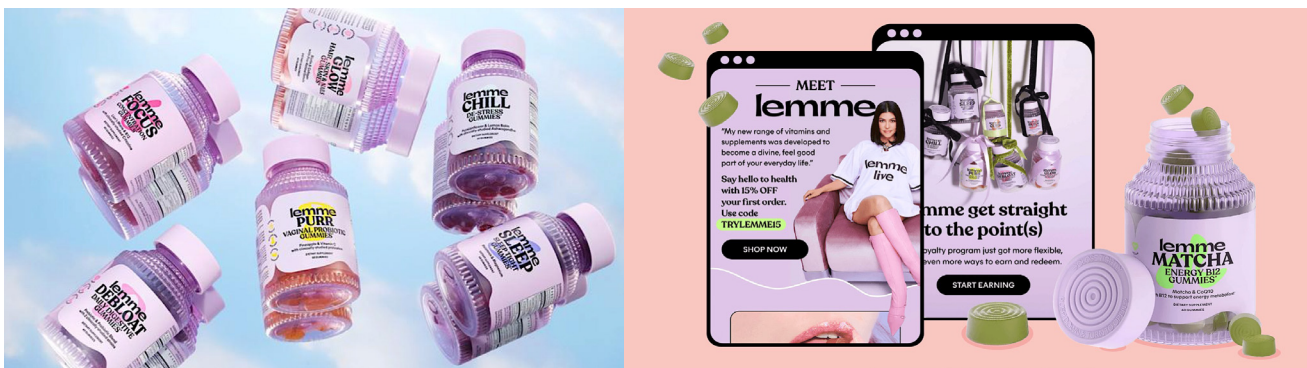


*In Egypt, Eucerin Skin Talks is a podcast by skin experts to educate and raise awareness via five different episodes about Acne, Pigmentation, Aging, Dark Circles and Sunscreen*

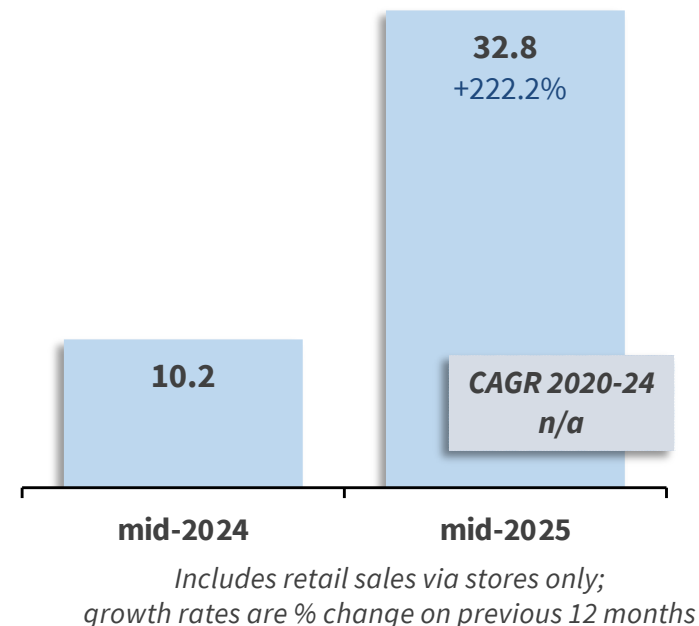
## Celebrity-led, digitally native brand driving rapid sales momentum

Co-founded in 2022 by Kourtney Kardashian Barker and Simon Huck, Lemme entered the supplements market with a **clear proposition centred on clean-label, science-backed gummies** designed to make daily wellness more accessible and appealing. Positioned at the intersection of beauty, lifestyle and health, the brand capitalises on its founder's personal wellness narrative while reinforcing credibility through **vegan formulations, transparent ingredient sourcing and third-party testing**. Lemme's portfolio initially focused on digestive and metabolism support before expanding into adjacent needs such as sleep, mood, mental focus and women's health, aligning closely with the premium and "beauty-from-within" trends shaping the global supplements category.

Sales performance (*primarily via internet channel, not tracked here*) has been driven by a **digitally native, direct-to-consumer model, with social media acting as the primary source of awareness and trial**. High engagement across owned and earned channels, highlights the brand's ability to convert celebrity reach into sustained consumer demand, **supported by highly shareable formats and benefit-led messaging**. Early success online has enabled selective expansion into physical retail, broadening reach while maintaining a premium brand image. As Lemme continues to scale distribution and extends its range across high-frequency wellness use occasions, it is well positioned to capture ongoing growth.



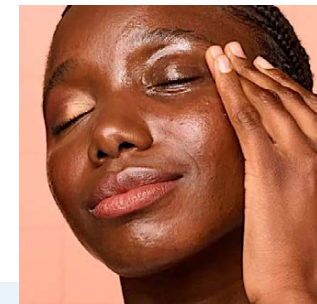
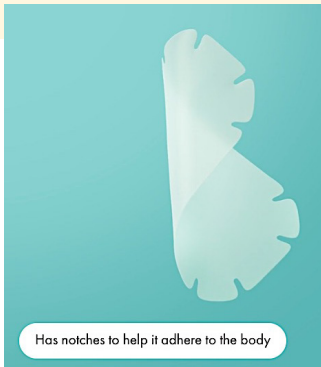
Lemme global sales mid-2024 & mid-2025  
(MSP, \$mn)



Growth is led by Lemme Purr, the brand's bestselling presentation (according to Lemme), which anchors Lemme's position in targeted women's wellness. Lemme DeBloat follows, benefiting from broad, everyday digestive health usage and reinforcing the brand's expansion into mainstream functional supplements.

In 2025 **Hero entered the growing Body Care segment** with Mighty Patch Body. This extra-large hydrocolloid patch addresses acne breakouts in areas such as the chest, back and bottom and is made with unique notches to help adhere to curved parts of the body.

NPD in 2025 also included the launch of a Day + Night duo pack, combining Invisible+ for daytime and original patches for nighttime.



**Beyond Mighty Patches, Hero also fields a range of acne care / skincare products** under the Targeted Solutions and Daily Care collections. The range is frequently extended, e.g. in 2024 via Glow Balm Stick, to nourish skin & visibly smooth the appearance of dry spots for “an instant glow boost”. Another launch was Dissolve Away, said to remove make-up and wash away excess oil, dirt & grime (non-comedogenic, non-acnegenic and fragrance-free), reportedly launched in response to consumer demand for a cleanser balm in the range.

A three-SKU line of Hero acne facial cleansers is set to launch in mid-2026, while Hero Mighty Shield, a liquid-to-patch film, will provide invisible, under make-up pimple protection.