

NEW WAY to Become beautiful

Australia is the newest market for Become™, a new direct sell, beauty and wellness company founded by an Australian, originally launched and proven to be successful in the United States market.

Become™ was created for women by a female team headed up by Founder, Stephanie White taking a holistic approach to countering the signs of ageing - from head to toe, inside and out. Stephanie White, President, CEO and creator of Become™ was in Sydney recently to personally launch the brand. Close to her heart, the concept of the brand comes from White's experience as a top international marketing and branding executive who, after many years of personal success in the beauty business, was left feeling that most brands weren't delivering on what she had learned that women most wanted: simple, effective, efficient, luxurious, top quality skin care - but at a reasonable price. And her ethos is that the products needed to be readily available to women, no matter where they lived. The more she thought about it, the more she realised that it was time to create a company that made the products that would fill this need. Stephanie had the expertise, the experience and knew the chemists and product developers she needed to make her dream a reality. And thus, Become was born. Dedicated to giving women the opportunity to look and feel beautiful, Stephanie says she has created the company she wants for the women she wants to make gorgeous. Consumer insight research is the Holy Grail of skincare to gain the nuances of what women are realistically looking for. Key findings were, however, not rocket science: effectiveness, the products do what they say they will do, and affordability so once you've found the products that work for you, you can continue to replenish within budget.

Says White: "The Become philosophy is this: we are committed to delivering the finest, luxury quality skincare at an affordable price. Our professional-grade skincare and nutritional products combine the purity and comfort of nature with the power of science in order to rejuvenate the skin and revitalise the body - with results you can feel and see. We use only the world's finest ingredients - native botanicals, active cosmeceuticals and nutraceuticals with clinically-proven results; we never compromise on quality. And all our

products are tested in Australia - one of the world's harshest environments.

"Become was created with today's busy woman in mind - all our products are formulated to deliver multiple benefits. And we also know that the product choices out there can be overwhelming, so we have

responded to our customers' needs with streamlined product systems designed to provide a simple, effective, sustainable beauty routine that fits into a hectic day



1: Stephanie White, internationally successful in marketing and branding beauty, hailing from Brisbane, launched Become™ beauty in the United States and now brings the brand to Australia
2: A snapshot of Become™ skincare - Day Cream, Night Cream and Eye Cream



and efficiently delivers the gorgeous results women want - and need. They

actually do what they say they are going to do. We are committed to giving our customers maximum results at maximum value."

Become skincare is a comprehensive line-up, focusing on anti-ageing products that cleanse, moisturise, firm, tone and smooth; the face creams are formulated with ingredients that reduce the appearance of fine lines while deeply nourishing the skin. "We also have wonderful treatments for the lips, hands and body - we even have an incredible face "Lift" system that yields fantastic firming and lifting without surgery. As a style bonus, the packaging is gorgeous; sleek and sophisticated, it looks beautiful in the bathroom," she adds. "Become products are designed to be sold directly to women at home, so that no matter where they live, our customers can have luxury quality beauty and wellness products at an affordable price."