
aos Skincare Brand Platform

The MISSION statement is what you are solving for every day.

MISSION

To harness the transformative power of plants and leading-edge skincare science to make luxurious, clean, solutions-focused products filled with potent, bio-available ingredients that are good for our bodies and the planet.

The VISION statement is the shared fire in the belly of your employees, stakeholders and partners. It's aspirational.

VISION

1. To create “full-circle beauty” with the highest quality, sustainably sourced, bio-available ingredients and results-oriented, medical-grade formulations that heal, strengthen and inspire the customers and communities we serve.
2. To introduce the world to powerful plant-based products dedicated to creating more beauty—for our customers and the people who grow our ingredients.

The BRAND PROMISE is the tangible benefit that makes a product or service desirable.

BRAND PROMISE

To offer natural, plant-based medical-grade skincare products that are beautiful in every way, from how they look, feel and smell, to their measurable anti-aging and healing effects on the skin.

Fresh – We handcraft all of our products in small batches in our Good Manufacturing Practice (GMP)-certified lab nestled in the back of our retail shop in Bend, Oregon.

Bio-available – We sustainably harvest only the most potent, easily absorbable organic and wild-crafted plant actives in our medical-grade, science-based formulations to bring health and vitality to the skin.

Beautiful – Our products look, feel and smell beautiful. They are also fair trade, cruelty-free, made with wind power and packaged in recyclable materials. We think that’s pretty beautiful too.

The POSITIONING statement is the essential, fact-based component of your unique DNA and why people should believe that what you do is different from what anyone else is doing.

POSITIONING

We hand make our small-batch, products with the most bio-available, sustainably sourced, organic and wild-crafted ingredients available, scientifically formulated with both results and ritual in mind.

Every AOS product was created to solve a specific skincare problem of a client, from dryness and rosacea to adult acne and hyperpigmentation, and was perfected over years of scientific innovation and experimentation to get it exactly right.

The VALUE PROPOSITION is a believable collection of the most persuasive reasons people should notice you and take the action you’re asking for.

VALUE PROPOSITION

Authentic – We only use ingredients our customers can recognize and pronounce. We share the full ingredients list for every AOS product and provide a glossary that defines each ingredient’s purpose. As a result, our customers, along with doctors and estheticians, trust us and look to us for the latest solutions in plant-based skincare science.

Bio-available – Our products deliver real healing and anti-aging results. We make them with the most potent, sustainably harvested ingredients available in the form that is most easily absorbed by the skin. We bridge the gap between handcrafted, natural skincare lines and scientifically formulated ones to give our customers the best of both worlds.

Purposeful – Every ingredient in our products has a reason for being. And every product we make solves a specific skincare problem.

Connected – We create strong, personal relationships with our customers, wholesalers and the communities, farms and companies from which we source our ingredients.

Beautiful – We strive to create more beauty in everything we touch, from our products to the communities that grow our ingredients. Gorgeous colors, textures and scents compliment the product's healing properties.

Organic, wild-crafted and Fair Trade – We use only the most potent and proven organic and wild-crafted ingredients and ensure the people we source them from are paid a fair, living wage.

Handcrafted – We make all of our products by hand in small batches in our GMP-certified lab in Bend, OR. This means everything we sell is fresh and requires no harsh chemical preservatives.

Playful – We believe luxury and effectiveness are not mutually exclusive. We take skincare very seriously, but we also believe it should be fun and feel good.

VOICE

Persona: your beautiful, wise and witty science-nerd girlfriend

Attributes:

Friendly

Educational

Honest/trustworthy

Smart (with a touch of wit)

Playful (science + beauty is fun!)

ELEVATOR PITCH

AOS makes bio-available, scientifically formulated, plant-based skincare products dedicated to creating “full-circle beaut.” We are results-oriented, sustainable and cruelty-free.

WHO IS AOS?

aos stands for Angelina Organic Skincare and is the brain-meets-beauty child of Angelina Swan and her desire to create a healing relationship between plants and people. She calls it “full circle beauty.” By consciously sourcing the most bio-available organic, wild-crafted, fair-trade ingredients in her luxurious formulas, Angelina promotes beauty in the people who use her products, and in the places where the ingredients are harvested. She believes potency is directly related to where and how a plant is grown and processed, which is why she favors smaller farms that use biodynamic and organic methods. A true science nerd at heart, Angelina formulates her skincare line with equal parts efficacy and play—why shouldn’t feeling and looking beautiful be fun, too? Every product she makes, looks, smells and feels delicious on the skin, all while doing triple duty behind the scenes to nourish, repair and rejuvenate.

As a budding botanist, Angelina led river rafting and rock climbing expeditions in Arizona. The constant exposure to the harsh elements put her fair, sensitive skin to the test, and left her hands and feet painfully dry and cracked. This experience inspired her first plant-based product, Skin Doctor, which now two decades later, is still hailed as the ultimate healing salve by doctors and devoted fans around the world. Every AOS product has its own origin story, beginning with a client and their desire to improve their skin. Never one to chase ingredient fads, Angelina stays focused on results, stoking her fierce devotion to discovering complementary blends of potent plant actives that increase our skin’s—and our planet’s—vitality.

BOILERPLATE

aos is a modern-day skincare apothecary and GMP-certified lab based in Bend, Oregon. We blend traditional herbal wisdom with proven plant-based science in our luxuriously effective small-batch products to reveal the skin's natural radiance and vitality. Every ingredient in our organic and wild-crafted formulations is bio-available and sustainably grown and harvested to support our "full-circle beauty" philosophy. We believe in creating beauty from the ground up by supporting small, organic farms and Fair Trade cooperatives, working towards zero-waste production and using (and reusing) eco-friendly packaging. AOS is Leaping Bunny certified and donates to United Plant Savers, ensuring sustainable access to medicinal wild plants in the United States, and Saving Grace, Central Oregon's only comprehensive domestic violence organization. Our devotion to creating a sustainable world has local roots as well in our ongoing support of the Deschutes Land Trust, right here in our backyard.
