



Hello Gorgeous





Dr.PAWPAW BRAND & MISSION

> Over 7 million **Dr.PAWPAW** tubes sold worldwide

> Available in over 25 countries
> 21 brand award nomination and award wins

> Over 20 SKUs in the range with NPD every 6 months

A love story

Dr.PAWPAW was created back in 2013 when husband and wife duo, Johnny and Pauline decided to create a multipurpose balm that could be used on lips, skin and hair. Both founders envisioned a range of products that would help families everyday, offering an affordable product that everybody could use - from Grandmas to Dads to new born babies. **Dr.PAWPAW** has a range of staple products found not only in Johnny and Pauline's bathroom but in millions of bathrooms globally. They strived to create a product that is in high demand and have succeeded. When the **Dr.PAWPAW** brand launched years ago there was no competition, there is now three competitor brands.



Dr.PAWPAW STOCKISTS

WHERE TO FIND US!

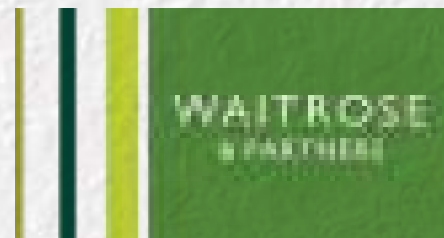
OLIVER BONAS

DUNNES
STORES

Sainsbury's

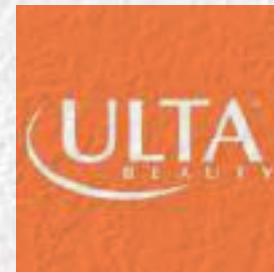
Boots

HARVEY NICHOLS



UO

H&M



ASOS



virgin atlantic

WORLD
DUTYFREE



CATHAY PACIFIC

Dr.PAWPAW GIVES BACK



- > **Dr.PAWPAW** are helping increase social sustainability within the community by supporting UK charity Crisis to help end homelessness.
- > **Dr.PAWPAW** supports local schools and small local charities by donating products. Over 9000 free tubes have been given to charity in 2019.
- > **Dr.PAWPAW** donated over 50,000 products across the world to key workers and initiatives during COVID-19 crisis.
- > **Dr.PAWPAW** ensure all plastics used are 100% Recyclable.
- > In mailings to our retailers, we have removed the use of bubble wrap and only use 100% recyclable shredded paper.
- > We are actively working to reduce the amount of cardboard used, we currently only use three shippers that carry all our lines.
- > We are constantly reducing our carbon footprint by ensuring we order in larger quantities, reducing the number of shipments we require per year.
- > We have stopped using plastic bags and have switched to paper bags only.
- > All the **Dr.PAWPAW** formulas & ingredients used are biodegradable and traceable. We ensure our suppliers use sustainable and ethical sources, for example, our Shea Butter is sourced from Ghana and our supplier supports the Ghanaian Women's project.
- > Any third-party manufacturers we work with are all energy efficient.
- > **Dr.PAWPAW** donates proudly to multiple national and regional charities including Stonewall UK, Show racism the red card, Galop UK, Southall Black Sisters, Black Lives Matter and Stand up to Racism.



Dr.PAWPAW 25ml BALMS

- > Ultimate lip balm
- > Brow smoother/shaper
- > Moisturiser for skin
- > Eye primer
- > Make-up finisher/primer
- > Nappy rash soother
- > Helps with insect bites & stings
- > Soothes cracked heels





Dr.PAWPAW

25ml TINTED BALMS

- > Lips
- > Cheeks
- > Make-up finishing





BLISTER PACKS AVAILABLE

Dr. PAWPAW 10ml BALMS

- > Ultimate lip balm
- > Brow smoother/shaper
- > Moisturiser for skin
- > Eye primer
- > Make-up finisher/primer
- > Nappy rash soother
- > Helps with insect bites & stings
- > Soothes cracked heels
- > Tinted balms add colour to lip & cheeks
- > Pick up size for checkout
- > Euro hook Blister Pack available



Dr.PAWPAW

10ml Euro Hook

- > Hero balms now in 10ml mini packaging
- > Pick up size for checkout
- > Available in all 7 balm shades
- > 100% recyclable outer packaging
- > Handy lip applicator tip
- > Fragrance-Free
- > Vegan, natural and cruelty-free
- > For lips, skin and cosmetic finishing

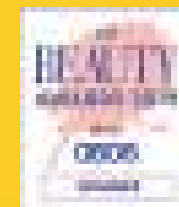
Coming Soon



Product of the Year

Dr.PAWPAW SCRUB & NOURISH

- > Natural lip sugar scrub in the top tier
- > Original Balm in the bottom tier
- > Our very own bespoke stackable duo Pot
- > 100% Natural Ingredients
- > Mango & Coconut signature flavour
- > Vegan Friendly
- > Cruelty Free & Gluten Free
- > K Beauty inspired
- > 2 in 1 product



STACKABLE POT



Dr.PAWPAW

100ml BACK TO LIFE CLEANSING BALM

- > Multi-purpose cleansing balm
- > Removes all daily pollution, natural build-up and makeup
- > Contains our trio of hero ingredients
- > Fragrance-free
- > Vegan-friendly
- > Cruelty-free
- > K Beauty inspired
- > True Innovation: time saver cleansing balm with silicone brush



Dr.PAWPAW BEAUTY SLEEP BALM

- > Multitasking beauty sleep balm
- > Works through the night to restore, moisturise and brighten skin.
- > Enhances Radiant and youthful complexion
- > Lavender and sandalwood fragrance
- > Combines concept of sleep products and night rescue cream
- > Restore your skin to look like you've had 8 hours sleep
- > Vegan-friendly
- > Cruelty-free

DR.PAWPAW HAND SANITISER FOR HANDS AND BEYOND

- > Multipurpose antibacterial spray
- > Use on skin
- > Use on surfaces where safe to do so
- > 80% high concentrated alcohol
- > Kills 99.9% of bacteria
- > Suitable for the whole family to use
- > Vegan-friendly
- > Cruelty-free





Dr.PAWPAW

AGE RENEWAL HAND CREAM

- > Multipurpose hand and nail cream
- > Up to 98% natural ingredients including Pawpaw, Aloe Vera, Olive Oil, Shea Butter, Cocoa Butter and the anti-ageing properties of Colloidal Oatmeal
- > Three variants to choose from;
- > Unfragranced
- > Cocoa & Coconut fragrance
- > Orange & Mango fragrance
- > Vegan, Natural & Cruelty-free



Dr.PAWPAW HAND HEALTH KIT

- > Ultimate lip balm
- > Fragrance free balm
- > Sanitiser contains 80% high concentrated alcohol
- > Sanitiser Kills 99.9% of bacteria
- > Suitable for the whole family to use
- > Vegan-friendly
- > Cruelty-free



Dr.PAWPAW

ULTIMATE HAND HEALTH KIT

- > Ultimate lip balm
- > Fragrance-free balm
- > Sanitiser contains 80% high concentrated alcohol
- > Sanitiser Kills 99.9% of bacteria
- > 98% natural hand cream
- > Anti-ageing hand cream
- > Suitable for the whole family to use
- > Vegan-friendly
- > Cruelty-free

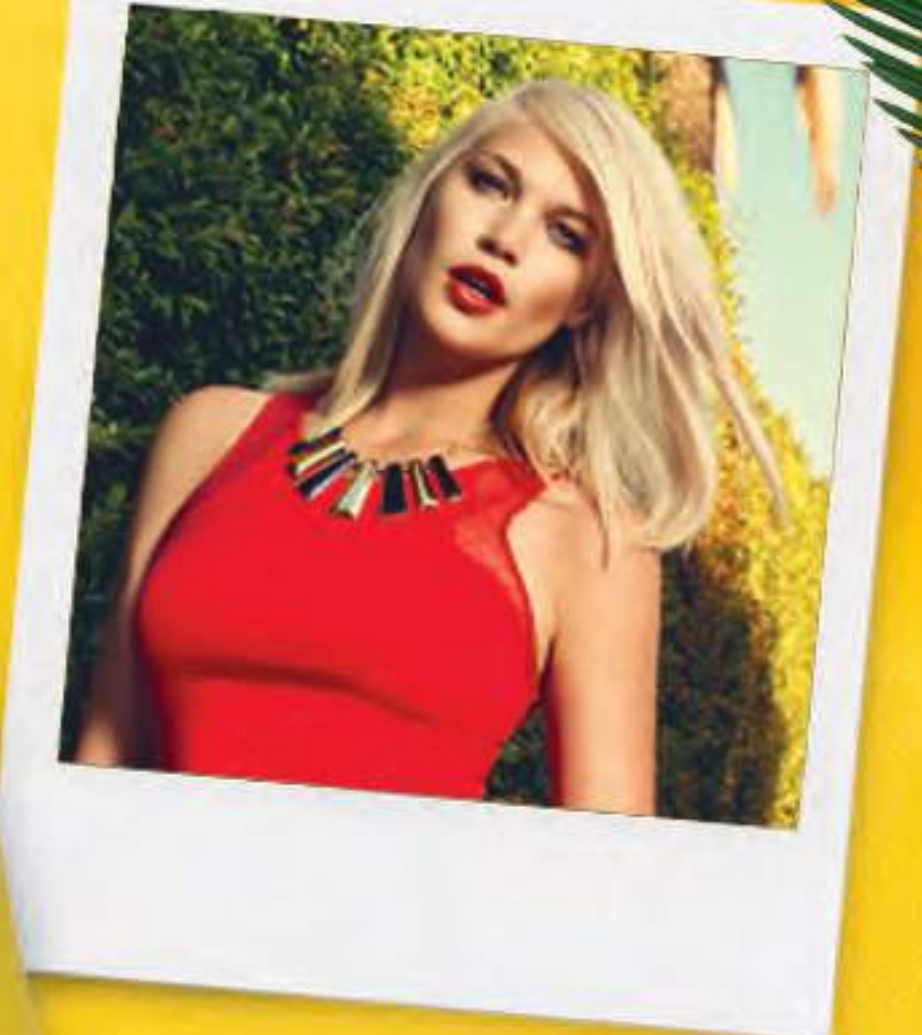
DR.PAWPAW

200ml

EVERYBODY RANGE

- > Wash and clean hair
- > Use as a body wash and nourish skin
- > Condition and repair damaged hair
- > Use as an in shower body moisturiser
- > SLS paraben and sulphate free
- > Coconut and Mango fragrance
- > Vegan-friendly
- > Cruelty-free





DR.PAWPAW

IT DOES IT ALL

7 IN 1 HAIR TREATMENT STYLER

- > Heat Protection
- > Reduces Split Ends
- > Detangler
- > Leave-in Hair Treatment
- > Reduces Frizz and Smoothes
- > Blowdry Styling Aid
- > Adds Shine
- > Coconut and Mango fragrance

FOR HAIR



DR.PAWPAW *Gifts*

THE NUDE
COLLECTION



THE BOLD
COLLECTION



HAIR TRIO
GIFT BOX



Seasonal Gifting



Dr.PAWPAW PR and Marketing

> **Dr.PAWPAW** mascots that are used for in-store events and sampling activity

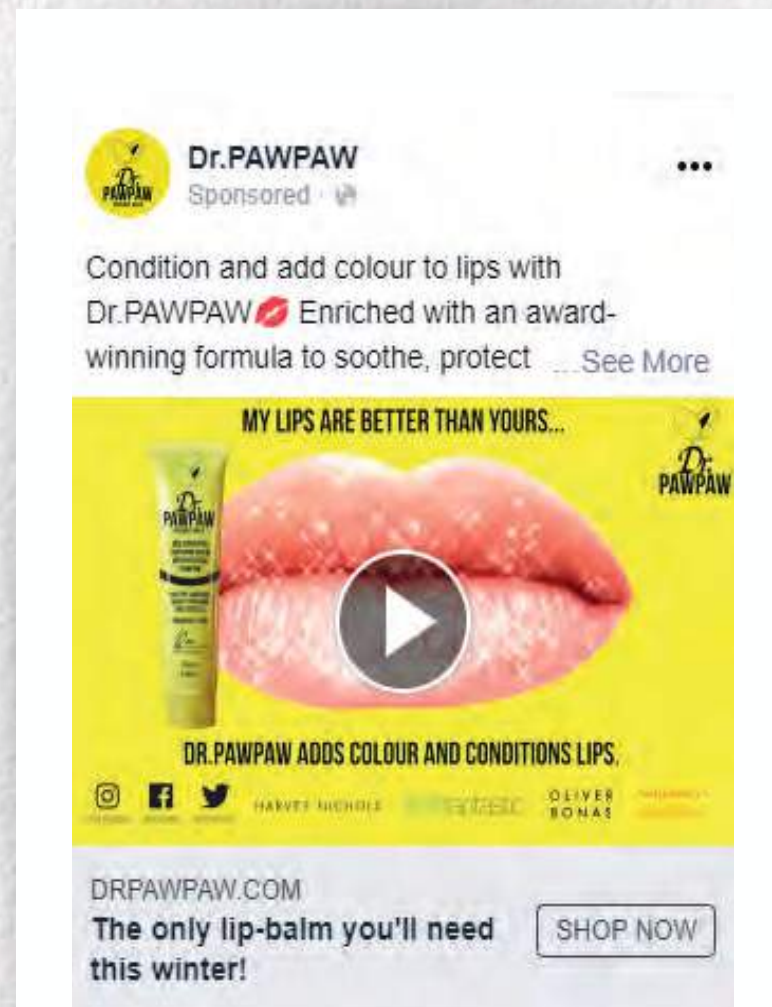
> We are a big fan of beauty boxes!!

> Free of charge stock to support events



Dr.PAWPAW PR and Marketing

- > Out of home marketing including tube advertising to gain brand awareness
- > Influencer events and in-store events
- > In-store staff training
- > Social advertising





Dr.
PAWPAW[®]

Thank you!



@DR.PAWPAW



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