



/ aaa

your unconventional beauty routine
starting from feet and legs to take care
of the whole body

aaa/unbranded®

We are not here to please everyone
We are not here to be different at any cost
We are not here thinking only of external beauty

We are here 'cause we're simply
UNCONVENTIONAL

aaa/unbranded® stands for an unorthodox approach to life, for a different approach to beauty, body care and lifestyle through an unconventional take on perfumes and skincare.

The three aaa/ stand for Assembled Around Aesthetics, and this means creating beauty and seeking harmony at every step along the way.

We start from the bottom and work our way up. That might sound a bit trite, perhaps too obvious. But is it? In the beauty and skin care industry, there are millions of products for the face, eyes and hair, for the skin on the neckline, arms and hands, and even for fingernails.

But how often do our feet get the attention they deserve? After all, we're bipedal, so it would make sense to think of healthy feet and legs before anything else. But, in all probability, we could do (and feel) much better.

We jokingly like to say: 'Did you walk with your face today?'

That's the jumping-off point for what we do. It all starts with healthy, cared-for, moisturized and nourished feet and legs. A kind of 'upside-down beauty routine'

with products made from natural, organically grown ingredients such as essential oils, without paraffins or parabens. The formulas of our body care products are based on those used by qualified aestheticians at spas and beauty centres. We've transformed them for more frequent applications at home, thanks to research conducted in collaboration with our manufacturing partner.

In addition, we've created 3 special formulas to thoroughly treat feet and legs, before and after a day's work or walking: our Before Walking lotion and our After Walking cream, to be used in combination with the Foot Mask.

These 3 products are also very effective for those who play sports or dance, or for anyone who enjoys activities in which the feet are subjected to heavy and repeated stress, or in which sensitivity of the feet is key.



For us, it's all about looking at things from a different perspective, trying to rotate the image of ourselves, to understand that whole-body beauty starts from the point of contact with our planet.

That 'upside-down beauty routine' becomes our creed, our manifesto.

Just imagine an ordinary day at work.

We get up in the morning, get dressed, and put on a nice pair of shoes, maybe with a high heel, because it's going to be an important day. But the same goes for a nice pair of Church's.

And off we go.

All day long, straight through to evening, we never take those beautiful shoes off. Maybe we used a nice body cream after showering; maybe we dabbed a bit of serum on those two facial wrinkles that look like canyons to us. And that's it; out the door without a second thought.

But now that it's evening, we've got a tired look on our face because our feet and legs feel as heavy as lead.

This is precisely why we worked for months to find the right formula to keep the skin on our feet and legs supple and invigorated throughout the day, and then give them a bit of relief and TLC when we get home.

Starting from the ground up, we then used the same logic to develop a complete, targeted range for the whole body.

A series of masks and wraps with a regenerating, nourishing serum for feet, legs, belly and hands, and a fruit-based face mask with an activator. Plus, two scrubs: sugar-based for deep cleansing and a smoother texture for more frequent use.

Then there are two nourishing and regenerating body creams: one for fairer skin and one for darker skin, and other products for deeper treatments targeting the legs, body and arms.

This complete range is divided into Feet&Legs, Body&Arms and Neck&Face.

FEET&LEGS CREAMS AND LOTIONS.



BEFORE WALKING /
feet and legs
regenerating lotion



AFTER WALKING /
feet and legs
anti-fatigue cream



FOOT-MASK /
disposable relaxing socks



LEG MASK /
relaxing bandage for
legs and abdomen



THE SCRUB /
exfoliant with dry rice

BODY&ARMS CREAMS AND SERUM.



BELLY SERUM /
stimulates
microcirculation,
lipolysis and drainage.



CLEARIN BODY CREAM /
fair, pale and delicate skin
cream



DARKIN BODY CREAM /
black or mulatto skins
cream



THE MUD /
against cellulite
blemishes mud



SUGSCRUB /
deep-acting sugar
based scrub



TONED X ARMS /
against loss of tone
and skin relaxation

NECK&FACE MASK AND CREAMS



YO-MASK /
two-component mask
based on red fruits



NOURISHING BUTTER /
after bath, shower or
sun, toning moisturizing
butter for face and body

You can see the entire products catalog
in the price list



The natural ingredients and the care that we put into making our products is an indispensable pillar for us, precisely because they are used on people's skin. And health is a serious matter.

But we can do more.

In the age of consumerism, most companies focus entirely on quantity, at the risk of having to lower their guard when it comes to quality.

Yet we aim to meet the needs of people of all genders who understand the importance of quality products and the care that goes into the selection of ingredients.

For us, higher product quality also means increasing its effectiveness on the skin. This results in a longer product life.

What makes our products different is the quantity of it that's used, compared to generic formulas. Balanced ingredients, high absorption, reduced product loss during application (e.g., scrubs) and boosted staying power of the active ingredients on the skin mean that very little product is needed to get great results.

Moreover, our formulas are the fruit of professional experience in the industry, where it's important to maintain the right balance between the amount of the product used and the final results.

We know what you're thinking. That's counterproductive in terms of sales, right?

Not at all. Our priority is to build customer loyalty: from the feet to the head.



When we formulate our beauty products, we always try to look at them from several points of view.

First of all, we focus on the essence of the product. We're more interested in making consumers understand what's inside, rather than luring them in with pretty packaging. Substance must win out over appearance.

Another thing: we think that being 100% eco-friendly is impossible. Actually, what we think isn't important, that's just how it is. And it isn't a mere matter of using recycled or recyclable materials. Recycling materials is very expensive and energy-intensive.

Instead, our aim is to reduce waste and decrease the quantity of discarded materials during production, as much as possible. We truly do all we can in that regard, which includes working with our manufacturing partners to meet these goals.

We choose simple containers for which there is no need to develop one-off moulds or seek out and develop special materials. They are all simple, and completely recyclable.

We use about 40% less paper due to the special way our packages are designed, and no glue of any kind is applied to our boxes. Moreover, they're printed digitally, and we don't use dies to shape the packaging, but computerized cutting machines. In so doing, we save materials and reduce waste, and of course use less electricity.

But there's another thing that many people often forget: human beings are also part of nature and should be respected. For this reason, we work with all our manufacturing partners to simplify and optimize production processes, while also better managing the time operators spend working.

We realize that our efforts may not be enough. But we try as hard as we can and always keep looking towards the future, to envision the condition we'll leave the world in for those who come after us.

They say that's responsibility.

What do we want to be when we grow up? There's a song that goes: 'I believe I can fly'. But we want to keep our feet on the ground.

And it just so happens that feet and legs are the focus of our research and development in the creation of new, increasingly effective products.

Skin health is a primary concern of ours, and we believe that a well-cared-for body is also the foundation of a more peaceful life and, as Eastern philosophies claim, a healthier mind.

After all, the feeling of toned skin and looking great in the mirror puts anyone in a good mood. And being happy is the key to a better life.

We are working to develop innovative products in collaboration with our manufacturing partners, getting students involved through universities and institutes in the UK and Spain.

We want to develop products for a plurality of skin tones and types, an area that we'll delve into more through research into specific ingredients and innovative formulations.

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and perfumes
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