



# TREE HUT®

2021 BRAND BOOK



feel good



hydrate



shea butter



brighten



smooth



real sugar



# Table of Contents

04	<b>Brand Story</b>
05	<b>Mission Statement</b>
06	<b>What's Inside</b>
07	<b>Brand DNA</b>
08	<b>Collection Overview</b>
18	<b>Customer Demographic</b>
20	<b>Logo</b>
23	<b>Fonts</b>
25	<b>Color Palette</b>
26	<b>Product Icons</b>
29	<b>Photo Guidelines</b>
31	<b>Messaging Guidelines</b>
38	<b>Design in context</b>

A close-up photograph of a woman with long, wavy, reddish-brown hair and freckles. She is smiling and applying a white, creamy lotion to her left arm. Her right hand is visible, with her fingers resting on her arm. The background is a solid, vibrant purple color.

# Brand Story

Tree Hut believes that everyone deserves to take time in their day to feel good, even if it's just in the shower. Our family-owned and operated brand offers USA-made skin and body care that transforms your hygiene routine into a self-care ritual. With your support, social media shares, and word of mouth enthusiasm, the Tree Hut community continues to grow. Thank you for choosing Tree Hut for your feel-good glow from head to toe.

# Mission Statement

Here at Tree Hut, we believe that everyone deserves self-care without compromise, so we craft delicious and delightful beauty products with exceptional quality. Whether scrubbing, shaving, or moisturizing, Tree Hut never skimps on good ingredients, so the result is soft, smooth skin every time. We know that if you feel good, then you naturally glow from head to toe.



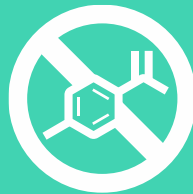
# What's Inside

## KEY INGREDIENTS

Tree Hut formulates with high concentrations of skin-loving, plant-based ingredients resulting in premium products unrivaled by competitors. Our quality assortment elevates any shower routine with ingredients like: Shea Butter, Sugar, Avocado Oil, Macadamia Seed Oil, Evening Primrose Oil, Sweet Almond Oil, Hemp Seed Oil, Coconut Oil, Aloe and Fruit Extracts.



Our products are proudly made in the USA without parabens or sulfates



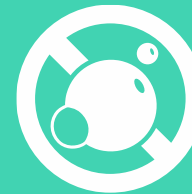
PARABEN FREE



NO FORMALDEHYDE DONORS



LONG-LASTING FRAGRANCE



SULFATE FREE



HYDRATING FORMULAS

# Brand DNA

## SCENT

First and foremost, Tree Hut products smell amazing. Whether someone is craving juicy, zesty, yummy, fresh, floral, or warm, they'll find it at Tree Hut. Tree Hut leads the way with an assortment of scents that keeps consumers coming back for more.

## COLLECTIBLE

Tree Hut fans want one in every scent. They love hunting for products, lining up their collection, and the satisfaction of having a wardrobe of Tree Hut to choose from. Strategic balanced launches in each collection, plus limited edition and seasonal launches, increase excitement and demand.

## FUN & HAPPY

The shelf appeal of Tree Hut is undeniable: an array of appealing scents, vibrant colors, and fun names brings a burst of happiness to the body care aisle. We bring a playful quality to the sometimes overly-serious self-care category.

## EFFECTIVE

Whether scrubbing, shaving, or moisturizing, customers can expect a spa-like experience and gorgeous results. Tree Hut never skimps on good ingredients so the result is soft, smooth skin every time. This reliability contributes to Tree Hut's powerful grassroots growth with customers sharing with their friends and beauty communities.

## QUALITY

Tree Hut formulates with real shea butter, pure sugar, plant-based oils, and botanical actives resulting in a premium product that outshines its competitors. This is a major difference in this price category appreciated by the Tree Hut customer.

## INCLUSIVE & BODY POSITIVE

A diverse community uses Tree Hut products to celebrate positive body image, and Tree Hut reflects that back to them with language and images that affirm everyone is welcome. With Tree Hut the only thing you should aspire to be is yourself.

## AFFORDABLE & ACCESSIBLE

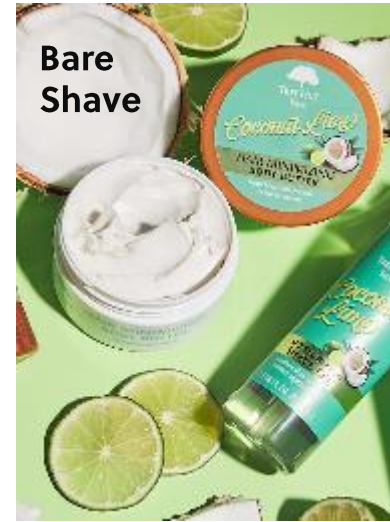
Offering premium products with value pricing has enabled Tree Hut to garner an impressive cult following. It's enticing to both upscale and budget-conscious shoppers. Everyone can feel good with Tree Hut by bringing self-care into their daily routine, even if it's just a few minutes in the shower.

# TREE HUT COLLECTIONS



# Our Collections

With our bestselling body scrubs, shave essentials, body hydrators, and facial exfoliators in a selection of enticing scents, Tree Hut offers everything you need for a feel-good glow from head to toe.





## Body Scrubs

Our best-selling scrubs are transformative treats that polish away dull skin with a generous helping of sugar and deeply moisturizing shea butter.

Our scent selection has something for every mood and preference: juicy, sweet, fresh, floral, or warm. But consider yourself warned – you're going to want them all.

**A SCRUB FOR EVERY MOOD**



## CLASSIC

MEET THE CROWD PLEASERS.

Our bestselling, not-so-basic basics. These are the scrubs you can't get enough of.



## SOLUTION

TAKE ACTION WITH TREE HUT.

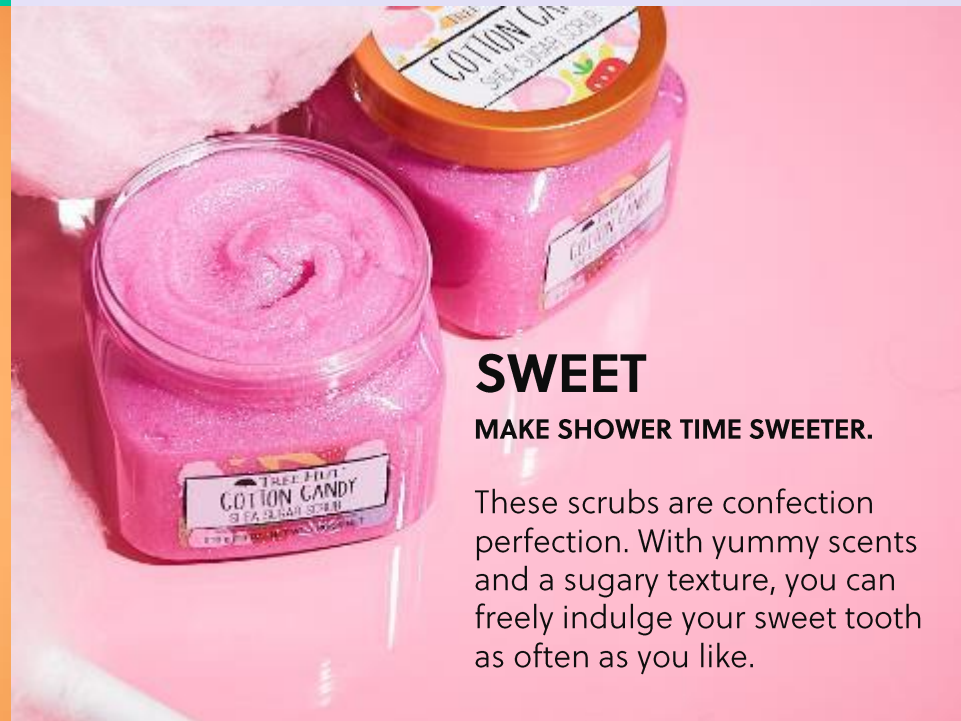
Introducing the power players. Infused with skincare actives these high-performance scrubs elevate your exfoliation to a full-body treatment.



## DESTINATION

YOUR PASSPORT TO SOFT SKIN.

The great escape—tropical sunny, sultry blends transport you to a dream vacation in seconds. Airfare not required.



## SWEET

MAKE SHOWER TIME SWEETER.

These scrubs are confection perfection. With yummy scents and a sugary texture, you can freely indulge your sweet tooth as often as you like.



## Whipped Body Butters

Ultra-nourishing shea butter is whipped with softening plant oils for an airy, glide-on formula that delivers lasting moisture and softness. It's the ideal way to finish your Tree Hut routine.

**AN EVERYDAY INDULGENCE**



## Tropic Glow

The ultimate firming and smoothing essentials for summer-ready skin starring caffeine-rich guarana, elasticity-boosting cupuaçu butter, and a lush tropical aroma. Instantly get that “just back from the beach” glow.

**A CAFFEINE-POWERED GLOW**



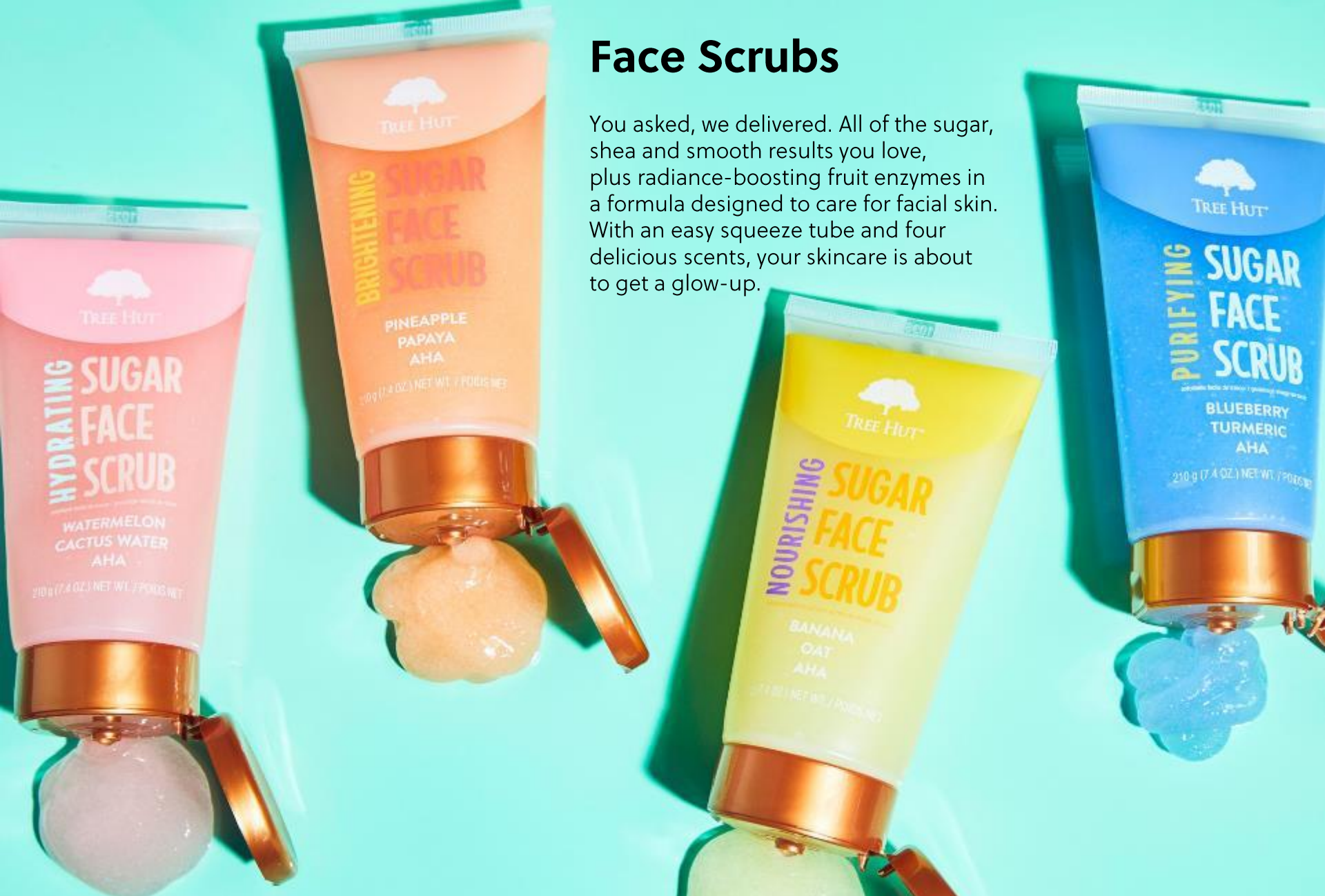
## Bare Shave

A complete collection for the softest, most indulgent shaving experience. Scrub designed specially to prep skin for shaving, silky shave oil to cushion for no nicks or razor burn, a unique moisturizer proven to minimize hair growth.

**GO BARE: SCRUB, SHAVE, SMOOTH, GLOW**

# Face Scrubs

You asked, we delivered. All of the sugar, shea and smooth results you love, plus radiance-boosting fruit enzymes in a formula designed to care for facial skin. With an easy squeeze tube and four delicious scents, your skincare is about to get a glow-up.



FOR A HEAD-TO-TOE GLOW

# Sugarlips

Dry lips got you down? Our natural formulas are here to smooth away flakes and restore softness. Buff away rough patches with real sugar and shea in our scrub that's so natural (and sweet!) you can simply lick your lips and enjoy the results.



**KISS DRY LIPS GOODBYE**





## Bath

Unplug and unwind with a deeply relaxing bath soak. Epsom salts ease achy muscles and shea butter softens, while our signature scents transports you for a spa-like experience that's just a bath away.

**SOAK IT ALL AWAY**

# Customer Demographic

Tree Hut appeals to a wide demographic of women across ethnicity, income and lifestyle.

**Serina | 19**

**GEN Z**

Skeptical and individualistic.  
Digitally native.  
Social activist.  
Playful with scent selection.  
Impulse shopper.

10% Index 141 with ages 18-20 compared to other scrub brands.



**Janae | 28**

**MILLENNIALS**

Wellness oriented.  
Seeks transparency and authenticity.  
Ingredient Driven.

32% Index 100



**Samantha | 45**

**GEN X**

Digitally savvy, but looks to trustworthy friends for recommendations.  
Increasingly loyal to brands and products.  
Values efficacy.

41% Index 103 compared to other scrub brands



**Denise | 59**

**BOOMERS**

The Bath & Body Works customer converted.  
Purchases for scent, entertainment, and collectability.  
Mom and teens potentially sharing together.

16% (May be sharing with over-indexing adult children)



Numerator Shopper Profile Tree Hut Purchasers at Walmart, Target & Ulta N= 3,430 vs Scrubs & Polish Purchasers in Bath & Body Category at Walmart, Target, & Ulta N=5,337 (52 Weeks 5/11/20-5/9/21)

# DESIGN GUIDELINES

# Logo



## MAIN LOGO:

The TREE HUT® logo should always be used as a whole whenever possible, for all communication and marketing materials. It should be flat and one color.

## ALTERNATE LOGOS



**WHITE/REVERSED:**  
for use on dark or black colored backgrounds



**HORIZONTAL:**  
for use when limited vertical space is available



## SPACING

There is an established area of isolation surrounding the Tree Hut brand logo, where no other type or images can appear. The clear space is measured by the space required for the height of the initial "E" of the word "Tree" in the trademark. This clear space applies to all instances of the brand logo.



## SIZING

The Tree Hut logo should never appear smaller than .5" or take up more than ¼ of the height of the page/layout space.

# Logo

## MAIN LOGO:

The TREE HUT® logo should always be used as a whole whenever possible, for all communication and marketing materials. It should be flat and one color.



TREE HUT®

## ALTERNATIVE LOGO:

**WHITE/REVERSED:**  
for use on dark or black colored backgrounds



TREE HUT®



## SPACING

There is an established area of isolation surrounding the Tree Hut brand logo, where no other type or images can appear. The clear space is measured by the space required for the height of the initial "E" of the word "Tree" in the trademark. This clear space applies to all instances of the brand logo.



## SIZING

The Tree Hut logo should never appear smaller than .25" or take up more than ¼ of the height of the page/layout space.

# Logo

## LOGO USAGE DON'TS:

1. Don't rotate or change the angle.
2. Don't use off brand colors. Refer to p.25 for brand appropriate colors.
3. Don't distort by making it wide or narrow.
4. Don't place elements near the logo. Always maintain the minimum clear space (see previous page).
5. Don't place over a busy image/background making it unclear to read.



# Brand Fonts

Nn

## Header Goes Here SUBHEADER GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputatet wisi enim ad min.

### SOLEIL EXTRA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### SOLEIL BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### SOLEIL BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### SOLEIL LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### SOLEIL LIGHT ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### ALBANY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

### SPAN

Aa Bb Cc Ddx Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

# Fonts In Use:

## HEADERS

Hero Headline  
SOLEIL EXTRA BOLD

Hero Sub Header  
SOLEIL EXTRA BOLD

**SWEETEN YOUR  
SELF-CARE**

**SUBHEADER GOES HERE.**

Use for covers and opening spreads.

**HEADER**  
TRACKING: 40  
LINE HEIGHT: 12

**SUBHEADER**  
TRACKING: 140  
LINE HEIGHT: 14

Secondary Headline  
ALBANY

Secondary Sub Header  
SOLEIL EXTRA BOLD

*A Scrub for Every Mood*

**SUBHEADER GOES HERE.**

**CAN BE TWO LINES IF NEEDED.**

Best use for short phrases and taglines.

**HEADER**  
TRACKING: -20  
LINE HEIGHT: 27

**SUBHEADER**  
TRACKING: 140  
LINE HEIGHT: 14

Secondary Headline  
SPAN

Secondary Sub Header  
SOLEIL EXTRA BOLD

**a scrub for  
every mood**

**SUBHEADER GOES HERE.**

Header in all lower case.

**HEADER**  
TRACKING: -40  
LINE HEIGHT: 27

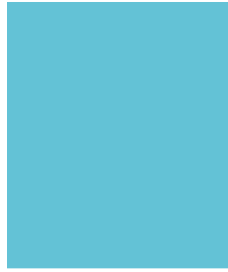
**SUBHEADER**  
TRACKING: 80  
LINE HEIGHT: 14



# Color Palette



HEX: 493e9a  
R: 73 G: 62 B: 154  
C: 90 M: 78 Y: 0 K: 0  
PANTONE:



HEX: 53bcd4  
R: 88 G: 138 B: 212  
C: 79 M: 0 Y: 24 K: 0  
PANTONE:



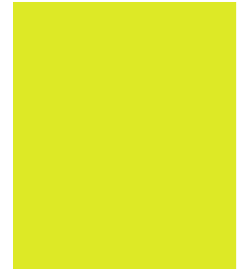
HEX: fc714e  
R: 252 G: 113 B: 78  
C: 0 M: 64 Y: 66 K: 0  
PANTONE:



HEX: fcd1e7  
R: 252 G: 209 B: 231  
C: 2 M: 22 Y: 1 K: 0  
PANTONE:



HEX: 63be8e  
R: 99 G: 190 B: 142  
C: 73 M: 0 Y: 60 K: 0  
PANTONE:



HEX: ebf636  
R: 245 G: 246 B: 54  
C: 11 M: 0 Y: 95 K: 0  
PANTONE:



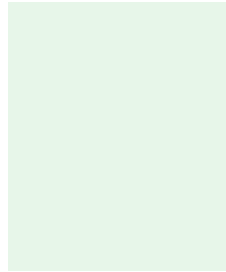
HEX: d21989  
R: 210 G: 25 B: 137  
C: 3 M: 89 Y: 3 K: 0  
PANTONE:



HEX: efba25  
R: 239 G: 186 B: 37  
C: 0 M: 34 Y: 95 K: 0  
PANTONE:



HEX: bade12  
R: 186 G: 222 B: 18  
C: 30 M: 0 Y: 100 K: 0  
PANTONE:



HEX: e4f5ec  
R: 222 G: 245 B: 236  
C: 14 M: 0 Y: 10 K: 0  
PANTONE:



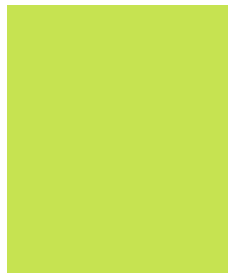
HEX: 613395  
R: 97 G: 51 B: 149  
C: 76 M: 84 Y: 0 K: 0  
PANTONE:



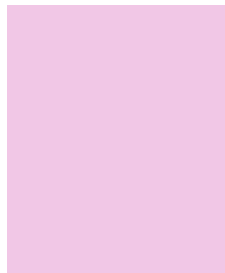
HEX: fd4722  
R: 253 G: 71 B: 34  
C: 0 M: 78 Y: 89 K: 0  
PANTONE:



HEX: 913697  
R: 145 G: 54 B: 151  
C: 46 M: 84 Y: 0 K: 0  
PANTONE:



HEX: cfea68  
R: 207 G: 234 B: 104  
C: 24 M: 0 Y: 77 K: 0  
PANTONE:



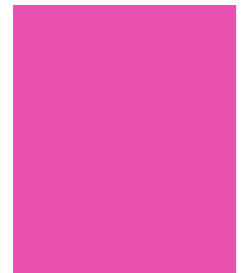
HEX: efcfe6  
R: 239 G: 207 B: 230  
C: 6 M: 22 Y: 0 K: 0  
PANTONE:



HEX: 4caf47  
R: 76 G: 176 B: 71  
C: 81 M: 0 Y: 96 K: 0  
PANTONE:



HEX: fdca9d  
R: 253 G: 202 B: 157  
C: 0 M: 25 Y: 38 K: 0  
PANTONE:



HEX: ee73b7  
R: 238 G: 115 B: 183  
C: 5 M: 62 Y: 0 K: 0  
PANTONE:

# Product Icons

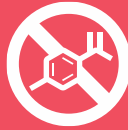
## SUGAR SCRUB



CERTIFIED  
SHEA BUTTER



6 ESSENTIAL  
OILS



PARABEN  
FREE



NO  
FORMALDEHYDE  
DONORS



SULFATE  
FREE



ALCOHOL  
FREE



GLUTEN  
FREE



NO SLIP  
FORMULA

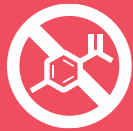


VEGAN



LONG-LASTING  
FRAGRANCE

## WHIPPED BUTTER



PARABEN  
FREE



NO  
FORMALDEHYDE  
DONORS



SULFATE  
FREE



GLUTEN  
FREE



VEGAN



WHIPPED  
FORMULA



NON-GREASY  
FORMULA



LONG-LASTING  
FRAGRANCE



# Product Icons

## FACE SCRUB

VARIANT SPECIFIC



PURIFIES SOOTHES BRIGHTENS HYDRATES



CLEANSSES PORES PARABEN FREE NO FORMALDEHYDE DONORS SULFATE FREE ALCOHOL FREE CRUELTY FREE VEGAN MADE IN USA

## SUGARLIPS



PARABEN FREE NO FORMALDEHYDE DONORS SULFATE FREE HYDRATES GLUTEN FREE

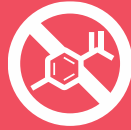
## EPSOM SALTS



PARABEN FREE NO FORMALDEHYDE DONORS SULFATE FREE ALCOHOL FREE SOOTHING FORMULA GLUTEN FREE VEGAN LONG-LASTING FRAGRANCE

# Product Icons

**BARE SHAVE  
PREP SCRUB &  
HYDRATING  
SHAVE BUTTER**



PARABEN  
FREE



NO  
FORMALDEHYDE  
DONORS



SULFATE  
FREE



LONG-LASTING  
FRAGRANCE



NO SLIP  
FORMULA

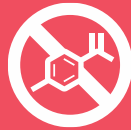


ALCOHOL  
FREE



GLUTEN  
FREE

**BARE SHAVE  
MOISTURIZING  
SHAVE OIL**



PARABEN  
FREE



NO  
FORMALDEHYDE  
DONORS



SULFATE  
FREE



LONG-LASTING  
FRAGRANCE



HYDRATES



ALCOHOL  
FREE

**BARE SHAVE  
POST SHAVE  
SOOTHING MIST**



PARABEN  
FREE



NO  
FORMALDEHYDE  
DONORS



SULFATE  
FREE



LONG-LASTING  
FRAGRANCE

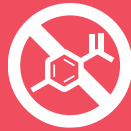


SOOTHES



GLUTEN  
FREE

**BARE SHAVE  
HAIR  
MINIMIZING  
BUTTER**



PARABEN  
FREE



NO  
FORMALDEHYDE  
DONORS



SULFATE  
FREE



LONG-LASTING  
FRAGRANCE



HAIR  
MINIMIZING  
FORMULA



HYDRATES



GLUTEN  
FREE



VEGAN

# Product Photo Guidelines

## STYLE & LIGHTING

### FEEL:

Photos should feel bright and happy.

### LIGHT:

Bright and direct with shadows.

### COLORS:

Should be tonal and within color palette.



# Lifestyle & Model Guidelines

## STYLE & LIGHTING

### MODELS:

Should include a range of skin tones and body types. Retouching should be minimal to natural.

### FEEL:

Photos should feel bright and happy. Product usage should be feel natural.

### LIGHT:

Bright and direct with shadows.

### COLORS:

Can include light backgrounds within the primary color palette.



# MESSAGING GUIDELINES



primary tagline:

**A FEEL-GOOD GLOW  
FROM HEAD TO TOE**

secondary tagline:

**SWEETEN YOUR SELF-CARE**



A close-up photograph of a woman's arm and hand. The left arm is covered in vibrant pink glitter body paint, while the right hand and forearm are covered in shimmering gold glitter. She is wearing a yellow top. The background is a soft, light pink color.

## **Brand Voice**

**Caring**

**Inclusive**

**Fun**

**Authentic**

**Straightforward**

**Playful**

**Friendly**

**Trustworthy**

**Easygoing**

# Messaging Guidelines

## UPBEAT

(NOT ARTIFICIAL)

Maintain an optimistic tone without veering into a fake, cheerleader voice. Keep it authentic, encouraging and uplifting.

**EXAMPLE:**

*Start your day the Tree Hut way with our energizing Tropic Glow Scrub starring caffeine-rich Guarana.*

## ACTION & BENEFITS ORIENTED

Highlight ingredients or provide education, but also focus on the benefits and action of the product. When possible convey how something will feel, smell and what the results will be.

**EXAMPLE:**

*Raise your hand if you want to shave less often! Our Hair Minimizing Body Butter is a rich, hydrating cream infused with a proven Ayurvedic extract that slows hair growth so you stay smooth longer.*

## CONVERSATIONAL

Read your copy out loud and ask yourself if you would say it that way to a friend. Customers respond to authentic, conversational messaging more than perfectly written marketing copy. Not everything has to be cute or an alliteration.

**EXAMPLE:**

*Your search for the perfect lip balm is over. Our Sugar Lips Lip Butter is the one you've been looking for.*

## BODY POSITIVE

Tree Hut is for everyone. While highlighting product benefits, focus on the positive. Never use language that shames body types or conditions including acne, wrinkles, cellulite, and body hair.

**EXAMPLE:**

*Buff and brighten to reveal your most radiant complexion with our dual-action Face Scrub. Pineapple and Papaya Enzymes work together with gentle Sugar granules for soft, glowing skin.*

# Messaging Examples

## General Brand

The yummiest, scrubbiest, best shower ever.

Real sugar, real shea, real results.

Sugar, shea and shine!

Real sugar and real shea for a real glow.

## Self-Care

Spa time, anytime.

Make your own spa moment.

Self-care doesn't have to be serious.

Your passport to soft skin.

Make shower time me time.

Smell good, look good, feel good.

## Sweet

Life is sweeter with Tree Hut.

Treat yourself with Tree Hut.

Make shower time sweeter.

Sweeten your self-care.

## Collectible

Come for the scents, stay for the glow.

Tree Hut: A scent for every occasion.

A scrub for every mood.

So good you'll want one in every scent.

A scrub so good, it's collectible.

**USE:**

**FUN**

**JUICY**

**UNIVERSAL**

**SCENT**

**AROMA**

**EFFECTIVE**

**DELICIOUS**

**YUMMY**

**QUALITY**

**HAPPY**

**SCRUBBY**

**HYGIENE,**

**PREMIUM**

**MADE IN THE USA**

**BEST-SELLER**

**SELF-CARE**

**TREAT**

**SPA DAY**

**COLLECT**

**INDULGE**

**AFFORDABLE**

**UPLIFTING**

**COLLECTIBLE**

**DON'T USE:**

**CHEAP**

**SYNTHETIC**

**ORGANIC**

**GENTLE**

**LUXURY**

**MINIMALIST**

**COMPLICATED**

**GREASY**

**PERFUMEY**

**MILLENNIAL SLANG:**

*BAE, ON FLEEK, VIBES, HEY GIRL,  
BOUGIE, CRAY, ETC.*



**@TreeHut**



**@TreeHutUSA**



**@TreeHut**



**@TreeHutShea**

**Hashtags**

**#TreeHut**

**Website**

**[www.treehutshea.com](http://www.treehutshea.com)**

# DESIGN APPLICATION

# Digital Ad Examples

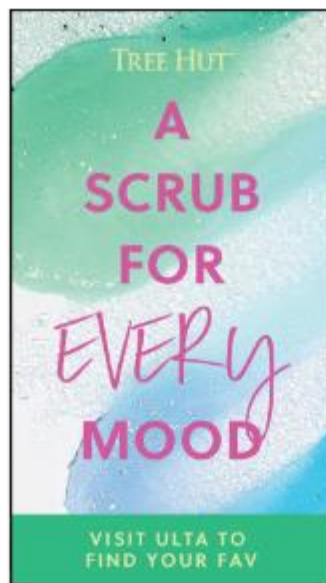
Overall aesthetic tonal with featured product.

Type should be black or white when possible.

Mix of UGC and lifestyle photos.

Animation or video when possible for better engagement.

CTA's can use tonal or contrasting color palettes.



# Amazon A+ Content

Overall aesthetic tonal with featured product.

Contrasting accent shades for depth and call outs.

Ingredient callouts can be macro or texture shots.

Incorporate reviews, quotes and brand messaging.

**TREE HUT** America's No. 1 Body Scrub Brand

**A FEEL GOOD GLOW FROM HEAD-TO-TOE**  
FOR BRIGHT SUMMER SKIN ALL YEAR LONG.

Product made with Tropical Real Sugar Scrub, Coconut Oil, and a blend of natural, organic and botanical oils. Contains Vitamin C, Coconut Oil, and Shea Butter. For bright summer skin all year long. ©2018 Tree Hut. All rights reserved.

**TREE HUT** America's No. 1 Body Scrub Brand

**A FEEL GOOD glow FROM HEAD-TO-TOE**  
FOR BRIGHT SUMMER SKIN ALL YEAR LONG.

Product made with Tropical Real Sugar Scrub, Coconut Oil, and a blend of natural, organic and botanical oils. Contains Vitamin C, Coconut Oil, and Shea Butter. For bright summer skin all year long. ©2018 Tree Hut. All rights reserved.

made with **COCONUT**

©2018 Tree Hut. All rights reserved.

made with **LIME**

©2018 Tree Hut. All rights reserved.

made with **MANGO**

©2018 Tree Hut. All rights reserved.

made with **REAL SUGAR**

©2018 Tree Hut. All rights reserved.

made with **6 OILS**  
to nourish & hydrate skin

©2018 Tree Hut. All rights reserved.

made with **SHEA BUTTER**

©2018 Tree Hut. All rights reserved.

made with **REAL SUGAR**

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**Sweeten YOUR SHOWER ROUTINE**

our ingredients

- Coconut Oil
- Shea Butter
- Real Sugar
- 6 Oils
- Vitamin C
- Essential Oils
- Botanicals
- Organic
- Natural
- Handmade
- Small Batch
- USA

**Sweeten YOUR SHOWER ROUTINE**

our ingredients

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- Shea Butter
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- 6 Oils
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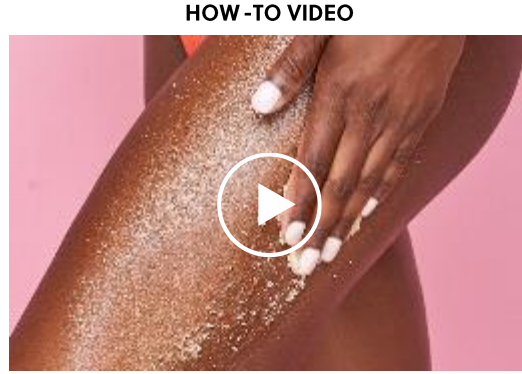


# Rich Media Content Examples

CAROUSEL SLIDES



VIDEO



INGREDIENTS + BENEFITS



# Carousel Graphics

EDITORIAL SHOT  
(WITH OUR WITHOUT TEXT)



PACK SHOT FOR PRIMARY



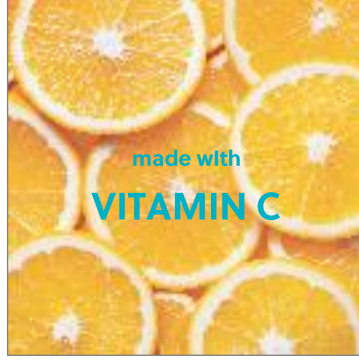
ASMR TEXTURE VIDEO



PACK SHOT ALT



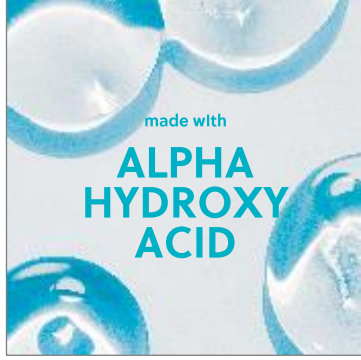
INGREDIENT CALL OUT



INGREDIENTS LIST



INGREDIENT CALL OUT #2



TEXTURE SWIPE



ICONS



HERO INGREDIENT #1



HERO INGREDIENT #2



HERO INGREDIENT #3



# In-feed Guidelines

The feed should feel like the Tree Hut brand, but not overly curated.

Incorporate UGC.

Show product being used.

Should feel bright, fun and happy.

Incorporate reviews, quotes and brand messaging in a fun way.

Show videos of texture and usage.

Show ingredients and highlight benefits.



treehut

follow

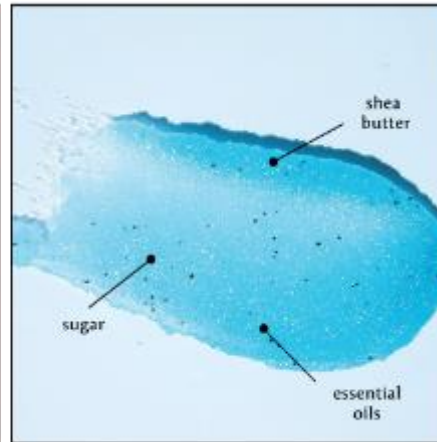
v



# Social Content Examples



SCENT LAYERING



INGREDIENT HIGHLIGHTS



GRAPHICS TO REINFORCE BRAND TAGLINES AND MESSAGING



CUSTOMER REVIEWS



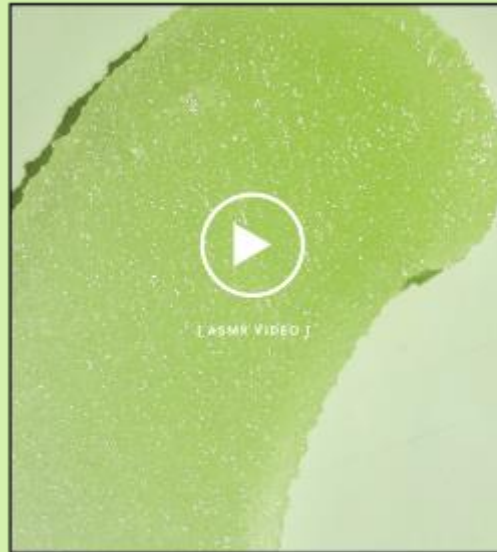
ANIMATIONS WITH BRAND MESSAGING



INDIVIDUAL PRODUCTS WITH INGREDIENTS



# Social Carousel Example



GENERAL BRAND MESSAGE



ASMR TEXTURE OR HOW-TO VIDEO

# Instagram Story Guidelines



**FAVORITE POLLS:**  
SCENTS, PRODUCTS,  
POTENTIAL NEW SCENTS, ETC.



**PRESS/CELEB/INFLUENCER FEATURES:** SHOULD LIVE IN HIGHLIGHTS



**WEEKLY/MONTHLY ROUND-UP OF UGC AND INFLUENCER CONTENT**



**CUSTOMER HIGHLIGHTS**

## CUSTOMER FEEDBACK OPPORTUNITIES:

Polls: Favorite products & Favorite Scents

Questions: Ask the Tree Hut team questions

Quiz: Build brand awareness with facts about Tree Hut

## BRAND ANNOUNCEMENTS:

Press Features

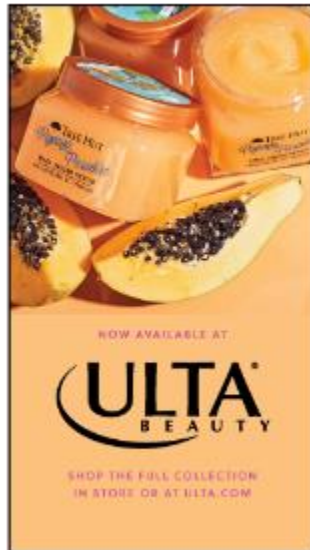
Retail Partnerships: new partnerships, new launches, store visits, etc.

## CUSTOMER UGC:

Reposts of favorite tags

Quotes and reviews

Scent layering



**RETAILER ANNOUNCEMENTS:** NEW COLLECTIONS, RESET LAUNCHES, STORE VISITS, ETC.



**BRAND AWARENESS QUIZES:** SCENT PROFILES, INGREDIENTS, ETC.



**SCENT LAYERING**



**CUSTOMER REVIEWS AND QUOTES ABOUT THE BRAND**

# In-store Displays

## END CAPS AND DISPLAYS

Color blocking for visual impact

Use editorial photos and texture photos

