

BRAND BOOK

THOMAS GROVE

CALIFORNIA

LAST UPDATED
08/27/2021



BRAND TAGLINE



A THOUGHTFUL CONNECTION
TO SELF AND THE EARTH

BRAND STATEMENT

THOMAS GROVE CREATES SENSORIAL SKINCARE INSPIRED BY THE WORLD'S
FINEST NATURAL INGREDIENTS.

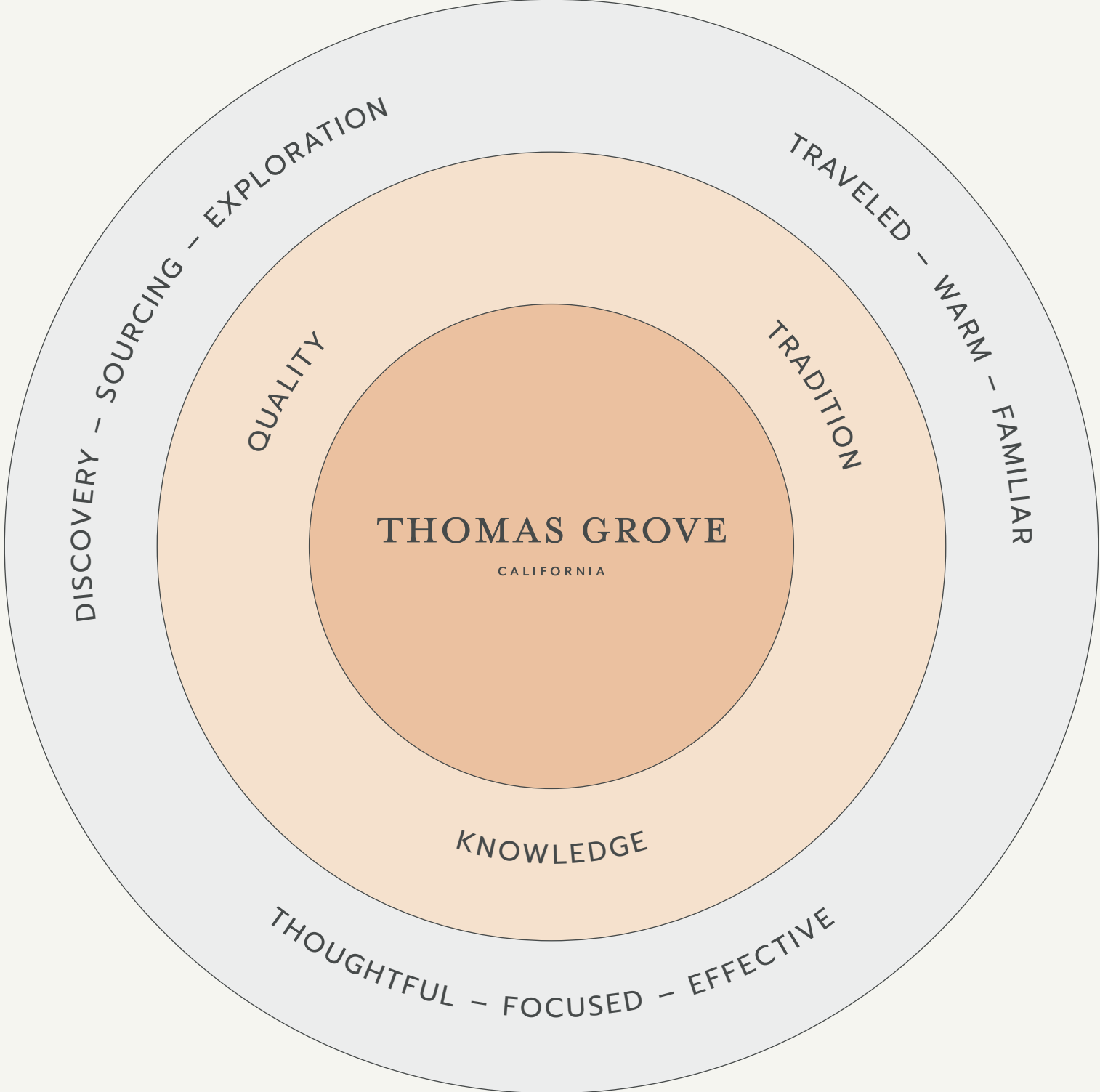
Using luxurious botanical materials, we honor tradition and formulate for
the highest efficacy. Our products soothe and stimulate the skin with gentle
yet effective actives.

OUR 'WHY'

THOMAS GROVE EXISTS TO HELP ITS CUSTOMERS FIND THOUGHTFUL, EFFECTIVE SKINCARE—ESPECIALLY FOR MATURE AND CHALLENGED SKIN.

Our approach to skincare is focused, based on a lifetime of market knowledge and an understanding of what our customers are missing in their lives.

CORE VALUES



CORE VALUES

Quality

An unwavering passion for finding the world's best traceable, efficacious ingredients. Less is more.



CORE VALUES

Tradition

Our stories are universal. They connect our global customers to each other—across generations—through authentic, human vignettes.



CORE VALUES

Knowledge

We create skincare that reflects our depth of specialized expertise.

Our products deliver unparalleled results for a specific customer.



PERSONALITY

The Congenial Authority



FRIENDLY

We share our space with you.

We make approachable what feels out of reach.

SELECTIVE

Only the finest ingredients, always.

Discerning is an understatement.

PRECISE

We know our community, and their needs, deeply.

We speak your language and meet you where you are.

CONFIDENT

We know what works. Our lived experience is reflected in the way we share our knowledge with the world.

MARKET ALIGNMENT

POINTS OF DIFFERENCE



MATURE

We know our customer and meet them where they are in their life journey.

FOCUSED

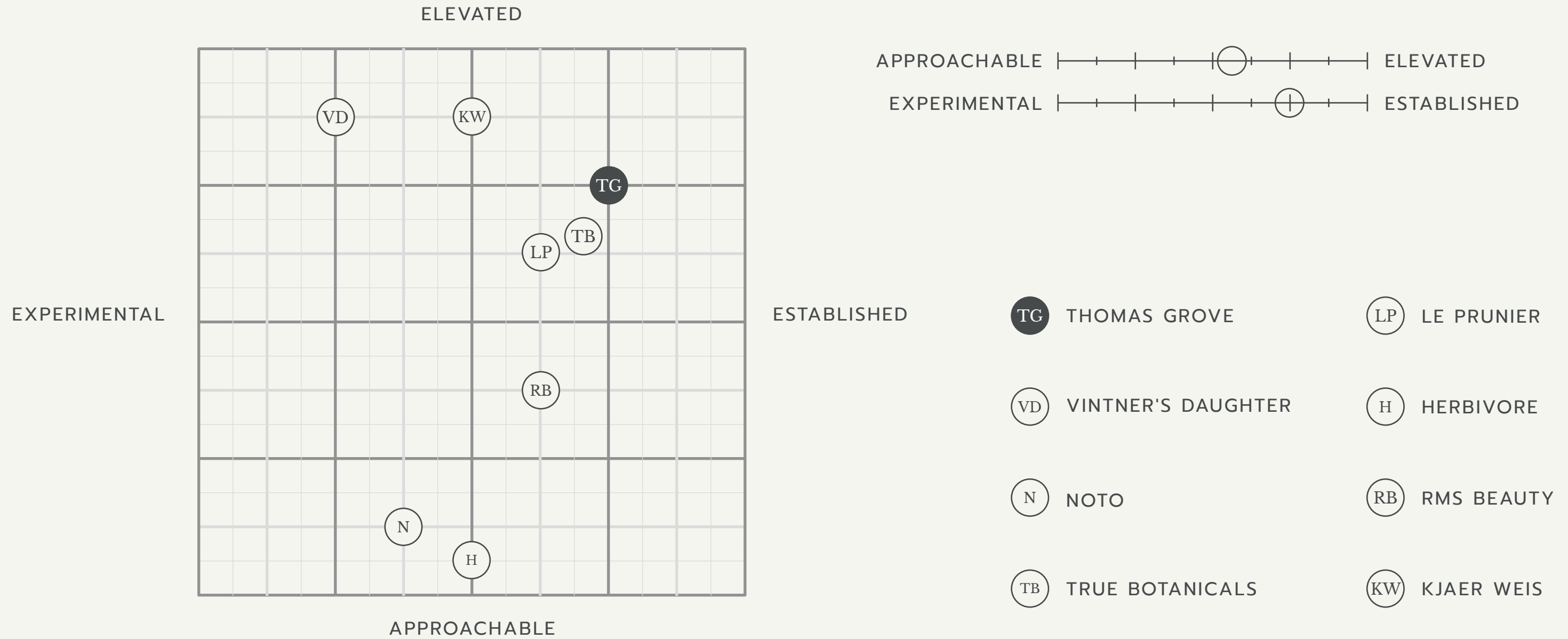
No extraneous filler. We only launch products that work, taking our time to ensure their efficacy.

HONEST

A direct line to the founder.

Traceable ingredients, sourced responsibly.

MARKET LANDSCAPE:
THOMAS GROVE, PEERS, AND COMPETITORS





THOMAS GROVE

CALIFORNIA

QUALITY

An unwavering passion for finding the world's best traceable, efficacious ingredients. *Less is more.*

TRADITION

Our stories are universal. They connect our global customers to each other—across generations—through authentic, human vignettes.

KNOWLEDGE

We create skincare that reflects our depth of specialized expertise. Our products deliver unparalleled results for a specific customer.

