



iota[™]

// nutritional bodycare

a new kind of functional bodycare designed to fill essential nutrient gaps and help improve skin health — for more glow, smoothness & hydration.

we believe better skin & health can start in the shower.

We care for our insides. We take a daily multivitamin, eat our greens, take a probiotic for gut health. But why do we ignore our outside aka our largest organ?

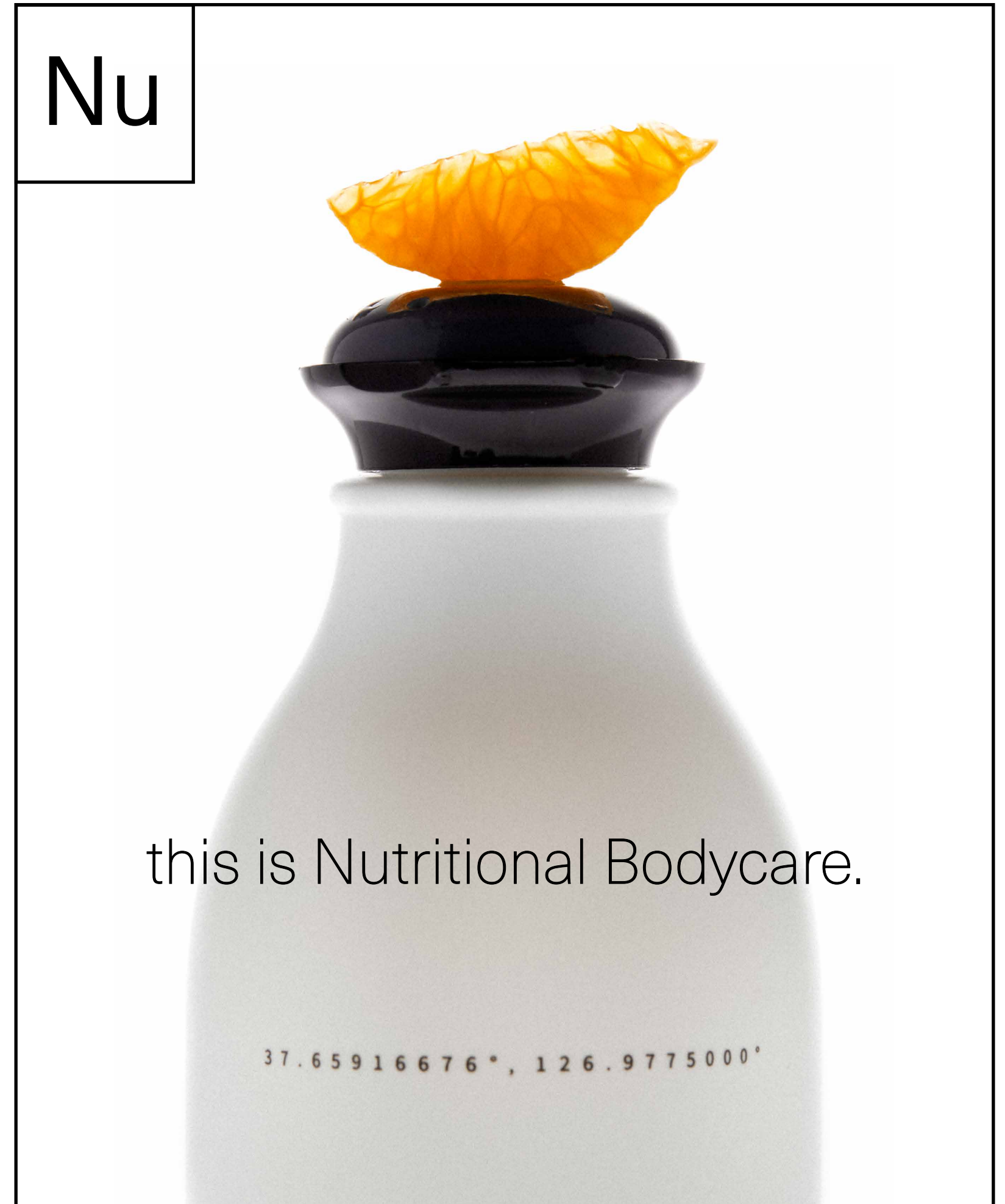
When our skin microbiome is disrupted — pollution, hygiene, lifestyle, pH-disrupting topicals all play a role — it can leave skin dry and dull with signs of acne or accelerated aging. *iota* is the first personal care brand to deliver both complete nutritional and microbiome support in one, in all of our products — the essential foundation to better skin.

fill essential nutrient gaps with what your skin is missing.

The collection comprises the first all-in-one method that contains 47 superfood vitamins, minerals and pre & postbiotics combined with skincare-grade actives to fill essential nutrient gaps and improve your skin and wellbeing.

real & lasting change, made simple.

Your new healthy habit, with no extra effort. Balance your skin for longer lasting glow and hydration.



// press & awards

awards to date since our 9.28.22 launch:



Allure 2023 Best of Beauty Awards | Supervitamin Body Wash+ Soothing



Cosmopolitan 2023 Holy Grail Beauty Awards | Best New Body Care Brand



Marie Claire 2023 Game-Changers Awards | Supervitamin Body Wash+ Brightening



Women's Health 2023 Beauty Awards | Best Body Wash | Supervitamin Body Wash+ Soothing



Bustle 2023 Beauty Awards | Best Body Serum | Superplant Body Serum+



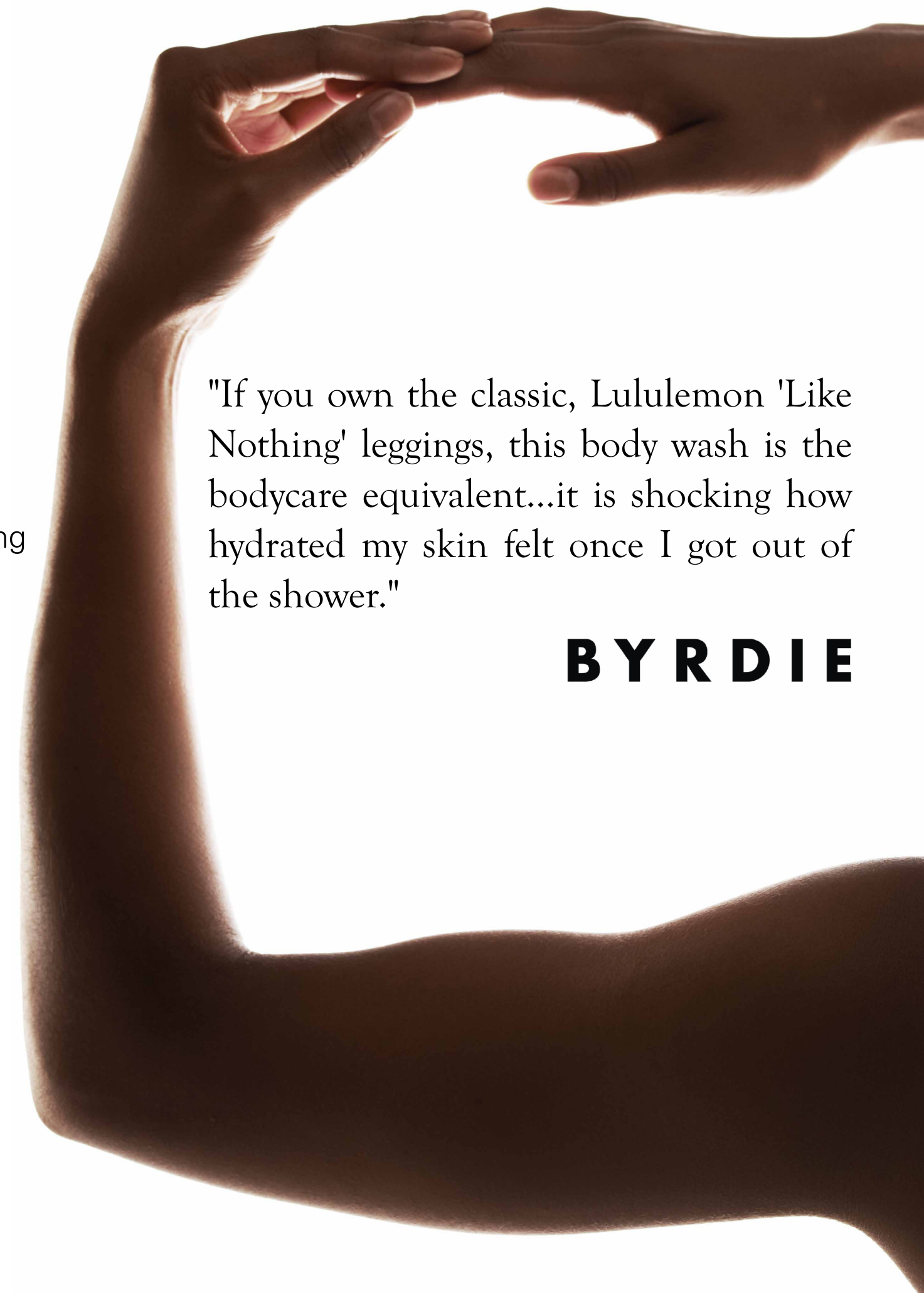
Byrdie 2022 Beauty Awards | Best Body Wash, Moisture | Supervitamin Body Wash+ Soothing



Hypebae 2022 Beauty Awards | Best Body Care | Supervitamin Body Wash+ Soothing



Skincare Anarchy 2023 & 2022 Beauty Awards | Best Body Care | Supervitamin Body Wash+ Brightening & Superplant Body Serum+



"If you own the classic, Lululemon 'Like Nothing' leggings, this body wash is the bodycare equivalent...it is shocking how hydrated my skin felt once I got out of the shower."

BYRDIE

VOGUE

WELL + GOOD

Forbes

INTO THE GLOSS

GLOSSY

COUJETEUR

BAZAAR

POPSUGAR.

NEWBEAUTY

TOWN&COUNTRY

People

HIGHSNOBIETY

US

Sports Illustrated

allure

// our story

Hi,

I'm Monique, the co-founder of *iota*. The importance of health is not lost on me. I spent years trying to get pregnant via acupuncture and hormone medication. When I finally got pregnant, doctors found a tennis-ball sized tumor on my pancreas (thankfully all is ok). Then I was diagnosed with high blood pressure for reasons still unknown. With age and becoming a mom, I wanted to find small (realistic) lifestyle changes that could still make a difference.

Skin health is arguably the key pillar of health most overlooked today. Just like sleep, eating right and exercise, it's essential for whole body health, and more studies are finding its link to bigger issues like autoimmune disease and heart health.

As a mom, I was frustrated why the products we use merely clean, scent or only treat skin issues *after* they occur?

This is why *iota* exists. Our mission is to address skin health head on, and it was important that we develop care that matters. Several years and 72 iterations later (on just our body wash alone), we've made the first bodycare crafted for health, focused on balancing your skin microbiome - the foundation of healthy skin and the key to addressing issues *before* they occur. We hope you'll join our skin health movement.

To your health,
Monique Meneses



about the founders.

Monique Meneses and Ray Kim are the co-founders of *iota*. We are a Korean-Filipino founded company established in New York and our philosophies are grounded in our AAPI heritage.

Over the past 15 years as a beauty editor and advisor, Monique has played key roles in digital and social strategy development and implementation for both startups and established brands like Peach & Lily, Gisou, US Weekly and Cover FX.

Her co-founder and husband Ray spent nearly two decades as an advisor and investor of private and public companies in the consumer, media and technology sectors. Monique and Ray live in New York with their daughter Genevieve.

own your health, one step at a time.

our philosophy at *iota* is that big things can be achieved with patience, persistence and dedication to doing the small things right. *iota* — defined as “an infinitesimal amount” — is rooted in the belief that the attainment of one’s maximum potential consists of the sum of many small productive actions taken consistently, with discipline, throughout life.

our roots.

Our name – *iota* – is derived from the word microbiota, defined as “living microorganisms present in a defined environment.” all of *iota*’s formulations are designed to help balance your microbiome for better skin health – a pillar of whole body health that’s essential just like gut health, nutrition, sleep and exercise.



// what makes iota different?

meet Nutritional Bodycare. formulations redesigned to help improve skin health at the core.

Today's body care landscape neglects the root of both skin concerns and benefits: the one trillion microorganisms that live on our skin, keep us safe, and form our skin microbiome. **The microbiome is the key to overall skin health:** it's not only our first line of defense against accelerated aging and skin conditions like acne, eczema and psoriasis. It's also essential for glow, smoothness, strength, elasticity and hydration. Just like our gut microbiome, our skin microbiome also impacts whole body health. Recent studies have linked poor skin health with broader risks like inflammatory and autoimmune diseases, heart health & allergies. Iota was crafted specifically with whole body health in mind.

our unique method.

Our formulations deliver the most comprehensive approach to health in body care utilizing a unique twofold method:

- Microbiome balancing prebiotics + postbiotics that directly target the root of skin health and help address skin issues before they occur.
- Comprehensive superfood multivitamins, minerals, antioxidants & actives curated to optimize for radiance, firmness, hydration & smoothness.

uncompromising formulation standards.

All our formulations are dermatologist tested, clinically tested, allergy tested, non-irritating and free of sulfates, parabens and phthalates. Our formulations (including fragrances) are EU compliant, vegan, gluten-free and Leaping Bunny certified. To minimize our carbon footprint, our formulations are made in the USA under Certified B Corp and Green-e Climate Certified Standards. Our production processes follow GMP and are ISO 22716 certified.

Supervitamin Body Wash+, Brightening Mandarin Rind + Cedar Atlas

science-driven.
reflecting the latest in microbiome research.

“I have struggled with bacne for 10+ years and have tried all the possible products. Years have passed and of course, the post scars have somehow faded away, but since I included the Brightening Body Wash+ by iota my skin feels so good and my back barely has acne scars. I am feeling confident and happy to finally see results.” – Diana R., Verified Buyer

The Wash+ is ideal if you seek a cleanser that:





- Is remarkable for dull, dehydrated skin.
- Helps promote glow + hydration.
- Helps promote whole body health.
- Is a 5-step face-grade routine in one body wash.
- All-in-one double cleanse, toner essence treatment.

We believe better skin & health can start in the shower. **The award-winning Body Wash+ is the first all-in-one nutrient cleanser with 20 superfood multivitamins & minerals combined with pre & postbiotics and face-grade actives like Niacinamide to fill essential nutrient gaps and promote longer-lasting glow & hydration.** Each shower delivers our hero blend of microbiome balancers for better skin & wellbeing. Dermatologist tested, vegan, gluten & cruelty free. pH 5.0-5.5. Exceptional for dull, dehydrated, acne prone and sensitive skin.

Superlative clean fragrance. Infused in the Brightening Body Wash+ is Fragrance No.0072, an exalting blend of key notes like refined mandarin rind harvested in Italy and herbaceous atlas cedar sourced from Morocco. EU compliant fragrance.



key benefits & ingredients.

-  **SUPERFOODS:** Vitamin C & antioxidant-rich pineapple, blackcurrant and passionfruit help brighten dullness.
-  **MULTIVITAMINS:** Vitamins A, B9 & E aid with collagen support, hydration and barrier repair. Vitamin F is an anti-inflammatory.
-  **FACE-GRADE ACTIVE:** Niacinamide (Vitamin B3) helps with overall radiance and to calm flare-ups.
-  **PREBIOTICS + POSTBIOTICS:** The first body wash for glow that cares for your skin microbiome — essential for whole body health.

Supervitamin Body Wash+, Soothing Fragrance Free

science-driven.
reflecting the latest in microbiome research.

“I’ve had eczema since I was 3 years old and for the first time in three years, my skin has shown significant improvement. It’s been an emotional turning point for me as well feeling like I don’t have to dread my showers and always feeling my skin is well nourished.” – Helen L., Verified Buyer





The Wash+ is ideal if you seek a cleanser that:

- Is remarkable for eczema and acne-prone skin.
- Helps promote calmer and softer skin.
- Helps promote whole body health.
- Is a 5-step face-grade routine in one body wash.
- All-in-one double cleanse, toner essence treatment.

We believe better skin & health can start in the shower. **The award-winning Body Wash+ is the first all-in-one nutrient cleanser with 15 superfood multivitamins, minerals & antioxidants combined with pre & postbiotics to fill essential nutrient gaps and promote longer-lasting calm & hydration.** Each shower delivers our hero blend of microbiome balancers for better skin & wellbeing. Dermatologist tested, vegan & gluten free. pH 5.0-5.5. Exceptional for dry, irritated, acne prone and sensitive skin.



key benefits & ingredients.

- 
SUPERFOODS: Omegas 3&6-infused blackcurrant and anti-inflammatory aloe help soften & soothe.
- 
MULTIVITAMINS: Vitamins A, C, E & Provitamin D aid with hydration, barrier repair and texture.
- 
MULTIMINERALS: Magnesium helps improve skin’s overall appearance and cell renewal.
- 
PREBIOTICS + POSTBIOTICS: The first body wash for glow that cares for your skin microbiome — essential for whole body health.

Supervitamin Body Wash+, Detoxifying Lemongrass + Eucalyptus Leaf

science-driven.
reflecting the latest in microbiome research.

“I have super sensitive skin and this has made my skin feel so soft. I was also having a lot of clogged pores on my back and it’s clearing it up already after one week’s use!” – Jennifer C., Verified Buyer

The Wash+ is ideal if you seek a cleanser that:





- Is remarkable for rough, irritated skin.
- Helps promote smoothness + hydration.
- Helps promote whole body health.
- Is a 5-step face-grade routine in one body wash.
- All-in-one double cleanse, toner essence treatment.

We believe better skin & health can start in the shower. **The award-winning Body Wash+ is the first all-in-one nutrient cleanser that has 20 superfood multivitamins & minerals combined with pre & postbiotics to fill essential nutrient gaps and promote longer-lasting smoothness & hydration.** Each shower delivers our hero blend of microbiome balancers for better skin & wellbeing. Dermatologist tested, vegan & gluten free. pH 5.0-5.5. Exceptional for rough, irritated, acne prone and sensitive skin.

Superlative clean fragrance. Infused in the Detoxifying Body Wash+ is Fragrance No.0084, a zesty blend of key notes like lemongrass harvested in Paraguay and invigorating Asian eucalyptus. EU compliant fragrance.



key benefits & ingredients.

- 
SUPERFOODS: Algae & goji berry help purify pores and refine skin without dryness or irritation.
- 
MULTIVITAMINS: Vitamins B12, C, E & K help even tone, barrier repair & elasticity support.
- 
MULTIMINERALS: Magnesium helps improve skin’s overall appearance and cell renewal.
- 
PREBIOTICS + POSTBIOTICS: The first body wash for smoothness that cares for your skin microbiome — essential for whole body health.

Superplant Body Serum+

w/ 2% Niacinamide
Fragrance Free

science-driven.
reflecting the latest in microbiome research.

“Literally magic. Cleared up some flareups...I am obsessed.” – Dr. Ekta Y.,
MD & Skincare Anarchy Host

95% Said Skin Felt Moisturized.*

92% Said Skin Felt Healthy.

92% Said Skin Felt Softer.

87% Said Skin Felt Smoother.

The Serum+ is ideal if you seek a hydrator that:





- Is lighter than a lotion with equal hydration.
- Can be worn under a lotion for 2x the hydration.
- Dries in seconds with zero stickiness.
- Is a 5-step face-grade routine in one body moisturizer.
- All-in-one toner, essence, treatment, gel mask, hydrator.

Meet the only all-in-one moisturizer designed for complete glow & health. **The award-winning Serum+ combines 15 superfood multivitamins, minerals & antioxidants with pre & postbiotics to fill essential nutrient gaps and promote longer-lasting glow & hydration.** Each application delivers our hero blend of microbiome balancers for better skin and wellbeing. Dermatologist tested, vegan & gluten free. pH 5.0-5.5.

Exceptional for dry, acne prone and sensitive skin.



key benefits & ingredients.

- 
SUPERPLANTS: Spirulina & hibiscus flower help even skin tone & stimulate cell turnover.
- 
MULTIVITAMINS: Vitamins B3, B12, C, E & K aid with radiance, barrier repair and elasticity support.
- 
SKINCARE-GRADE ACTIVES: 2% Niacinamide for brightening. Peptides for collagen support. Hyaluronic Acid for hydration.
- 
PREBIOTICS + POSTBIOTICS: The first body moisturizer for glow that cares for your skin microbiome — essential for whole body health.

Supermatcha Body Lotion+

Fragrance Free

science-driven.
reflecting the latest in microbiome research.

“Hero plant-based ingredient rambutan mimics the firming and collagen-boosting properties of retinol without the potential irritation or reactivity to the sun — which makes it great for all skin types.”

– Dr. Jessica Cervantes, Harvard Dermatologist

The Lotion is ideal if you seek a moisturizer that:

- Is remarkable for dehydrated, dull, aging skin.
- Helps promote firming + hydration.
- Helps promote whole body health.
- Is a 5-step face-grade routine in one body moisturizer.
- All-in-one toner, treatment, serum, mask, lotion.

The Body Lotion+ is a first-of-its-kind product for firmness, combining the hydrating qualities of a lotion with the performance of a retinol, for a sensorial, fast-absorbing and non-sticky treatment. The Body Lotion+ is formulated to provide long-lasting moisture and nourishment. **The final result is a skin-restoring, nourishing texture that delivers instant, deep hydration for a smoother, more supple and radiant look.**

Each ingredient works together to hydrate, smooth and firm the skin, while actively balancing the microbiome – the key to healthy skin and optimal comprehensive health. Dermatologist tested, vegan & gluten free. pH 5.0-5.5. Exceptional for dehydrated, dull, aging skin.



key benefits & ingredients.

Matcha:	Soothes and protects the skin, reduces sebum, minimizes signs of aging
Rambutan Leaf:	A plant-based retinol alternative that stimulates collagen & elastic fiber formation, increasing skin elasticity and reducing wrinkles to help skin look visibly younger
Snow Mushroom:	An adaptogen that mimics hyaluronic acid, pulling moisture to the skin
Ginseng:	An adaptogen that protects skin from free radicals & other environmental aggressors that can trigger fine lines + wrinkles & melanin production (dark spots)
Centella Asiatica (Cica):	Reduces inflammation, redness + uneven skin tone
Turmeric:	Diminishes fine lines & wrinkles, calms acne, brightens skin
Caffeine:	Natural antioxidant that helps brighten & tighten skin
Schisandra Berry:	Reduces the appearance of fine lines and wrinkles, brightens skin
Niacinamide:	Boosts radiance, evens skin tone, softens fine lines & wrinkles
Prebiotics + Postbiotics	The first body lotion for firmness that cares for your skin microbiome — essential for whole body health.

// impact

plastic & paper.

iota is **Plastic Negative Certified** via rePurpose Global. Our bottles are designed using a mix of sustainable bio-resin made from plants like sugarcane and corn and recyclable plastic for our bottles. To offset our footprint, our plastic neutral commitment means that for every amount of plastic we create, a measured equivalent of 2x plastic waste is recovered and removed from the environment.

We use FSC Mix paper for 100% of our retail carton packaging, comprised of FSC-certified material, recycled material and FSC controlled wood.

formulations.

iota formulations – meticulously crafted with globally sourced raw materials derived from natural, botanical sources — are vegan, gluten & cruelty-free and **Leaping Bunny Certified**. We adhere to the EU's standards for safe and clean beauty by formulating without the EU's prohibited substances list. The fragrances in our Brightening Body Wash+ and Detoxifying Body Wash+ are also EU compliant.

supply chain.

To minimize our carbon footprint, iota is **Climate Neutral Certified**. We offset our current carbon emissions with carbon and clean energy credits to remove an equivalent amount from the environment.

1% for the Planet.

We are a proud member of **1% for the Planet**. This means we've made a commitment of 1% of every sale to support environmental nonprofits focused on protecting our air, water, land and wildlife.



// inquiries

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iotabody.com

for health.

vegan, gluten & cruelty free.

dermatologist tested.

clinically tested.

allergy tested.

37.65916676°, 126.9775000°

pH 5.0 - 5.5

PARABEN FREE
Sans Parabènes

PHthalate FREE
Sans Phtalates

VEGAN
Végan

CRUELTY FREE
Sans Cruauté

MICROBIOME BALANCED
Équilibre du Microbiote

DERMATOLOGIST TESTED
Testé sous Contrôle Dermatologique

INGREDIENTS: Water, Isoamyl Laurate, Niacinamide, Propanediol, Glycerin, Dicaprylyl Carbonate, Ammonium Acryloyldimethyltaurate/VP Copolymer, C13-15 Alkane, Lavender (Lavandula Angustifolia) Distillate, Squalane, Sodium Benzoate, Hydroxyacetophenone, Potassium Sorbate, Helianthus Annuus (Sunflower) Seed Oil, Ascorbyl Glucoside, Trisodium Ethylenediamine Disuccinate, Hydrogenated Olive Oil Unsaponifiables, Ceramide NP, Spirulina Platensis Extract, Sodium Hyaluronate, Cichorium Intybus Root Extract, Maltobionic Acid, Zinc PCA, Maltodextrin, Citric Acid, Polyglyceryl-10 Stearate, Aloe Barbadosensis Leaf Juice, Hydrogenated Lecithin, Sucrose Stearate, Lactobacillus Ferment, Mandelic Acid, Acetyl Hexapeptide-8, Hibiscus Sabdariffa Flower Extract.



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Rooted in Seoul. Established in New York.
Ancré à Séoul. Implanté à New York.

NUTRITIONALLY CRAFTED FOR LES ESSENTIELS

The Superplant formulated with multivitamins, polyphenols, and active ingredients provides essential nutrients and proteins that help promote cell hydration. Sunflower and aloe leaf juice effects on skin irritation. Lavender purify pores. Hibiscus antioxidants that degradation and elastin.

For maximum benefit, also draws upon research on microbiome health. Microbiome health and autoimmune allergy rates, and like eczema, rosacea. The Body Serum+ blend of prebiotic extracts that help

SUPERPLANT BODY SERUM + Sérum Pour le Corps

Fragrance Free

Vitamin B3	Radiance Boost
Vitamin B12	Even Tone
Vitamin C	Antioxidant Power
Vitamin D	Anti-Inflammatory
Vitamin E	Barrier Repair
Vitamin K	Elasticity Support
Peptides	Collagen Support
Pre/Postbiotics	Microbiome Health

5 fl. oz. (150 mL)

Fragrance Free

Vitamin B3	Radiance Boost
Vitamin B12	Even Tone
Vitamin C	Antioxidant Power
Vitamin D	Anti-Inflammatory
Vitamin E	Barrier Repair
Vitamin K	Elasticity Support
Peptides	Collagen Support
Pre/Postbiotics	Microbiome Health

5 fl. oz. (150 mL)

ESSENTIALS FOR COMPREHENSIVE HEALTH