

Nutritional Bodycare

// essentials for health

iota[™]



SUPERVITAMIN⁺
Body Wash
Nettoyant pour le Corps

// essentials for health

iota

CLARIFYING
Eucalyptus Leaf + Lemon Rind

// nutritional bodycare

iota is the first smart microbiome body care designed with both complete functional + microbiome benefits for skin in one. The collection combines premium face-grade actives with 47 vitamins, minerals and adaptogens from globally sourced plant-based ingredients — powerful, targeted treatments for glow, firmness and aging.

The collection combines clinically proven superfoods and superplants like seaweed, pineapple and papaya with exotic new botanicals like Vietnamese rambutan, Japanese indigo leaf, szechuan pepper, adaptogenic shiitake and reishi mushrooms, and Egyptian chamomile flower. Core to each formulation is a prebiotic + postbiotic composition for skin microbiome health — key to treating skin concerns, optimizing appearance, and whole body health.

All iota formulations are vegan and gluten free, sulfate, phthalate & paraben free, EU compliant, Leaping Bunny Certified, dermatologist & clinically tested. Exceptional for all skin types.

Nu



// press & awards

since October '22 launch:



Glossy 2023 Beauty Awards
Best Breakthrough Wellness Brand



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



Cosmopolitan 2023 Beauty Awards
Best New Body Care Brand



Marie Claire 2023 Beauty Awards
Supervitamin Body Wash+



Women's Health 2023 Beauty Awards
Best Body Wash



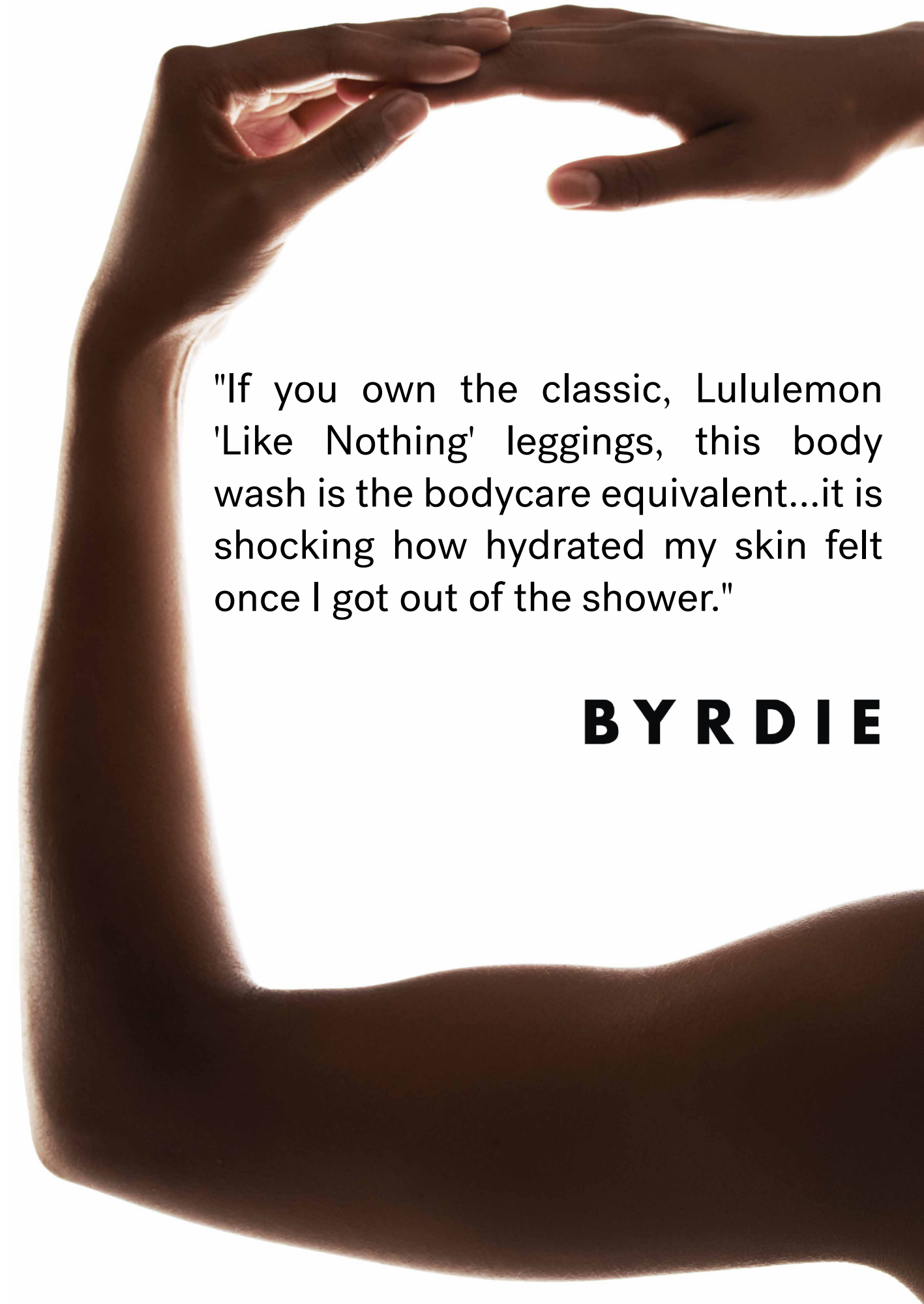
Bustle 2023 Beauty Awards
Best Body Serum



Byrdie 2022 Beauty Awards
Best Body Wash



Hypebae 2022 Beauty Awards
Best Body Wash



"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 BAZAAR ^{Harper's} WELL + GOOD **NYLON** allure WSJ **WWD** Forbes

NEWBEAUTY TOWN&COUNTRY GLOSSY CO/ETEUR People  may 2024

// 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 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.

This is why iota exists. Our mission is to address skin health head on with bodycare that combines functional face-grade benefits with core microbiome support — a foundation of skin and whole body health.

To your health,
Monique Meneses

// iota Scientific Advisory Board

industry leaders who help guide our thoughts
around the latest research and innovation.



Kelly Dobos

iota Lead Scientific Advisor
President, National Society
of Cosmetic Chemists



Dr. Tiffany Libby

Clinical Asst. Professor
of Dermatology
Brown University Medical School



Dr. Jessica Cervantes

Harvard Dermatology
Resident Physician at
Massachusetts General

// the collection



Supermatcha Body Lotion+ 6.1 fl oz // 180 ml (\$35 MSRP)

A firming plant-based retinol alternative body lotion.

Supervitamin Body Wash+ 10 fl oz // 300 ml (\$23 MSRP)

The Body Wash+ Brightening
A skin-brightening, microbiome-balancing, multivitamin body cleanser for health.

The Body Wash+ Clarifying
A skin-clearing, microbiome-balancing, multivitamin body cleanser for health.

The Body Wash+ Soothing
A skin-nourishing, microbiome-balancing, multivitamin cleanser for health.



Supercloud Body Serum+ 5 fl oz // 150 ml (\$39 MSRP)

A luxuriously light-as-air, collagen-boosting treatment for superlative hydration & glow.

Supervitamin Body Wash+ Brightening





Mandarin Rind + Cedar Atlas
10 fl oz // 300 ml (\$23 MSRP)



A microbiome-balancing multivitamin cleanser designed to boost glow.

- Exceptional for all skin types. Recommended for dull, dehydrated, blemish-prone skin.
- Enhances natural glow and evens tone.
- 5-step face-grade routine in one — all-in-one double cleanse, toner, essence, treatment.
- Dermatologist Tested. Vegan. Gluten & Cruelty Free. Sulfate, Phthalate & Paraben Free. pH 5.0-5.5.

key benefits & ingredients

-  **SUPERFRUITS:** Provitamin A and Vitamin C in antioxidant-rich Pineapple, Mango and Japanese Yuzu help brighten dullness.
-  **MULTIVITAMINS:** B vitamins and Provitamin D in Sea Buckthorn help with elasticity and cell regeneration.
-  **FACE-GRADE ACTIVE:** Niacinamide (Vitamin B3) helps with overall radiance and to calm flare-ups.
-  **PREBIOTICS + POSTBIOTICS:** The first body wash for glow that supports your skin microbiome — essential for whole body health.

Supervitamin Body Wash⁺ Brightening

Mandarin Rind + Cedar Atlas

10 fl oz // 300 ml (\$23 MSRP)

Exceptional for all skin types. Recommended for dull, dehydrated, blemish-prone skin.

Multi-Antioxidant | Brightening Treatment

Formula contains:

Niacinamide	Pineapple
Vitamins B1, B2, B6, B9, B12	Japanese Yuzu
Vitamin C	Sea Buckthorn Berry
Vitamin E	Aloe Leaf
Vitamin K	Italian Mandarin Rind
Provitamin A	Chicory Root
Provitamin D	Sunflower Seed
Pre + Postbiotics	Moroccan Atlas Cedar
Mango Fruit	Radish Root

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.



may 2024

Supervitamin Body Wash+ Clarifying

Eucalyptus Leaf + Lemon Rind
10 fl oz // 300 ml (\$23 MSRP)



A microbiome-balancing multivitamin cleanser designed to smooth + clear skin.

- Exceptional for all skin types. Recommended for KP, rough, stressed skin.
- Gently buffs and polishes for more smoothness.
- 5-step face-grade routine in one — all-in-one double cleanse, toner, essence, treatment.
- Dermatologist Tested. Vegan. Gluten & Cruelty Free. Sulfate, Phthalate & Paraben Free. pH 5.0-5.5.

key benefits & ingredients

- SUPERPLANTS:** Potassium-rich Dandelion Flower and Provitamin A-infused Seaweed and Papaya help refine texture & tone.
- ADAPTOGENS:** Shiitake Mushroom helps reduce redness and irritation. Green Tea soothes, protects and calms flare-ups.
- MULTIVITAMINS:** B vitamins, vitamins C, E and Provitamin D aid with barrier repair and cell regeneration. Magnesium salt for relief.
- PREBIOTICS + POSTBIOTICS:** The first smoothing body wash that supports your skin microbiome — essential for whole body health.

Supervitamin Body Wash+ Clarifying

Eucalyptus + Lemon Rind

10 fl oz // 300 ml (\$23 MSRP)

Multi-Adaptogen I Smoothing Treatment

Formula contains:

Vitamins B6, B9, B12	Green Tea
Vitamin C	Goji Berry
Vitamin E	Seaweed
Omega-3	Aloe Leaf
Provitamin A	Epsom Salt
Provitamin D	Burdock Root
Pre + Postbiotics	Eucalyptus Leaf
Shiitake Mushroom	Argentine Lemon Rind
Papaya Fruit	Chicory Root
Dandelion Flower	Radish Root

Superlative clean fragrance. Infused in the Clarifying Body Wash+ is Fragrance No.0084. Fresh, sparkling notes of Argentine Lemon Rind glisten atop Eucalyptus, a medley of invigorating Spearmint and Lemongrass. A luscious bouquet of May Chang and Peppermint unveils a moment of grace. EU compliant & made with 100% natural raw ingredients.



Supervitamin Body Wash+ Soothing

Fragrance Free

10 fl oz // 300 ml (\$23 MSRP)



A microbiome-balancing multivitamin cleanser designed to calm + hydrate skin.

- Exceptional for all skin types. Recommended for eczema, acne-prone, irritated and sensitive skin.
- Replenishes for sustained calm & hydration.
- 5-step face-grade routine in one — all-in-one double cleanse, toner, essence, treatment.
- Dermatologist Tested. Vegan. Gluten & Cruelty Free. Sulfate, Phthalate & Paraben Free. pH 5.0-5.5.

key benefits & ingredients

- **SUPERPLANTS:** Potassium-infused Jujube Fruit and anti-inflammatory Chamomile Flower and Aloe help soften & soothe.
- **ADAPTOGENS:** Reishi Mushroom helps delay accelerated aging. Indian Gooseberry helps protect skin.
- **MULTIVITAMINS:** B vitamins and vitamins A, C, D & E aid with cell renewal, barrier repair and texture.
- **PREBIOTICS + POSTBIOTICS:** The first calming body wash that supports your skin microbiome — essential for whole body health.

Supervitamin Body Wash+ Soothing

Fragrance Free

10 fl oz // 300 ml (\$23 MSRP)

Exceptional for all skin types.

Recommended for eczema, acne-prone, irritated and sensitive skin.

Multi-Adaptogen I Repairing Treatment

Formula contains:

Vitamins B1, B2, B6, B9, B12

Vitamin C

Vitamin D

Vitamin E

Provitamin A

Pre + Postbiotics

Omegas 3 + 6

Egyptian Chamomile Flower

Indian Gooseberry

Reishi Mushroom

Passionflower

Ginseng

Jujube Fruit

Licorice Root

Lotus Seed

Sesame Seed

Aloe Leaf

Radish Root

Chicory Root

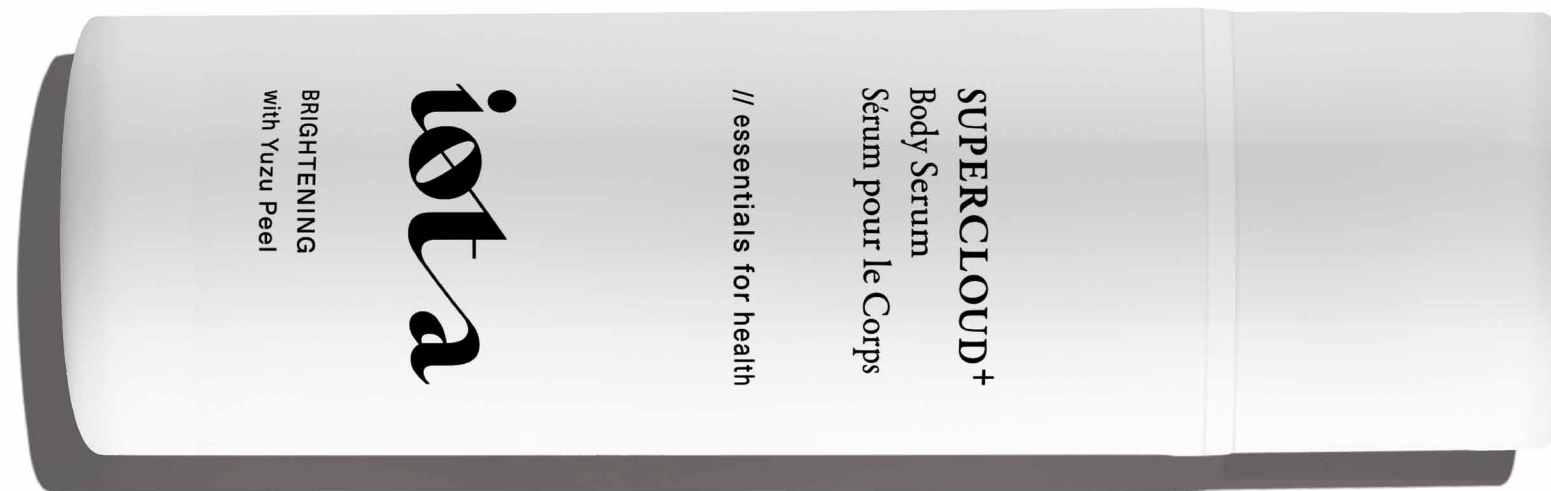


may 2024

Supercloud Body Serum⁺

Fragrance Free

5 fl oz // 150 ml (\$39 MSRP)







An exquisitely light-as-air, active-rich hydrator designed to boost glow, renew skin & balance the microbiome.

- Natural powder blue hue from soothing Japanese Indigo Leaf.
- Exceptional for all skin types. Recommended for rough, dry, blemish-prone skin.
- Delivers deep hydration, cloud-like softness, even texture & glow.
- 5-step face-grade routine in one — all-in-one toner, essence, treatment, gel mask, hydrator.
- Dermatologist Tested. Vegan. Gluten & Cruelty Free. Phthalate & Paraben Free. pH 5.0-5.5.



key benefits & ingredients

- 
SUPERFRUITS: Vitamin C-rich Dragonfruit and Japanese Yuzu help even skin tone & stimulate cell turnover.
- 
SUPERPLANTS: Vitamins B1, B2, B12 & E in Red Algae, Sea Moss & Ginseng aid with radiance, barrier repair and elasticity support.
- 
FACE-GRADE ACTIVES: Niacinamide & Mandelic Acid for brightening. Copper Peptides for collagen support. Hyaluronic Acid for hydration.
- 
PREBIOTICS + POSTBIOTICS: The first body hydrator for glow that supports your skin microbiome — essential for whole body health.

Supercloud Body Serum⁺

Fragrance Free

5 fl oz // 150 ml (\$39 MSRP)

Exceptional for all skin types. Recommended for rough, dry, blemish-prone skin.

Multi-Active | Renewing Treatment

Formula contains:

- | | |
|------------------|----------------------|
| Copper Peptides | Japanese Indigo Leaf |
| Niacinamide | Japanese Yuzu Peel |
| Maltobionic Acid | Red Algae |
| Mandelic Acid | White Peony |
| Lactic Acid | Hibiscus Flower |
| Hyaluronic Acid | Aloe Leaf |
| Ceramide EOP | Ginseng Root |
| Ceramide NP | Licorice Root |
| Ceramide AP | Chicory Root |
| Dragonfruit | Schisandra Berry |



Supermatcha Body Lotion⁺

Fragrance Free






6.1 fl oz // 180 ml (\$35 MSRP)



A lightweight, plant-based retinol alternative lotion designed to help firm skin and balance the microbiome.

- Exceptional for all skin types. Recommended for rough, dry, blemish-prone, aging skin.
- Delivers deep hydration, natural firming, even texture & tone.
- 5-step face-grade routine in one — all-in-one double cleanse, toner, essence, treatment.
- Dermatologist Tested. Vegan. Gluten & Cruelty Free. Phthalate & Paraben Free. pH 5.0-5.5.

key benefits & ingredients

- 
MATCHA: Super antioxidant and anti-inflammatory to help reduce breakouts.
- 
RAMBUTAN: A firming hero sourced from the first sustainable orchards in Vietnam. Helps skin look visibly younger.
- 
SNOW MUSHROOM: An adaptogen for longer-lasting hydration.
- 
CAFFEINE: An antioxidant to help reduce the look of cellulite.
- 
PREBIOTICS + POSTBIOTICS: The first firming body lotion that supports your skin microbiome — essential for whole body health.

may 2024

Supermatcha Body Lotion⁺

Fragrance Free

6.1 fl oz // 180 ml (\$35 MSRP)

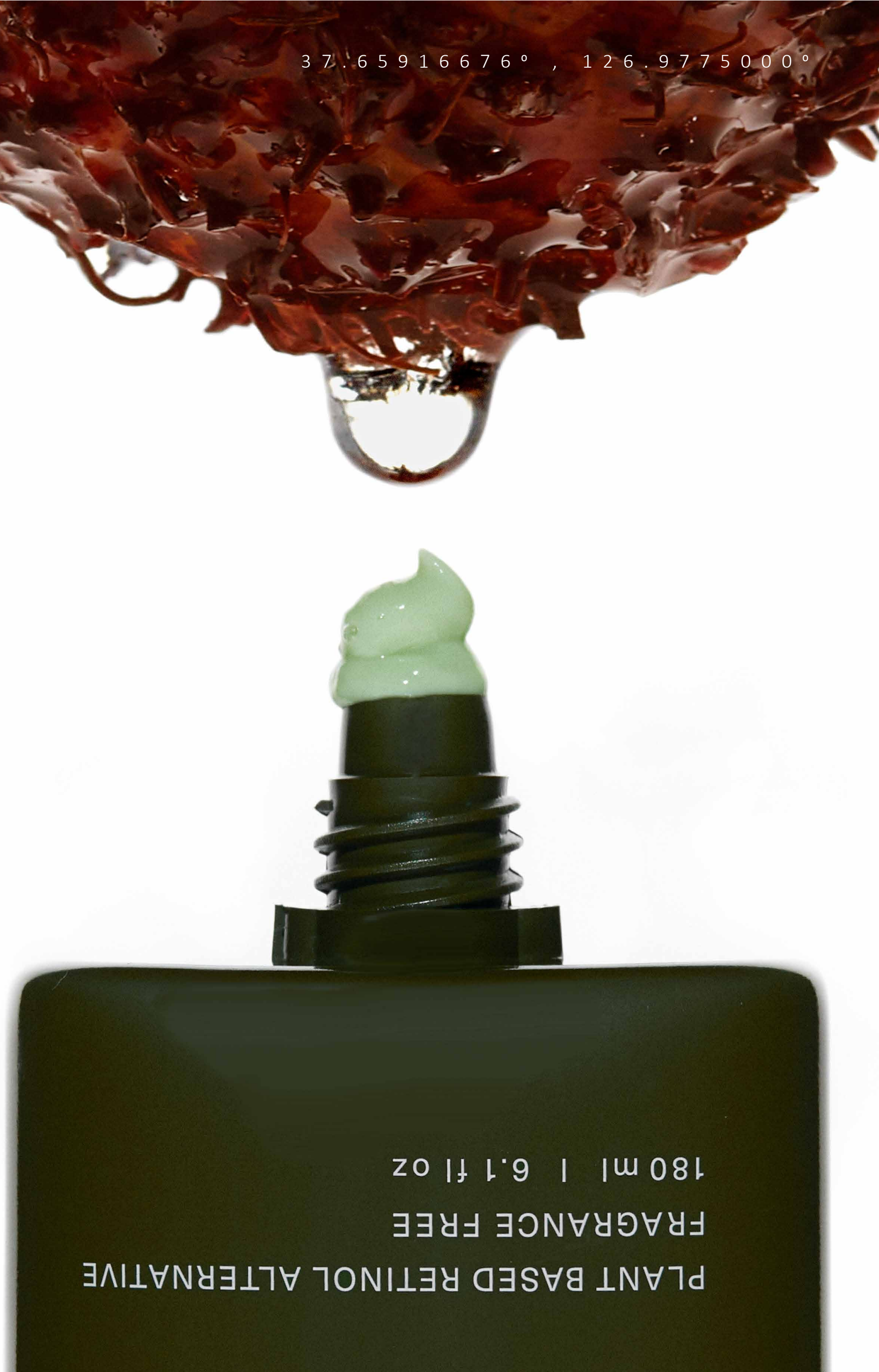
Exceptional for all skin types.

Recommended for rough, dry, blemish-prone, aging skin.

Multi-Antioxidant | Firming Treatment

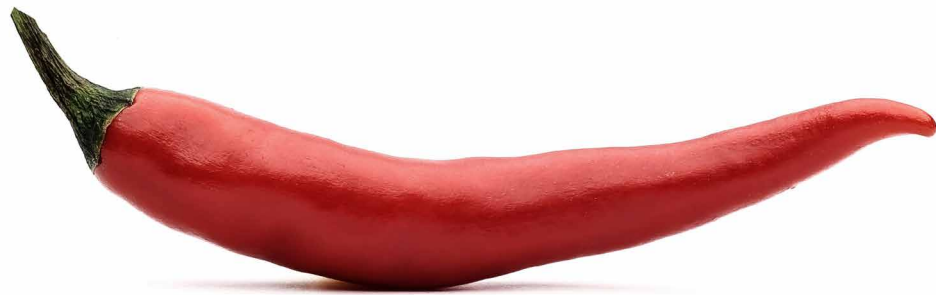
Formula contains:

Niacinamide	Green Tea
B vitamins	Rambutan
Vitamin C	Snow Mushroom
Provitamin A	Schisandra Berry
Provitamin D	Turmeric Root
Vitamin E	Cabbage Leaf
Vitamin P	Ginseng
Magnesium	Caffeine
Potassium	Chicory Root
Shea Butter	Cica
Radish Root	Ginseng
Jojoba Seed	



PLANT BASED RETINOL ALTERNATIVE
FRAGRANCE FREE
180 ml | 6.1 fl oz

// upcoming innovation

**Superchili Body Mask⁺**

8.5 fl oz // 250 ml

July 2024

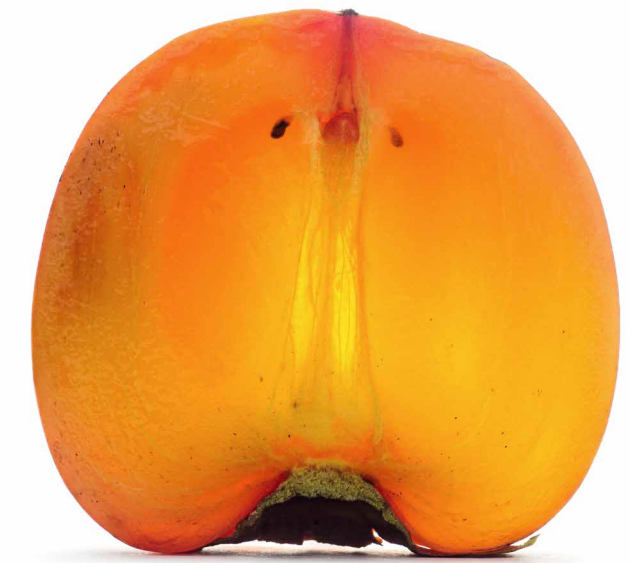
A firming, leave-on body mask for areas like the butt, chest, décolletage, arms, stomach and thighs. Featuring hero ingredient Sichuan Chili Pepper, a first in bodycare. Signature prebiotic and postbiotic blend for microbiome support. Natural fragrance.

**Supermochi Body Exfoliator⁺**

8.5 fl oz // 250 ml

August 2024

A gentle body exfoliator with rice and sea salt harvested from the shores of Bali for all over smoothness. Unique mochi-like texture, a first in bodycare. Featuring hero ingredients Japanese purple sweet potato, fermented rice water. Signature prebiotic and postbiotic blend for microbiome support. Natural fragrance.

**Supertruffle Hair & Body Oil⁺**

September 2024

A luxurious, ultra-hydrating hair & body oil for an exquisite full-body glow. Featuring hero ingredients white truffle and persimmon. Signature prebiotic and postbiotic blend for microbiome support. Natural fragrance.

// community

social media snapshot

@IOTABODY

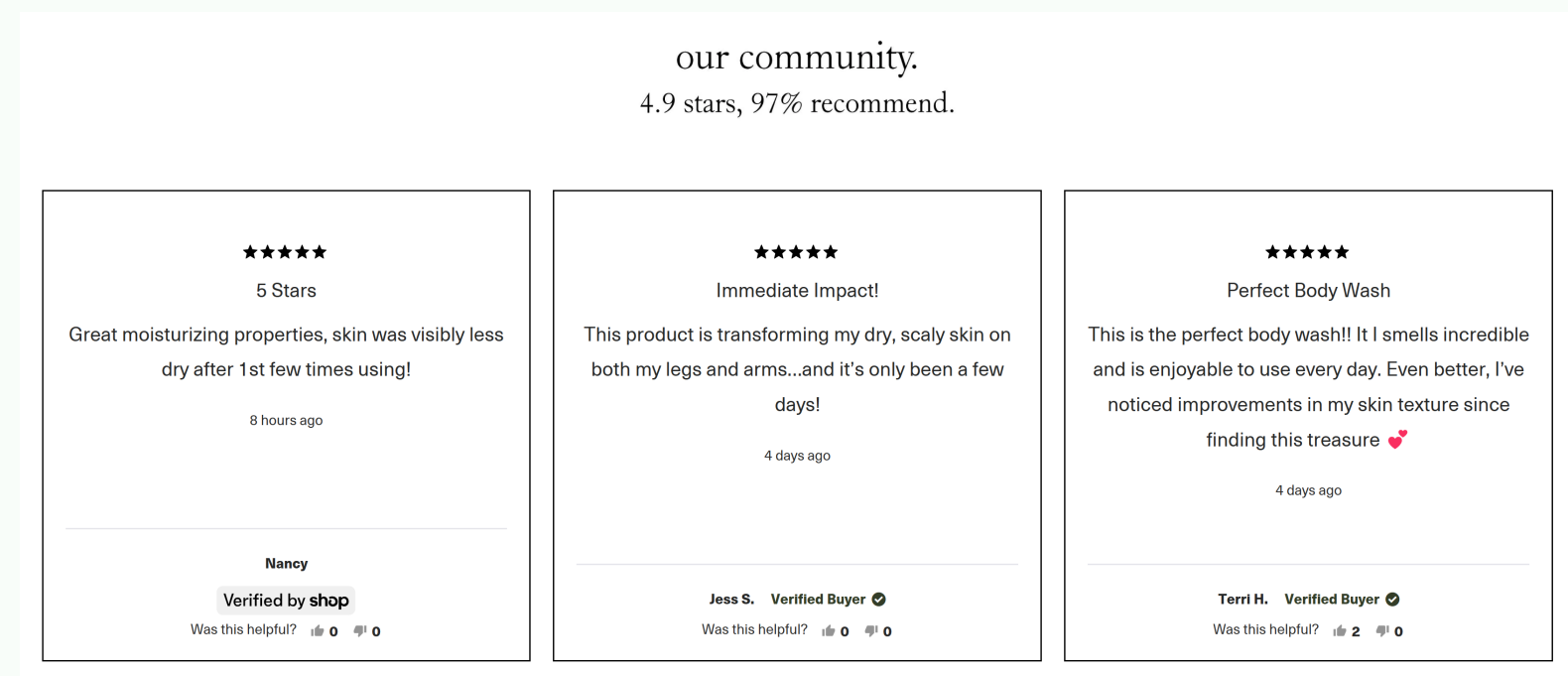
as of 5/14/24 since Oct '22 launch:

Followers: 31K Instagram, 10K Facebook

Total reach since launch: 2.8M

Cumulative IG Reel Plays: 1.1M

community feedback



"Has done more to improve the appearance of my arms and legs than anything I've tried...I'm so much more comfortable wearing shorter sleeves (and shorts) than I have been in years." – Christine D., Verified Buyer

"My eczema quickly improved after using this, so I used it on my 6-year-old son who has really bad eczema. Super effective." – Jennie R., Verified Buyer

"Post-menopause and have been on a multi-year search to find something to relieve my dry, crepey skin...after many products and lots of money, I've found my lifelong trio." – I.C.E., Verified Buyer

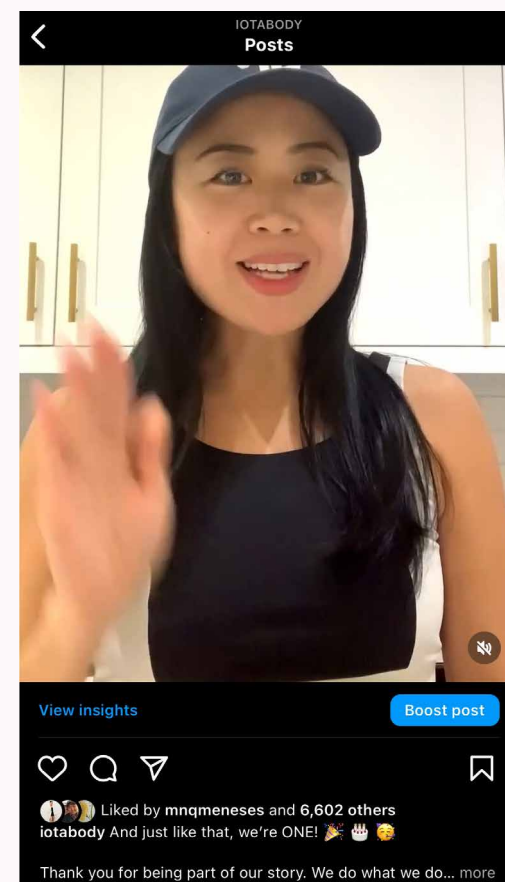
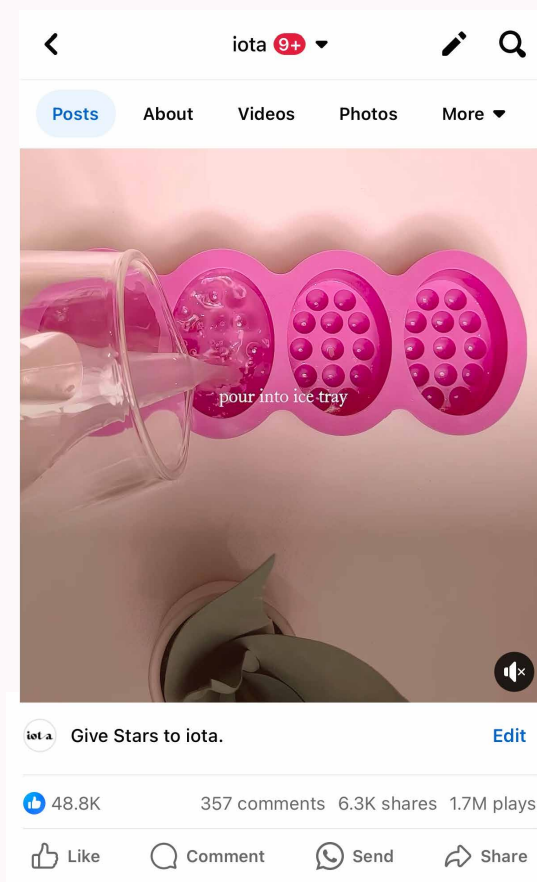
"Miraculously silky. I saw a difference after one wash." – Linsey M., Verified Buyer

"Better results than imagined. Cleared up the eczema on my daughter's arms and hives on mine from allergies." – D'Ann L., Verified Buyer

"Like your favorite hotel spa experience." – Cheryl Lynn M., Verified Buyer

"My body feels smoother, tighter, softer and hydrated after just a few uses. Hooked." – Lauren Y., Verified Buyer

"My strawberry skin is GONE." – Sarah, Verified Buyer



// impact

packaging.

iota uses premium recyclable aluminum for our Body Wash+ collection to reduce our plastic footprint. iota is also **Plastic Negative Certified**. Our plastic negative 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.

// partner support

- Training programs for product education and usage protocol
- In-store testers
- Participation in founder-led events
- Social & marketing support
- In-store signage available upon request
- GWP opportunities
- Gratis for sales & education teams
- Backbar support & sizing available upon request

// inquiries

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iotabody.com

essentials for health.

vegan, gluten & cruelty free.

dermatologist tested.

clinically tested.

allergy tested.



may 2024