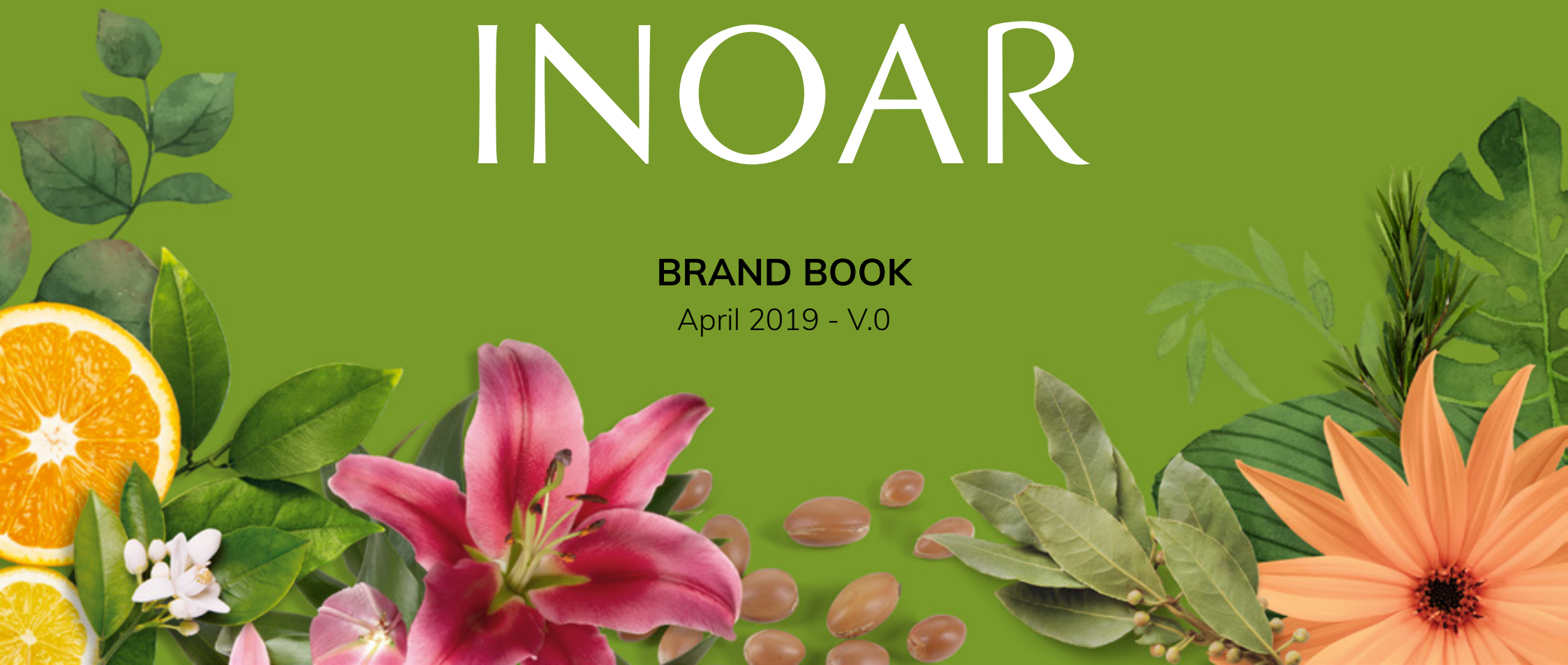


INOAR

BRAND BOOK

April 2019 - V.0



This material was created by Inoar Marketing Brazil to help with brand standardization in all the regions in which it operates.

Our team has been working day after day to create and maintain designs that tell the world a little about our story. And it is dynamic, just like the essence of Inoar.

With this content, we hope you understand the structure of our materials: logo, images, fonts, so that you can work with clearly defined

standards that immediately convey our messages anywhere in the world while maintaining the same look.

Inoar reserves the right to withdraw permission to use the materials at any time if use of the signature is inconsistent with these guidelines or is deemed inappropriate.

This document contains proprietary information of Inoar Cosmetics, which is confidential. Therefore, it should not be shared with third parties without prior approval.

The guidelines are intended for the exclusive use of employees, current affiliates, official distributors, and brand suppliers.

Any modification of the materials without the authorization of the Inoar Brazil Marketing Department is expressly prohibited.



Please remind to use the original digital files.



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INOAR

INTRODUCTION



BRAND VALUE

The brand is an important, perhaps the most important, asset of Inoar, and its integrity must be preserved in all its manifestations as a way to reinforce its image and create synergies between the points of contact and categories.

The Inoar identity has its own unique values and characteristics.

If you work at Inoar, are a distributor, supplier, or customer, you represent the Inoar brand, so it is very important for you to know it thoroughly, respect the guidelines, and contribute to making it stronger every day.

Design is a fundamental part of the brand's success because it reflects and brings to life its personality and values. With a unique and iconic message and image, we've created a holistic and memorable brand experience.

In this way, Inoar stands out from its competitors and is more noticed and more recognized, increasing customer loyalty and its strength as a brand.

The guidelines outlined in this Brand Book provide the structure needed to achieve global consistency in balance with regional needs, coming together and focusing on the same goals.

STRONG BRANDS CONVEY CONFIDENCE

A STRONG BRAND IS SYNONYMOUS WITH BEING COMPETITIVE, SINCE IT MAKES THE COMPANY CAPABLE OF RESISTING THE EFFECTS OF GLOBALIZATION, NEW TECHNOLOGIES, THE GUERRILLA ACTIONS OF SMALLER COMPETITORS AND THE ENTRY OF NEW PLAYERS.

HISTORY

Inoar was officially registered in October 2008. But long before that, Inocência Manoel and Alexandre Nascimento, mother and son, worked in the cosmetics market.

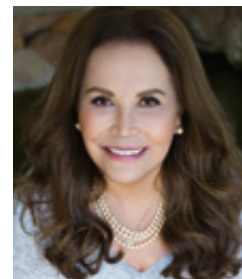
Inocência Manoel, second daughter of Thomaz Manoel and Elza Brasil do Nascimento, worked for years as a hairdresser and later as the owner of a beauty salon. Since a very young age, she spent much of her time seeking out new products and she herself would create treatments to achieve the highest level of effectiveness, safety, and performance. That's why she became known as the Hair Alchemist.

Alexandre Nascimento studied medicine, but was always connected to the area of sales. He represented international cosmetics brands since he was a teenager and has since become a leader in online sales.

Together they had access to products of the most varied brands and they understood the market like no one else. But there was still no product that really represented them.

In the early 2000s, there were several treatments for reducing volume, such as the Japanese Keratin treatment. They were expensive and accessible only to few, and the results were not natural. So Inocência Manoel formulated products that she would then use in her salon. The results were very natural and were popular among professionals.

As of 2006, Alexandre started representing international brands in Brazil, which would open doors with other professionals, and at the beginning of 2007, Inocência created the formula that gave rise to the brand. More gentle and



INOCÊNCIA MANOEL



ALEXANDRE NASCIMENTO
MANOEL

with a new application process, it offered movement to the hair, was less aggressive, and treated the hair before, during, and after reducing the volume, offering more assurance to hairdressers and customers.

The Moroccan Hair Treatment was born. And with it, the Inoar brand, named by Alexandre Nascimento.



ADVERTISEMENT OF INOAR
MOROCCAN BRUSH 2008

HISTORY

The former Inô Hair Studio, a salon located in the neighborhood of Morumbi, in São Paulo, became the point of reference for hairdressers seeking classes and information about this gentler and more accessible way to reduce volume. There, the professionals were delighted with the product and Inocência Manoel's application protocols, which mixed liquid keratin with treatment oils for a safe result in the hair.

The success was so great, and the requests were so many, that the small batch production was no longer enough.

The son was responsible for the sales and scheduling trainings for the mother. It was with this combination that Inoar was born, and to keep up with the fast pace of a rapidly growing company, the first Inoar website was launched on 9/19/2008.



ARGAN OIL



MOROCCAN STRAIGHTENING



BOTANICAL AND VEGAN LAUNCHES IN 2018

Since it began, Inoar has created and produced dozens of lines for the treatment of all hair types. It relies on the talent and creativity of Inocência Manoel, who has always been involved with the development of new products, Marketing and Communication, and business management by Alexandre Nascimento.

The brand was also the first to bring Argan oil to Brazil, another big seller here, and has come to have an importance place in the main fairs around the world, making its mark in international sales as well.

Currently, Inoar exports to more than 40 countries and has offices in more than 30 cities around the world. The brand has a portfolio that is synonymous with this diversity, with more than 300 products, including treatments, volume reducers, curl enhancers, dermocosmetics, makeup, and more.

This is all because its founders understood from the beginning that along with each client comes a new desire to see a new person stand up from that chair: more confident, more powerful, much happier.



SINCE THE BEGINNING,
INOAR HAS CREATED AND
PRODUCED PRODUCTS THAT
TRANSFORM ONE'S
EXPERIENCE WITH
BEAUTY

MISSION

To offer
INNOVATIVE,
effective, and safe
BEAUTY PRODUCTS
and services that promote
WELL-BEING
and SATISFACTION
at an accessible price
with a focus on
SUPERIOR QUALITY
and socio-environmental
responsibility.



VISION

To be a globally
RESPECTED and
RECOGNIZED
BENCHMARK
brand in cosmetics,
favored by consumers
and beauty professionals,
by PROVIDING ACCESS
to innovative and
HIGH PERFORMANCE
products and services.

VALUES

RESPECT

for life, for the individual,
and for diversity.



HONESTY,

ethics, and transparency.

BEING DARING

and innovative, with an
entrepreneurial spirit.

RESPONSIBILITY

to the socio-environmental
and sustainable growth.



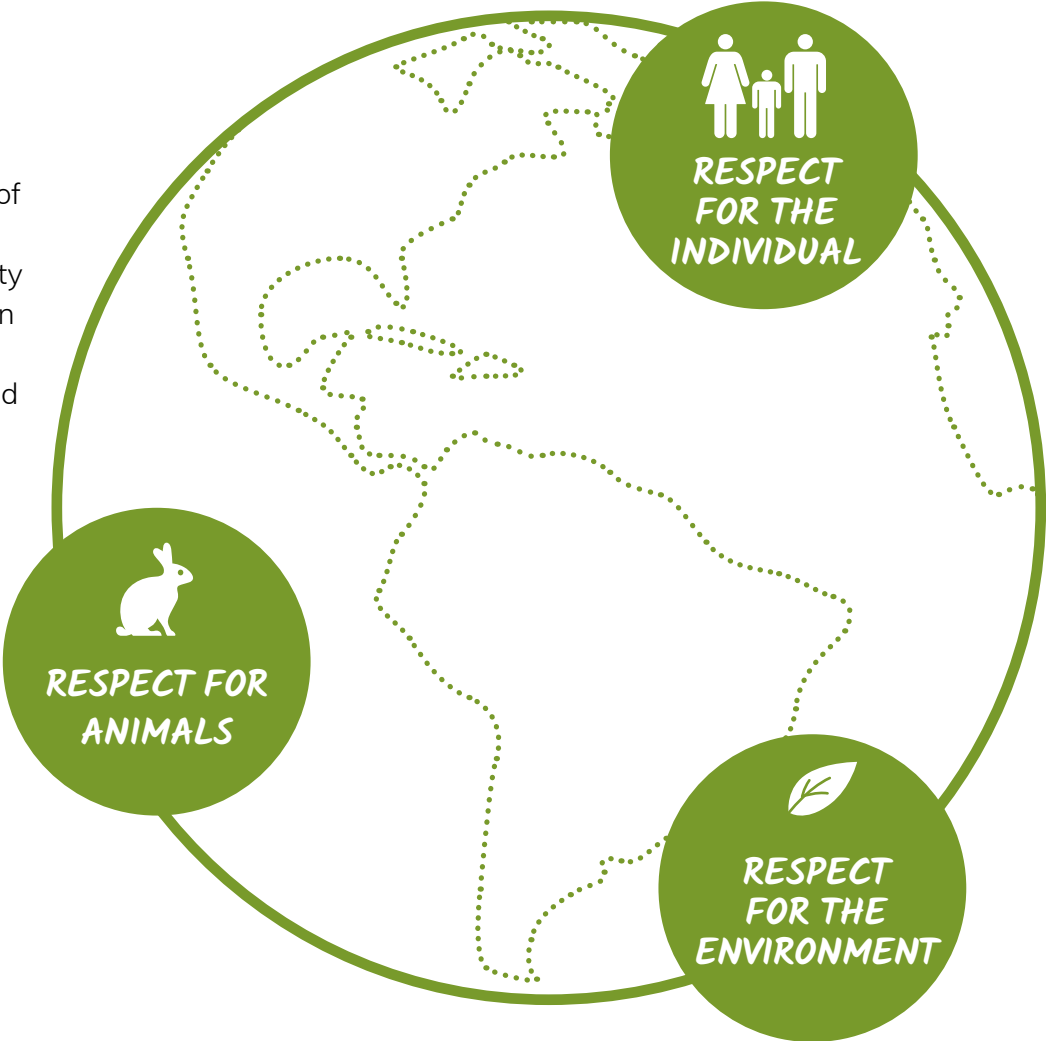


3 PILLARS FOR
A BETTER COMPANY AND
A BETTER WORLD



INOAR PILLARS

The company, a living organism, is a dynamic set of relationships. Its value and longevity are tied to its ability to contribute to the evolution of society, environmental care, respect for animals and sustainable development.



THESE THREE PILLARS GUIDE ALL DEVELOPMENT WORK AND WORKING RELATIONSHIPS BETWEEN EMPLOYEES, SUPPLIERS, AND CONSUMERS.

INOAR PILLARS



RESPECT FOR THE INDIVIDUAL

- Think about your neighbor, your surroundings, and your relationships with others.
- Social design: Beleza Solidária [Inclusive Beauty] was created to empower people from different communities, in Brazil and abroad, and is focused on the recovery of women and men's identities and on their empowerment.
- Social inclusion: highlighting the beauty of diversity and the importance of social inclusion by featuring people with disabilities and different profiles in brand communications. This way, they are made protagonists of the advertisements, and they become increasingly present in our daily routine, free of preconceptions.
- Products safe for consumer health.
- Understanding the real needs of those who inspire us.
- Giving customers the best experience possible with Inoar products, at all points of contact with the brand.
- Maintain individualized customer support, with excellent service based on trust, results, and quality control, compatible with the best global standards.

INOAR PILLARS



RESPECT FOR ANIMALS

- One of Inoar's main philosophies is respect for life. We believe that humans, animals, and the planet form a unit, and we renounce those who prioritize financial gain over the welfare of animals.
- Animals have innate value and are not resources. The way in which we care for them is a reflection of who we are. Our sense of compassion is based on the idea that we are one and that we are connected to all other species around us. Every act of cruelty against any creature is contrary to human dignity.
- All of our products undergo testing, but never on animals. Similarly, we do not use ingredients of animal origin in our compositions.
- Encouraging adoption through our campaigns over the years.
- No to animal testing. Inoar is on PETA's "Caring Company" list. Our suppliers do not test on animals.
- Use of plant-based raw materials in all Inoar products.
- Certified vegan products.

INOAR PILLARS



RESPECT FOR THE ENVIRONMENT

- Inoar prioritizes investments in systems for processing and optimizing the rational use of water and energy, with proper treatment of industrial waste. This earned us the Chico Mendes seal for our commitment to responsible social and environmental management, according to a review performed by specialists in the areas of environmental law, administration, financial management, environmental management and biology.
- Selective collection: proper separation and collection of waste directly at the generating source.
- Recyclable materials: we use recyclable materials and encourage consumers to recycle empty packaging.
- Recycling packaging: partnership with Ecofour, which transforms disposable items into utensils and furniture.
- Clear Air Formulas: our products do not contain ingredients that destroy the ozone layer.

GETTING GREENER AND GREENER

INOCÊNCIA MANOEL
CO-FOUNDER, CREATIVE AND MARKETING
DIRECTOR OF INOAR



Creating and disseminating ethical procedures fits in with the consumer's desire for more information on the impact of ingredients on life, the environment, and animals.

All new Inoar products have been created with this philosophy and are 100% vegan, that is, they are not tested on animals and do not contain ingredients of animal origin. In addition, we are working on formulas that are free of silicones, parabens or synthetic preservatives, and we are seeking out more and more botanical ingredients.

Since 2015, the formulas have undergone a review and are being reformulated to make Inoar greener than ever throughout the production chain.

Green has always been our essence, much more than just our color. Creating products with botanical ingredients that are natural and cruelty free is not a trend, it's an attitude that says a lot about our values.



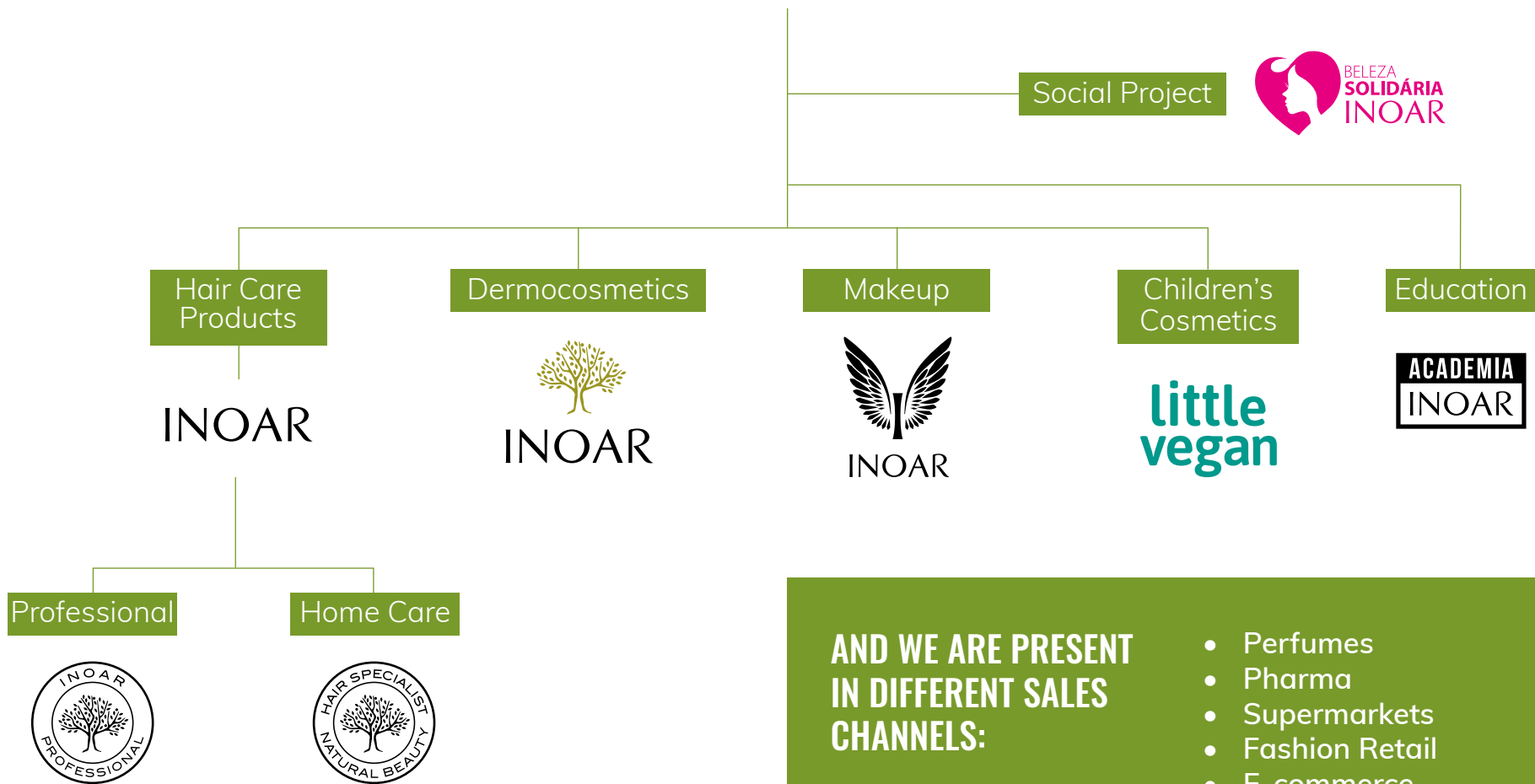
BOTANICAL
and VEGAN
INGREDIENTS



WE ARE INOAR

ACTUAL BRAND ARCHITECTURE

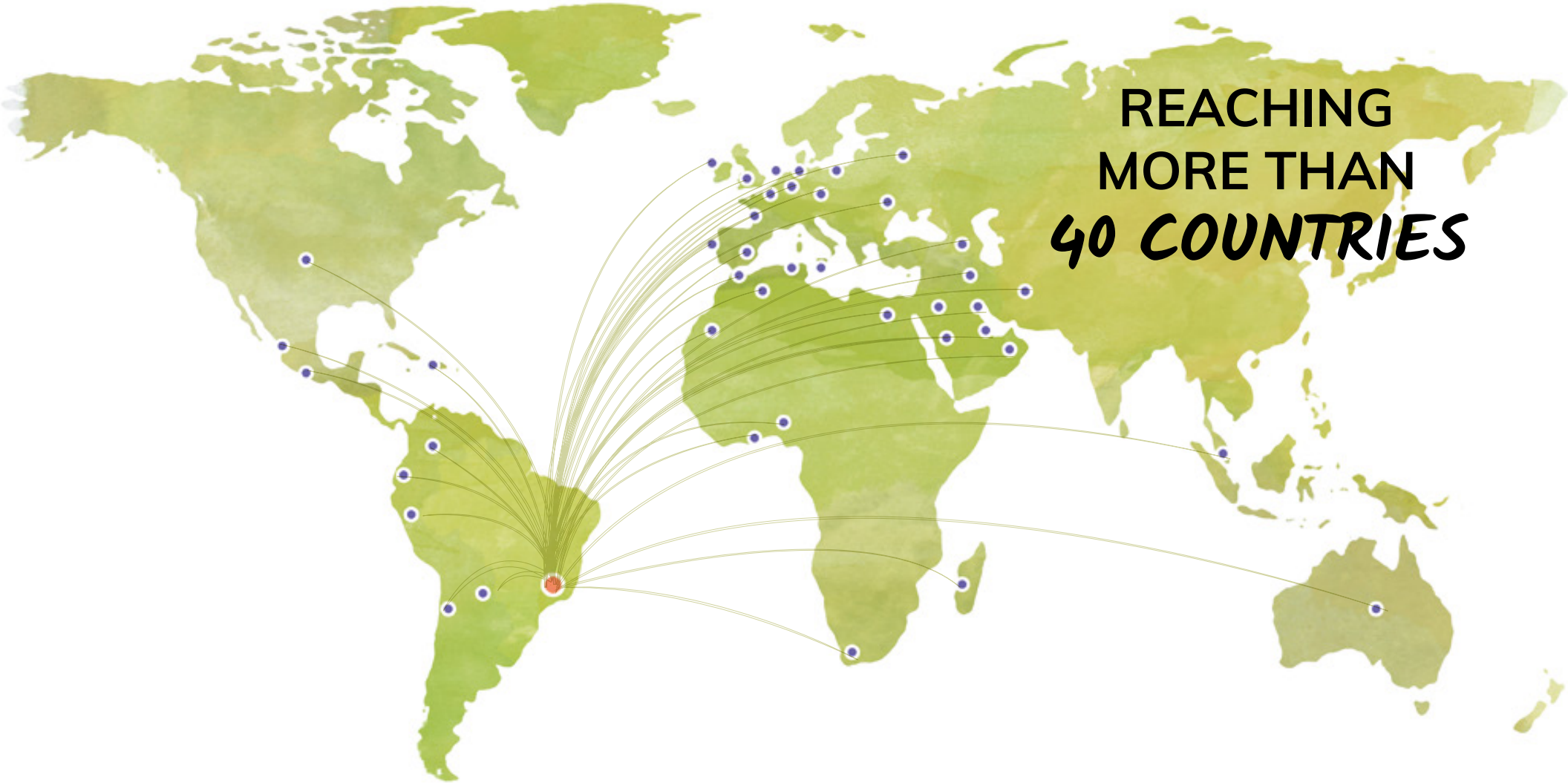
INOAR



**AND WE ARE PRESENT
IN DIFFERENT SALES
CHANNELS:**

- Perfumes
- Pharma
- Supermarkets
- Fashion Retail
- E-commerce

INOAR AROUND THE WORLD



INOAR

VISUAL IDENTITY
MANUAL



BRAND STYLE

Our brand style conveys the essence of the brand and sets us apart from the competition.

The style of our identity is based on the following characteristics: Elegant, Bright, Natural, Contemporary.

By applying these characteristics to your communication materials and campaigns, you will strengthen the brand image and increase our audience's recognition of Inoar.

The Inoar Visual Identity Manual provides the guidelines necessary to ensure that we present the company consistently across the world.

A strong brand helps our audience recognize Inoar and builds a reputation for excellence.

ELEGANT

To raise our brand value and communicate that we have exclusive and high performance products.

BRIGHT

Because we are a company that promotes well-being and beauty.

NATURAL

To convey our position as a company that respects the environment.

CONTEMPORARY

To keep up with the global changes of a constantly evolving industry and to make our commitment to innovation more tangible.

LOGOTYPE VERSIONS

The Inoar logo is the element that unifies and represents our brand. It is the heart and design element in all points of contact with Inoar.

It was specially designed using unique typography with subtle features, seeking balance and lightness. Its integrity must be respected at all times.

Preferred forms of displaying the logo should be when positive (black) on light backgrounds, and when negative (white) on the corporate colors green and black (see the Corporate Colors section).

The secondary versions in gold can be used in specific situations: in events, trade fairs, and professional packaging.

MAIN VERSIONS

POSITIVE VERSION ON
CLEAR BACKGROUNDS



NEGATIVE VERSIONS




Black background



Corporate green background

Never change the proportion between the letters or change the font.

 Please remind to use the original digital files.

SECONDARY VERSIONS RESTRICTED USE

GOLD POSITIVE
VERSION



NEGATIVE VERSIONS



Black background



Gold background

LOGOTYPE VERSIONS

POSITIVE BLACK LOGO



NEGATIVE LOGO ON
CORPORATE GREEN



GOLD LOGO ON BLACK BACKGROUND
(PROFESSIONAL HAIR LINE)



LOGOTYPE

NON-INTERFERENCE AREA

The Inoar logo should always appear clearly and without distortion. For this reason, the area of non-interference is stipulated and is determined by the measurement of the width of the letter R of the logo. Within this area, applying other logos, texts, images or illustrations is not allowed.



LOGO WITH
TAGLINE



LOGOTYPE

MINIMUM SIZE

The logo should not be applied with a width lower than those specified here in order to maintain readability.

MINIMUM SIZE IN
PRINTED MATERIALS

INOAR
1.7 cm

INOAR
INSPIRADA EM VOCÊ
2.2 cm

MINIMUM SIZE IN
DIGITAL MATERIALS

INOAR
75 pixels

INOAR
INSPIRADA EM VOCÊ
120 pixels



Adequate size with good legibility of logo.



Size smaller than allowed.

LOGOTYPE USES

 Please remind to use the original digital files.

✓ CORRECT USES

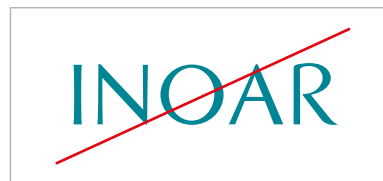


On colored backgrounds, apply the black or white logo. Respecting the good readability.

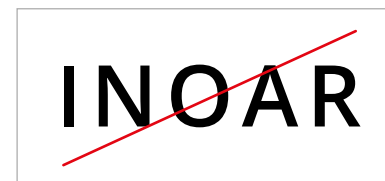


Monochrome images provide better legibility to the logo.

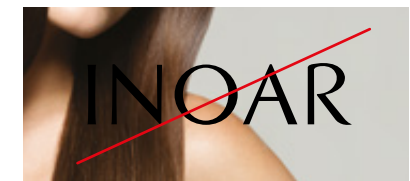
✗ INCORRECT USES



Do not change the logo color. Check the use of colors in the Logotype Versions.



Do not change the typography or letter spacing.



Do not apply over images that are based on the logo or part of it.



Do not add effects like Shadow, Transparency, Outline, etc.



Do not add any element or signature to the logo except the official Inoar's taglines.



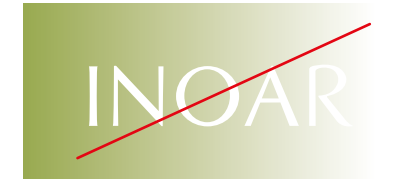
Do not apply the logo on complex images and graphics.



Do not distort or rotate the logo.



Do not change the typography or color of the official tagline.



Do not use a gradient background that turns white when using the white logo (and vice versa with black logo).

TAGLINES

BRAZIL - MAIN

The tagline next to the logo reflects Inoar's image and its main concept. It should always appear next to the logo, keeping the proportions indicated on the side.

No other tagline can be associated with the Inoar brand. This means that none of the representatives and distributors should develop their own signature, slogan, concept or brand positioning phrase.

INOAR
INSPIRADA EM VOCÊ 



Use in materials served in Brazil.

Never change the proportion between the letters or change the fonts.



Please remind to use the original digital files.

TAGLINES

BRAZIL - SECONDARY

In addition to the main tagline next to the logo, when necessary, you can use the secondary tagline: **A MARCA DA BELEZA BRASILEIRA** in the font and formatting shown to the side.

When it is not possible to use the two taglines, the use of the main tagline **INSPIRADA EM VOCÊ** prevails.



Use in materials served in Brazil.

**A MARCA
DA BELEZA
BRASILEIRA**

For the secondary tagline, use the MULI BOLD font in upper case letters in the formatting shown.

inoar.com
f @ v t
inoarbrasil

It can be used for social media, ads, flyers, etc. For social media, use the MULI BOLD font.

**A MARCA
DA BELEZA
BRASILEIRA**

Never change the proportion between the letters or change the fonts.



Please remind to use the original digital files.

TAGLINES

BRAZIL - APPLICATIONS

WHENEVER POSSIBLE, USE THE TWO TAGLINES.

Main tagline
INSPIRADA EM VOCÊ



Use in materials served in Brazil.

Secondary tagline
A MARCA DA
BELEZA BRASILEIRA



Please remind to use the original digital files.

WHEN IT IS NOT POSSIBLE TO USE THE TWO TAGLINES, THE USE OF THE MAIN TAGLINE PREVAILS.



Main tagline INSPIRADA EM VOCÊ

TAGLINES OUTSIDE BRAZIL

The tagline next to the logo reflects Inoar's image and its main concept. It should always appear next to the logo, keeping the proportions indicated on the side.

The official tagline outside Brazil is THE BRAND OF BRAZILIAN BEAUTY, it is unique and can not be replaced. This means that no one is allowed to use or create another slogan, signature or positioning.



Use in materials served outside Brazil.



Never change the proportion between the letters or change the fonts.



Please remind to use the original digital files.

TAGLINES

OUTSIDE BRAZIL - APPLICATIONS



Please remind to use the original digital files.



Main tagline
THE BRAND
OF BRAZILIAN
BEAUTY



Use in materials served outside Brazil.

TYPOGRAPHY

Typography is an important element for building Inoar's visual identity. For this reason, replacing it with similar ones or changing the original designs is not allowed.

To create a rich, dynamic and contemporary identity, we have 4 different typographic families.

All font families are protected by international copyright laws.

Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*()_+

MAIN FAMILY FOR TEXTS

Sans serif font, delicate, easy to read and with variety of style. Can be used in any text, especially large blocks.
Download: <https://fonts.google.com>

OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 !@#\$%^&*()_+

PRIMARY FAMILY FOR TITLES

Sans serif font, contemporary. Always use high-box, ad titles, and catalogs (line names and short titles).
Download: <https://fonts.google.com>

DIDOT - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*()_+

SECONDARY FAMILY FOR TITLES IN EDITORIAL MATERIALS

Sophisticated, elegant and timeless font. Use high-box catalog titles and folders, for chapter naming, for example.
Download: <https://www.typography.com>

KALAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 !@#\$%^&*()_+

SECONDARY FAMILY FOR HUMANIZED TITLES

Signal source, brings humanity and joviality to communication. Use high-box titles and captions.
Download: <https://www.fontsquirrel.com>

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@#\$%^&*()_+

Auxiliary typography. Use only for PowerPoint presentations, emails and documents in Word.

TYPOGRAPHY APPLICATIONS

PRODUCT CATALOG

Chapter **Didot italic** (caps lock)



Short title **Oswald** (caps lock)

Descriptive text **Muli**



Highlighted text **Kalam** (caps lock)

SOCIAL MEDIA POSTS



Oswald (caps lock)



Title **Oswald** (caps lock)

Text **Muli**



gestural font **Kalam**

TYPOGRAPHY APPLICATIONS

ADVERTISING



Title
Oswald (caps lock)

Text
Muli

inoar.com
inoarbrasil

A MARCA
DA BELEZA
BRASILEIRA



INOAR
INSPIRADA EM VOCÊ

Social Media + Secondary Tagline
Muli

CORPORATE MATERIALS



INOAR



INOAR

Nome Sobrenome
Cargo

email@inoar.com
t +00 00 1234 5678
f +00 00 1234 5678

Avenida Paulista, 1111-1111
CENP: Torre Norte, 33 andar
04578-000 São Paulo SP Brasil
inoar.com

Text
Muli

COLORS

The main color of Inoar is green: a strong and optimistic tone that is immediately recognized. It must be present in all institutional materials (stationery, website, etc.).

The colors reinforce the personality of the brand and can be used in communication materials such as advertisements and catalogs.

MAIN COLOR

MAIN GREEN

PRINT Pantone 377 C	PRINT C 60 M 25 Y 100 K 0	SCREEN R 120 G 153 B 4	WEB HEX WEBSAFE 789904
---------------------------	---------------------------------------	---------------------------------	------------------------------

SECONDARY COLORS

PISTACHIO GREEN

PRINT PANTONE 577 C	PRINT C 40 M 10 Y 60 K 0	SCREEN R 170 G 194 B 126	WEB HEX WEBSAFE AAC27F
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GOLD

PRINT PANTONE 871 C	PRINT C 40 M 40 Y 67 K 28	SCREEN R 133 G 117 B 80	WEB HEX WEBSAFE 85754E
---------------------------	---------------------------------------	----------------------------------	------------------------------

BLACK

PRINT PANTONE Process Black 6 C	PRINT C 30 M 0 Y 0 K 100	SCREEN R 0 G 0 B 0	WEB HEX WEBSAFE 000000
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TREE ICON

Present in several families of products, its history is linked to the most recognized Inoar product worldwide: argan oil.

Its association with the Inoar brand is so strong that it has become an element that makes up the label layouts of the Hair and Dermocosmetics line.



STATIONARY



ARGAN OIL

DERMOCOSMETICS

HAIR CARE

SEALS



DERMOCOSMETICS



HAIR
Home Care Division



HAIR
Professional Division

TREE PATTERN

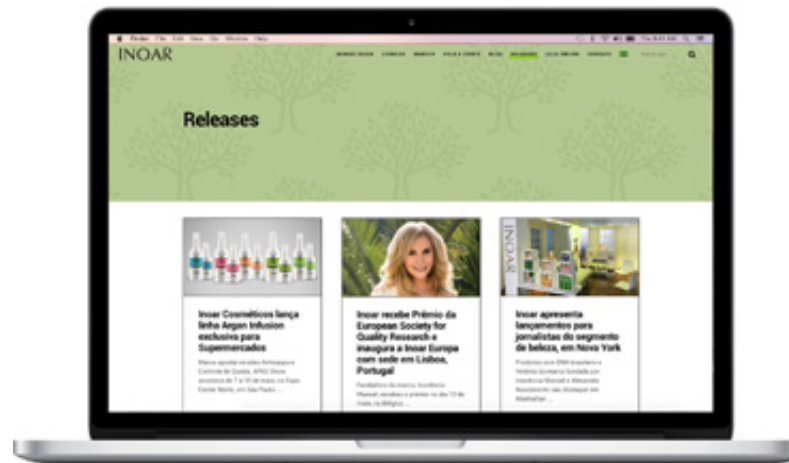
The pattern of argan trees is an element that composes the visual identity of Inoar and can be used in various institutional materials.



PANTONE 577C



STAND FOR FAIRS



INOAR'S SITE



Please remind to use the original digital files.

PHOTOGRAPHY STYLE

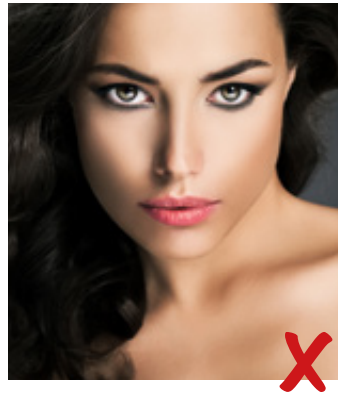
Inoar Brasil produces copyrighted photos of models for use in all countries, but they can not be used randomly. Give preference to the layouts already developed by Inoar Brasil. For other actions involving models, observe the following guidelines:

DERMOCOSMETICS



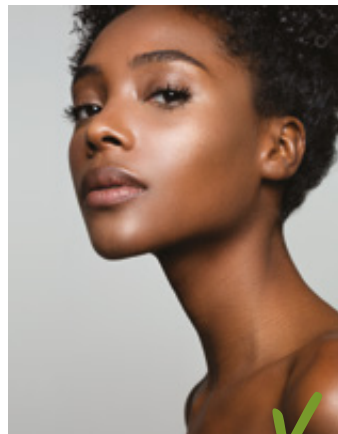
FOCUS ON THE SKIN

- beautiful and natural skin but no blur effect;
- "invisible" makeup;
- do not use earrings or jewelry;
- use clothes in neutral tones and solid colors, no prints;
- nails painted in a neutral color;
- seek diversity, with different ethnic profiles;
- hair must be well combed or tied up, the emphasis must be on the skin.



AVOID

- fake looking skin, with a blur effect;
- excessive makeup;
- loose hair that stands out in the photo.

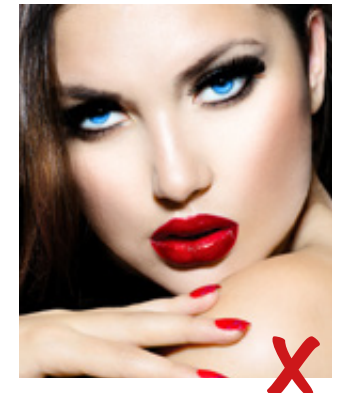


MAKEUP



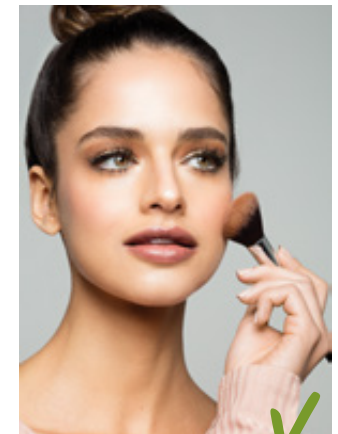
FOCUS ON THE MAKEUP

- perfect skin but no blur effect;
- do not use earrings or jewelry;
- clothes in solid colors;
- nails painted in a neutral color;
- hair tied up or in a simple hairstyle, always highlighting the face;
- seek diversity, with different ethnic profiles
- a natural look.



AVOID

- apparent false eyelashes;
- nails in a loud color;
- a sexy look.



PHOTOGRAPHY STYLE

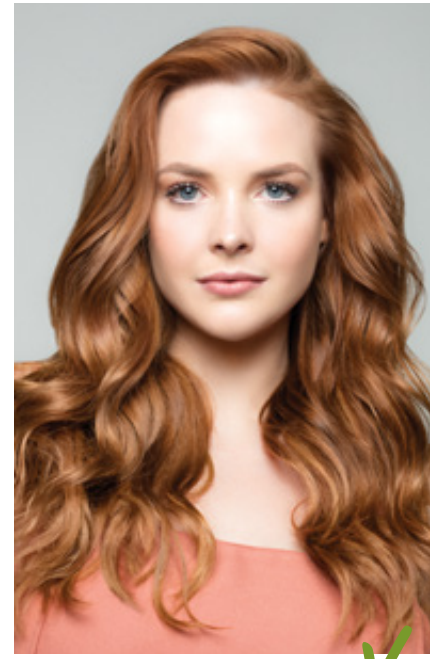
HAIR

FOCUS ON THE HAIR

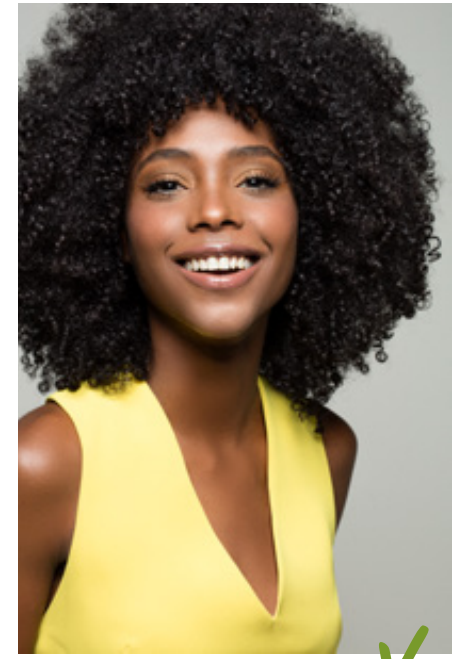
- the focus will always be on the hair, so no heavy makeup or printed clothing;
- natural hair and healthy appearance.
- the nails should have a neutral color;
- do not use earrings or jewelry;
- avoid necklines that grab attention;
- seek diversity, with different ethnic profiles;
- perfect skin no blur effect.



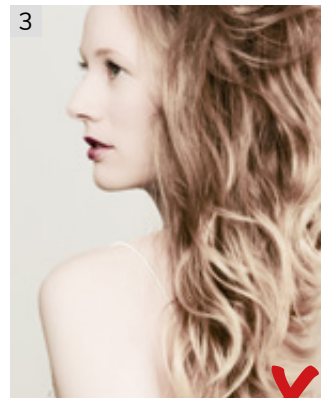
STRAIGHT HAIR
• straight with natural volume;
• smooth hair;
• shiny and falling naturally.



WAVY HAIR
• voluminous but not excessive;
• natural waves;
• shiny and falling naturally.



CURLY HAIR
• voluminous;
• defined curls;
• avoid curling irons.



INCORRECT PHOTOS

1. Fake looking volume, shine, or shape.
2. Very obvious use of curling iron.
3. Messy or damaged hair. Photo editing no color.
4. Excessive makeup.

TONE OF VOICE

Words are powerful tools for building the Inoar brand because they also mean our positioning. The tone of voice guides our way of speaking and writing in communications for all people, from inside and out of the company.

Inoar's tone of voice is unique. As a company inspired by diverse profiles of people, our voice needs to be always clear and humanized.

All content must be explained in a cordial and simple way. At certain times (such as in social media), we use subtle humor. The tone of voice can be colloquial, but never use slang, swearing or jargon.

Never use physical characteristics of women as a means of comparison, or in a way that may suggest prejudice, sexism, or misogyny.

Value the difference and the diversity of beauty.

EXAMPLES

1. Avoid slang, jargon, misspellings.

✓ Say this:

"Divine Curls was made for everyone who has curls - and doesn't want to live without them. Ready to go out?"

✗ And not this:

"Divine Curls is for hot women. Grrrrrl, you ready to go out?"

2. Be upbeat when communicating news, do not use negative examples.

✓ Say this:

"Inoar has products that are inspired by you. And now you can buy the most successful products here on our Facebook page. Easy, right?"

✗ And not this:

"Stop being silly and wasting your time buying products in the store, come to Inoar."

3. Do not devalue physical characteristics.

✓ Say this:

"We live in constant movement - we love being able to change! There is an Inoar product for every hair type."

✗ And not this:

"Had it with bad hair? Use Inoar to straighten it."

4. Value the diversity of beauty.

✓ Say this:

"Inoar takes inspiration from all kinds of beauty to create products that value who you are."

✗ And not this:

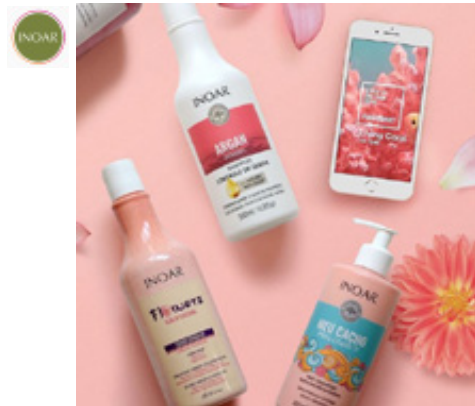
"Good hair is straight hair."

TONE OF VOICE

EXAMPLES

SOCIAL NETWORKS AND BLOG

Subjects relevant to the public are our main theme. A close look at trends, social networks and behavior changes help us talk about what matters, linking trends and our products.



inoarbrasil The 2019 Pantone is already our color a little while ago. Our collections leave your hair beautiful and take the Color of the Year to your home. Check it out: www.inoar.com.

SOCIAL NETWORKS - PRAISE AND COMPLAINTS

Informal and direct language, which demonstrates empathy. We show confidence that the problem will be solved with the statement "we want to solve your problem", care and agility with "contact our SAC" and empathy with emojis.

Customer: I love this product.

Inoar: Thank you, @xxx 🍷🍷🍷🍷

Customer: I would like to take samples.

Inoar: Hello. Inoar only distributes samples at events and shows, but we do lots of draws :) Stay connected and join!

Customer: I used the product and my hair has dried out.

Inoar: Hello. We want to understand it better. Contact our Customer Service: contato@inoar.com

Customer: I regret buying this product.

Inoar: What a pity! We show technical knowledge and are assertive in the answers. Explanations should be efficient, without unnecessary words and phrases.

TECHNICAL ISSUES

Direct language. We show technical knowledge and are assertive in the answers. Explanations should be efficient, without unnecessary words and phrases.

Customer: Analyzing the composition of the product (which has the vegan label) we verified the presence of Whey Protein. I would like an explanation about it, since this product is extracted from whey, thus being a non-vegan product.

Inoar: Hello. Good afternoon! Thanks for contacting us. And above all, show that you are concerned about the clarity of information, just like us. We have standardized a blend of synthetic peptides whose aminogram accurately reproduces the molecular composition of Whey Protein. Thus, our efforts in technology allow us to have all the benefits of this protein of very high biological value without exploring any animal life.

SOCIAL NETWORKS

Social media is any form of communication that is based on participation, comments, and group interaction. Your social media profile (for example, Facebook or Instagram) should represent the brand in your place of business without changing the brand standardization.

If you wish to publish social media communications with Inoar products, refer to approved product images and distributor marketing guidelines.

On Facebook, Inoar manages a global page. Each distributor is responsible for keeping the communication up-to-date. Pages that are not global or do not meet the specifications will not be considered official Inoar pages.

IMAGES FOR SOCIAL NETWORKS:

- format suitable for each channel
- preference for photos
- include ingredients and greenery
- light backgrounds
- little or no text in the image



CORPORATE MATERIALS

1. bag envelope
2. official envelope
3. notebook
4. letter paper
5. notepad
6. satin ribbon
7. mug
8. folder



CORPORATE MATERIALS

9. Business card



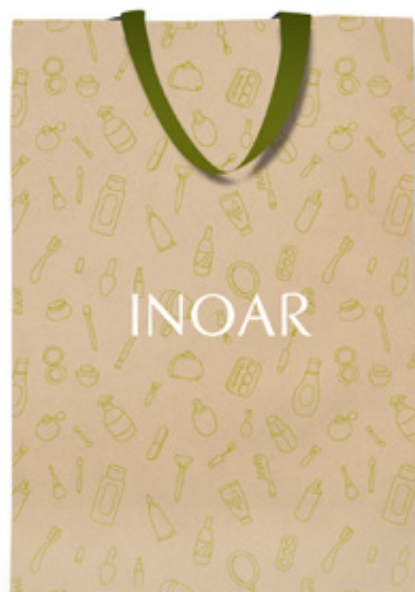
CORPORATE MATERIALS

- 10. badge
- 11. button
- 12. pins
- 13. pens
- 14. pen drives



CORPORATE MATERIALS

- 15. craft paper bag
- 16. e-commerce box



15

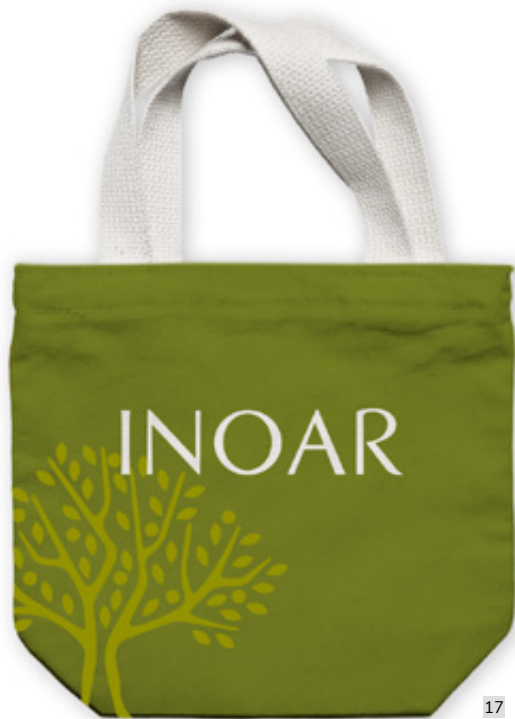


16



CORPORATE MATERIALS

- 17. raw cotton bag
- 18. shirts - uniform
- 19. professional cover



17



18



19

NEW PACKAGING

ARGAN COLLECTION WITH NEW PACKAGING



Inoar's commitment to sustainability is also reflected in the redesign of our products.

Starting in 2018/2019, our collections will have a new, more modern look that conveys our values and brings important information about the products.

INOAR

This Brand Book was produced by the Marketing department of Inoar's headquarters in Brazil. In case of doubts or for more information, contact: comunicacao@inoar.com



Please consider the environment before printing.