

# Atmosphera®

FIND YOUR ELEMENT



# Who Is Atmosphera?

At Atmosphera, our mission is to help people and the planet flourish. We do this by designing climate-curated skincare that builds resilience, respects nature, and empowers every person to find their element.





## Who Is Atmosphera?

Atmosphera was founded in Canada 10 years ago by Katelyn Rousselle. Katelyn has over 20 years of hands-on experience treating clients' skin in dramatically different climates. From dry heat and high-altitude chill to coastal humidity and urban pollution, she witnessed firsthand how the environment directly impacts skin barrier.

Atmosphera has become the leader of a new category of skincare based on climate typing—the idea that your environment should guide the products you use. Designed to simplify routines and support the skin's natural resilience, its skincare for real life.

# Reasons To Believe In Atmosphera



## **IMPACT/SUSTAINABILITY**

Our deep commitment to results-driven, climate-curated product formulation, and to ingredient safety and sustainability, set us apart from hundreds of skincare brands doing things the same old way

**20+**  
years

## **ESTHETICIAN FOUNDED**

Founded by an esthetician with over 20 years of experience, who witnessed firsthand how skin needs vary and how the environment impacts skin barrier. Atmosphera led the creation of a new category of skincare based on climate typing—the idea that your environment should guide the products you use



## **ALIGNED LEADERS**

Leadership team with deep, relevant industry experience across skin health, product development, safety & sustainability, operations & logistics

# Reasons To Believe In Atmosphera

## *Continued*



### **CUSTOMER LOYALTY**

We have a ten year track record in Canada—and **boast a 68% customer repurchase rate**—more than double the ~30% average for U.S. Skincare brands  
*(Dojo Business)*



### **RECORD LAUNCH**

Achieved ~200% above the average for Affiliate sign-up rate during our first phase of the U.S. launch  
*(Post Affiliate Pro)*

# What is Climate-Curated Skincare?

A climate-curated skincare routine is one that is tailored to your specific environment—not just your skin type.

Instead of asking only “Is my skin dry or oily?”, ask: “What conditions is my skin exposed to everyday—and therefore, what does it need?”

This approach to skincare is adaptive—meaning it can change with location, season, travel, etc.

Climate-curated skincare is heavily focused on protecting and strengthening the skin barrier, and using ingredients that are from similar environments to the one you're in.

# Broadening the Common Perception of “Environment”

“The environment” isn’t “out there”-- it is not only lakes, rivers and trees– it is homes, offices, schools, cars, and planes.

It is the air we breathe, the water we drink and bathe in, the food we eat. It is the products we put on our skin and the packaging, fabric, and electronics we touch on a daily basis.

The environment is everything and everywhere.





## What is Environmental Exposure?

We're exposed to pollutants, toxins, stressors and through our environment. Most environmental exposures are beyond our control. For example, we as individuals can't change the level of air pollution in our city or the presence of harmful chemicals in rainwater.

For those larger, societal exposures, we need more health protective legislation and meaningful company commitments.

However, Atmoshera is fully committed, here and now, to reducing people's exposure to harmful chemicals found in skin care products \*and\* to using ingredients that help skin heal and protect itself from environmental toxins and stressors.

# Research Supports Correlation Between Environment and Skin Barrier Health

## Climate Directly Impacts Skin Barrier

- Low humidity + cold temperatures » weaken barrier function and increase sensitivity
- Temperature changes » alter oil production, inflammation, and skin balance
- Both hot and cold extremes disrupt skin homeostasis and barrier integrity

*Takeaway: Your skin behaves differently in different climates.*

## Pollution and Environmental Stressors Can Damage the Skin Barrier<sup>4</sup>

- Pollution increases transepidermal water loss (TEWL), meaning the barrier loses moisture
- Pollutants can directly damage the skin barrier and accelerate aging
- Climate change–related stressors (UV, pollutants, heat) are now recognized as major drivers of skin damage and dysfunction

*Takeaway: Most of our current environments actively break down the skin barrier over time.*

# Research Supports Correlation Between Environment and Skin Barrier Health

## Skin Barrier Health Is Central To Overall Skin Health<sup>5</sup>

- Barrier dysfunction is linked to conditions like eczema, sensitivity, and inflammation
- Increased transepidermal water loss (TEWL) + reduced hydration = compromised skin health.
- The skin barrier is the body's primary defense against negative environmental exposures

*Takeaway: If the barrier isn't functioning well, skin cannot be healthy—period.*

## Supporting the Skin Barrier Improves Outcomes<sup>6</sup>

- Clinical studies show that barrier-supporting products:
  - Increase hydration
  - Reduce TEWL
  - Strengthen barrier function over time

*Takeaway: Targeted skincare can repair and strengthen the barrier.*

# The Climates



## HUMID/COASTAL

Designed for **skin exposed to consistent moisture**. Whether from ocean mist, rainy winters or muggy summer air. Ideal for humid climates like Canada's West Coast, the Southeastern U.S. lake regions in summer, and tropical getaways.



## DRY/ALPINE

Designed for **skin exposed to cold, dry, or high-altitude air**. This is where moisture disappears and wind leaves your skin feeling tight, rough, or sensitized. Ideal for harsh winters, mountain climates, and low-humidity environments like the Canadian Rockies or Prairie regions.



## TEMPERATE/SEASONAL

Designed for **skin that lives through it all: sun, wind, cold, and everything in between**. Ideal for four-season climates like Southern Ontario, Quebec, the U.S. Midwest, and suburban regions where the weather and your skin never stay the same for long.

# Climate Bundles

YOUR ROUTINE MADE EASY



## HUMID/COASTAL BUNDLE

\$252

### Oil control + lightweight hydration

Tailored for warm, humid, or coastal climates. This breathable bundle keeps pores clear, regulates shine, and maintains hydration without heaviness so your skin stays fresh, not overwhelmed.



## DRY/ALPINE BUNDLE

\$252

### Deep hydration + barrier repair

Built for dry, cold, or high-altitude environments where your skin needs maximum replenishment. These barrier-supporting formulas hydrate deeply, soothe irritation, and seal in moisture—so your skin stays calm, smooth, and resilient.



## TEMPERATE/SEASONAL BUNDLE

\$252

### Balanced hydration + adaptability

Designed for skin that lives through it all: sun, wind, cold, and everything in between. Ideal for four-season climates like Southern Ontario, Quebec, the U.S. Midwest, and suburban regions where the weather and your skin do not stay the same for long.

# Commitment to Ingredient Safety and Transparency

## Compliance

- Prohibit over 1500 chemicals/materials
- Credo Clean Standard Compliant (™)—the strictest in beauty retail
- Compliant with Canada, US, and EU standards

## Beyond Compliance: Diligence

- Require full disclosure from suppliers, rejecting "Unknown" or "N/A" for safety/sustainability
- Screen all ingredients using ChemForward's hazard assessment database
- Active members of the Know Better, Do Better Collaborative for safer chemical knowledge and action

## Transparency

- Fully disclose fragrance allergens (essential oil constituents that may cause sensitivity)
- Require ingredient and packaging suppliers to disclose all intentionally used chemicals and test for potential contaminants
- No hidden ingredients





# Commitment to Positive Impact

## Sustainable, Responsible Sourcing

Sustainability is a journey, and there are many factors to consider, from carbon footprint to pesticide usage to land use impacts. We want to use the most responsibly-sourced ingredients we can, whether they are made in a lab or totally natural.

For the dozens of beautiful, plant-derived ingredients that we use, we have a big sustainability goal:

**By 2028 >50% of our planet-based ingredients will be sustainability grown or harvested, whether that is certified organic, regenerative, upcycled or similar.**

We will prioritize those ingredients that have the potential concerning conventional growing methods (e.g. more likely to have harmful pesticide application or grown on plantations) or which may threaten workers or community health.

# Commitment to Positive Impact

## Packaging and Shipping

- Carbon neutral shipping
  - Our ground shipments are certified carbon neutral
  - Overnight air shipping has a significantly higher environmental impact than Ground shipping. Ground shipping can result in a 38% reduction in carbon dioxide emissions, and slower methods (e.g. 4 days) pushes that reduction to 56%
- We use only recyclable cartons, boxes, and inserts shipped from sustainable sources
- We do not offer single use sample sachets because they are wasteful and non recyclable
- We are making improvements to our plastic primary packaging
  - Recycled content, refillable, more glass, etc.





# Commitment to Positive Impact

## Impact Partnerships

Pact Collective



- 3,200+ collection bins & 50+ mail-back programs across U.S. and Canada
- Over 1 million lbs of material collected and diverted from landfill
- Atmosphaera to pilot mini-bins: Commitment to collect > 300 lbs in year one

rePurpose Global



- 12 global impact projects supporting 2,300+ waste worker livelihoods
- 100,000,000 lbs of plastic waste recovered from waterways globally
- Atmosphaera's Plastic Recovery Pledge: We will fund the collection of 20,000 lbs of packaging waste in year one

# How To Get Involved



## JOIN THE INNER HALO

For the person who loves to build, is deeply passionate about product, the emerging market of climate-curated skincare, and wants to make the biggest impact while being meaningfully rewarded, the new Hybrid Affiliate Model is the ideal way for you to get involved.



## COMMUNITY MOVER

For the person who loves to help spread the word and knows their community would be passionate about learning the ways of Atmosphera and how climate-curated skincare could positively change their lives. This avenue of involvement allows you to help plan and activate local coteries and events on behalf of the brand.



## SHOP

Support the brand through simply shopping—it's simple, but will be meaningfully impactful for your skin and the planet.