



TREE HUT®

BRAND BOOK



OUR MISSION

Here at Tree Hut, we believe that everyone deserves self-care without compromise, so we craft delicious and delightful beauty products with exceptional quality. Whether scrubbing, shaving, or moisturizing, Tree Hut never skimps on good ingredients, so the result is soft, smooth skin every time. We know that if you feel good, then you naturally glow from head to toe.

BRAND STORY

Tree Hut believes that everyone deserves to take time in their day to feel good, even if it's just in the shower. Our family-owned and operated brand offers USA-made skin and body care that transforms your hygiene routine into a self-care ritual. With your support, social media shares, and word of mouth enthusiasm, the Tree Hut community continues to grow. Thank you for choosing Tree Hut for your feel-good glow from head to toe.

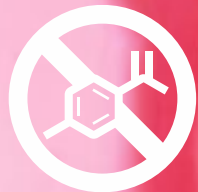




OUR INGREDIENTS

Tree Hut formulates with high concentrations of skin-loving, plant-based ingredients resulting in premium products unrivaled by competitors. Our quality assortment elevates any shower routine with ingredients like: Shea Butter, Sugar, Avocado Oil, Macadamia Seed Oil, Evening Primrose Oil, Sweet Almond Oil, Hemp Seed Oil, Coconut Oil, Aloe and Fruit Extracts.

PROUDLY MADE IN THE USA
FREE OF PARABENS OR SULFATES



PARABEN
FREE



NO FORMALDEHYDE
DONORS



LONG-LASTING
FRAGRANCE



SULFATE
FREE



HYDRATING
FORMULAS



BRAND IDENTITY

SCENT

Above all, the scents of Tree Hut products are truly enchanting. Whether one desires a juicy, zesty, delicious, fresh, floral, or warm fragrance, Tree Hut has it all. The diverse array of scents sets Tree Hut apart, ensuring repeat customers are captivated by the enticing selection.



BRAND IDENTITY

FUN & HAPPY

The visual allure of Tree Hut is unmistakable: a variety of enticing scents, lively colors, and whimsical names bring a dose of joy into the body care aisle.

We transport a playful essence into the sometimes overly-serious self-care category.



BRAND IDENTITY

COLLECTIBLE

Tree Hut fans want one in every scent. They enjoy the thrill of searching for products, arranging their assortment, and relishing the satisfaction of having a diverse array of Tree Hut options to choose from. Thoughtfully timed launches within each collection, along with the addition of limited edition and seasonal releases, heighten anticipation and drive demand.



BRAND IDENTITY

EFFECTIVE

Whether scrubbing, shaving, or moisturizing, customers can expect a spa-like experience and gorgeous results. Tree Hut never skimps on good ingredients so the result is soft, smooth skin every time. This reliability contributes to Tree Hut's powerful grassroots growth with customers sharing with their friends and beauty communities.

A hand is shown pouring a thick, bright pink sugar scrub from a clear glass jar. The scrub is being poured in a thick, continuous stream, creating a large mound. The jar is held by another hand at the bottom. The background is a solid, vibrant teal color. The jar has a label with the brand name and product details.

BRAND IDENTITY

 TREE HUT
RASPBERRY
FIZZ
SHEA SUGAR SCRUB

QUALITY

Tree Hut formulates with real shea butter, pure sugar, plant-based oils, and botanical actives resulting in a premium product that outshines its competitors.



BRAND IDENTITY

INCLUSIVE & BODY POSITIVE

A diverse community uses Tree Hut products to celebrate positive body image, and Tree Hut reflects that back to them with language and images that affirm everyone is welcome. With Tree Hut, the only thing you should aspire to be is yourself.



BRAND IDENTITY

AFFORDABLE & ACCESSIBLE

Offering premium products with value pricing has enabled Tree Hut to garner an impressive cult following.

It's enticing to both upscale and budget-conscious shoppers. Everyone can feel good with Tree Hut by bringing self-care into their daily routine, even if it's just a few minutes in the shower.

BEAUTY INDUSTRY RECOGNITION



Bustle



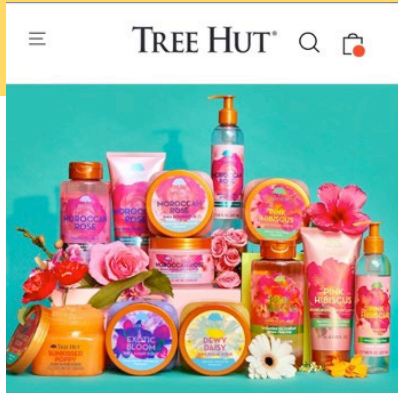
TARGET AUDIENCE

Tree Hut attracts a broad range of women, spanning diverse ethnicities, income levels, and lifestyles.

- Women
- Age 18-44
- Diversity
- Story telling piece

SOCIAL

www.treehutshea.com



bloom into your best skin!

DISCOVER FRESH LOOKS, DEEP HYDRATION, AND NEW SCENTS

[VIEW COLLECTION >](#)

skin care formulated to boost your mood & mind



 @TreeHut



Tree Hut

277K likes · 281K followers

Life is sweeter with Tree Hut ✨
likeshop.me/treehut

[Message](#) [Like](#) [...](#)

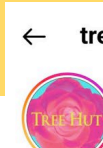
[Posts](#) [About](#) [Videos](#) [More](#)

 **Tree Hut**

9h ·  Which shower fave are you adding to your collection? 🌸... See more



 @TreeHut

 **treehut**
2,033 posts 556K followers 718 following

Tree Hut

@treehut

Health/beauty

amazing scents. glowing results ✨

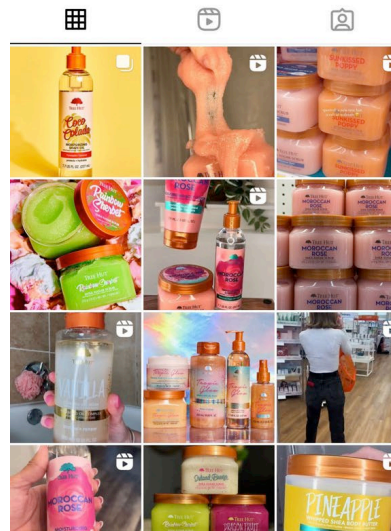
Shop @target @ultabeauty @walmart

@amazon

likeshop.me/treehut

[Follow](#)

[Message](#)



 @TreeHut

 **Tree Hut**
@treehut
Natera International

576 Following

1.5M Followers

10.2M Likes

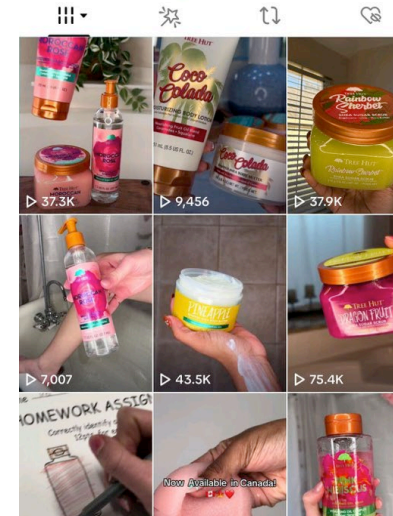
[Follow](#)

[Message](#)

Makers of America's #1 Body Scrub. Glow from Head to Toe. ✨

<https://likeshop.me/t/treehutusa>

Instagram







Tree Hut

tree_hut

treehutshea.com · Official Pinterest of Tree Hut® - Makers of America's #1 Body Scrubs!

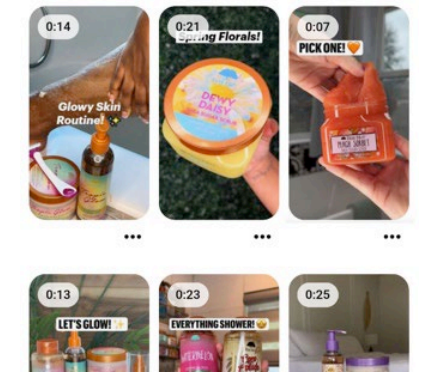
27.2k followers · 2 following

[Follow](#)

[...](#)

Created

Saved



community

THE HEART OF TREE HUT

Passionate Tree Hut fans have become a key pillar of the brand and the life force behind everything we do. They are the driving force behind:

- Early product adoption
- Ambassadorship
- Loyalty
- Suggested Scents

10x

Growth in just
3 years

200

TIKTOK REQUESTS



They ask,
we listen





GROWTH

Tree Hut has seen remarkable growth, surpassing the category's average rate by over tenfold in the past five years.

\$ SALES GROWTH VS LY
Tree Hut saw **substantial \$ growth** across forms **outpacing the category** ²

scrubs

- ▲ CATEGORY 17%
- ▲ TREE HUT 26%

lotion

- ▲ CATEGORY 9%
- ▲ TREE HUT 203%

women's shave

- ▲ CATEGORY 13%
- ▲ TREE HUT 759%

body wash

- ▲ CATEGORY 12%
- ▲ TREE HUT 30,170%

Social Growth

Engagements YOY

2022 vs. 2021	156.43%
2023 vs. 2022	147.95%
2024 vs 2023	20.15%
2023 vs. 2021	535.81%



Impressions YOY

2022 vs. 2021	214.68%
2023 vs. 2022	34.88%
2024 vs 2023	70.36%
2023 vs. 2021	324.46%



Followers YOY

2022 vs. 2021	100.26%
2023 vs. 2022	119.46%
2024 vs 2023	77.41%
2023 vs. 2021	339.50%



Source: 1. Bain & Company/Neilsen IQ + Bain Analysis April 2023 – Insurgents are screened over a prior five-year period in Fast Moving Consumer Goods. 2. Nielsen xAOC L52wks ending 9.9.2023 – Tree Hut brand in scrubs, body wash, body lotion, and shave categories



**AMAZING
SCENTS**
**GLOWING
RESULTS**

THE EVERYDAY COLLECTION

Featuring our top-selling body scrubs, shaving essentials, body hydrators, and fragrance mists in a variety of alluring scents, Tree Hut provides everything necessary for achieving a delightful glow.





Solutions

Enhanced with effective skincare actives, these high-performance products enhance your overall body care experience.



Floral

Immerse yourself in floral fragrances that are both vibrant and romantically evocative, capturing the essence of femininity and indulgence.



Destinations

Experience the ultimate getaway as tropical, sunny, and sultry blends instantly transport you to a dream vacation.

Treats

Treat yourself to our delicious scents, satisfying your sweet tooth as frequent as you wish.



Glow

Your glow up has arrived! Care for skin, body and mind with next level ingredients and sensorial fragrances for a functional yet experiential self-care routine.



FORM TYPES

Scrubs

Body Wash

Hydrators : Lotion, Whipped Butter, Body Oil

Fragrance Mists

Lip

Shave



SUGAR SCRUBS

HEADLINE:

Gentle exfoliation

BODY COPY:

Our bestselling product line comes in a variety of scents to choose from. Made with REAL sugar, shea butter and a special 6-oil blend that leaves skin smooth and hydrated.

Made with:

Shea butter, Sugar, Avocado Oil, Macadamia Seed Oil, Evening Primrose Oil, Sweet Almond Oil, Hemp Seed Oil, Coconut Oil, Aloe and Fruit Extracts.

The results:

Removes rough, dull and dead skin to stimulate and reveal a fresh, soft glow.



BODY WASH

HEADLINES:

Wash the day away

Start your shower with
a luxurious lather

BODY COPY:

Experience a juicy, skin-quenching lather with
a long-lasting luxurious scent.

Made with:

Hydrating oil complex, renewing antioxidants,
brightening Vitamin C and nourishing rich fatty acids.

The results:

Skin's microbiome feels soft and refreshed.
Skin appears balanced, healthy-looking and glowing.



SHAVE OIL

HEADLINES:

Say "Hello" to your best shave ever
Your razor's new BFF

BODY COPY:

Powered by a proprietary technology to prevent irritation, nicks and cuts from shaving by enhancing contact between the razor and skin for a close, smooth shave.

Made with:

Shea Butter, Argan Oil, Grapeseed Oil, Jojoba Oil, Sesame Oil, Vitamin E, Oat Kernel Extract and Rosehip Oil

The results:

Provides ample hydration and a smooth glide you can feel during the shaving process and after rinsing off.



AFTER SHAVE SERUM

HEADLINES:

Smooth and soothe

Bye bye bumps!

BODY COPY:

TBD

Made with:

Tea Tree Oil, Lactic Acid, Salicylic Acid

The results:

Provides ample hydration and a smooth glide you can feel during the shaving process and after rinsing off.



HYDRATOR: LOTION

HEADLINE:

Next level hydration

BODY COPY:

Enhanced hydration through a medium-weight formula that creates a healthy and hydrated skin barrier.

Rich ingredients, ceramides and squalane to nourish the skin for lasting protection.

HYDRATION LEVEL



Made with:

Hydration-happy fruit oil complex with strengthening ceramides and squalane

The results:

Leaves skin feeling nourished and the skin barrier looking its best.



HYDRATOR: BODY OIL

HEADLINE:

Seal in the glow

BODY COPY:

Fast-absorbing, non greasy formula that helps you glow from inside and out.

HYDRATION LEVEL



Made with:

Geranium Oil and Apricot Oil deeply penetrate the skin's surface to retain moisture.

The results:

Leave the skin barrier feeling smooth, hydrated, and nourished.



HYDRATOR: WHIPPED BUTTER

HEADLINE:

Lightweight, airy hydration

BODY COPY:

Lightweight and airy texture is made to moisturize, nourish, and soften skin while helping to promote elasticity and hydration.

HYDRATION LEVEL



Made with:

Shea butter, naturally skin-loving ingredients, vegan and cruelty-free.

The results:

Lasting moisture and softness. The ideal way to finish your Tree Hut routine.



LIP

HEADLINES:

Soften your pout

Nourish and renew

BODY COPY:

This non-sticky formula locks in moisture for pillow-soft lips. Made with ingredients that work together to nourish and soothe dry, chapped lips.

HYDRATION LEVEL



Made with:

Shea Butter, Rosehip Oil and Chinaberry

The results:

Nourishes and soothes dry, chapped lips





TROPIC GLOW

The ultimate firming and smoothing essentials for summer-ready skin starring caffeine-rich guarana, elasticity-boosting cupuaçu butter, and a lush tropical aroma. Instantly get that “just back from the beach” glow.

HEADLINES:

Bask in Summer Skin

Shimmer & Shine

Firm + Tone



OCEAN GLOW

TBD

HEADLINES:
Dive Into Hydration
Replenish + Renew



OCEAN GLOW

TBD

HEADLINES:

Balance Your Senses

Mood Balancing Fragrance

Body + Being

Brand Guidelines

LOGO GUIDELINES

There are two (2) logo types that can be used.

Logo should be flat, one color and in high contrast to its background.

BRAND TAGLINE

TREE HUT®



TREE HUT®

1 The TREE HUT® logo should always be used, whenever possible, for all communication and marketing materials.

2 Use only on extremely vertical placements or where space is limited.

LOGO USAGE DON'TS

- Don't rotate or change the angle.
- Don't distort by making it wide or narrow.
- Don't place elements near the logo.
- Don't place over a busy background making it unclear to read.

amazing scents
glowing results™

TYPEFACE

HEADLINE:

PROXIMA NOVA (Adobe CC font) | Extrabold | Outline

HEADLINE

ABCDEFGHIJKLM

abcdefghijklm

BODY COPY:

PROXIMA NOVA (Adobe CC font) | Regular

ABCDEFGHIJKLM

abcdefghijklm

123456780



TREE HUT®

SUMMER SKIN is always IN | Indulge in new seasonal must-haves from glow and shave to mists and scrubs.

The image displays a variety of Tree Hut skincare products. From left to right, there is a green jar of Aurora Nights Shea Sugar Scrub, a pink bottle of Watermelon After Shave Serum, a purple bottle of Aurora Nights Fragrance Mist, a blue bottle of Ocean Glow Moisturizing Shave Oil, a blue bottle of Ocean Glow Hydrating Mist, a yellow bottle of Dewy Daisy Fragrance Mist, a pink bottle of Moroccan Rose Fragrance Mist, a pink bottle of Moroccan Rose After Shave Serum, an orange jar of Raspberry Fizz Shea Sugar Scrub, an orange jar of Moroccan Rose After Shave Serum, an orange jar of Tangerine Shea Sugar Scrub, and a white bottle of Coco Colada After Shave Serum. The products are arranged on a yellow background with a city skyline silhouette.

TYPEFACE

HEADLINE:

SOLEIL | Extrabold or Bold

HEADLINE

ABCDEFGHIJKLM
abcdefghijklm

BODY COPY:

SOLEIL | Light, Regular or Book depending on placement

ABCDEFGHIJKLM
abcdefghijklm
123456780



TREE HUT®

**go beyond
the bath**

new
& only
here

**DEWY
DAISY**

FRAGRANCE MIST
Essence Parfumée | Spray Parfumado

Alcohol-free

hydrate + condition

189 mL (6.4 US FL. OZ.)

Experience a refreshing spritz
of your favorite scents for an
all-day amazing feeling.

TYPEFACE

HEADLINE / BODY COPY EMPHASIS:

Albany

highlight

ABCDEFGHIJKLM

abcdefghijklm

1234567890

Use as an alternative font to add emphasis to specific texts or phrases. Use either in lowercase or sentence case, **do not use in all caps.**



COLORS

Use the following palette as a guide. Aim for colorful and bright shades based on product packaging and photography.



Pantone: 305C
Hex: #59CBE8



Pantone: 2239C
Hex: #00CFB4



Pantone: 7487C
Hex: #8EDD65



Pantone: 1495C
Hex: #FF8F1C



Pantone: Yellow 012C
Hex: #FFD700



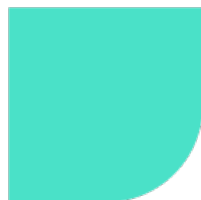
Pantone: 813C
Hex: #FB4



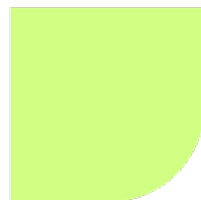
Pantone: 253C
Hex: #B11BAB



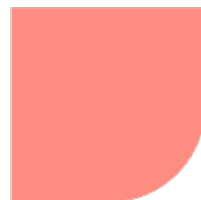
R: 128
G: 212
B: 255
Hex: #80D4FF



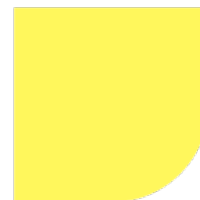
R: 74
G: 225
B: 200
Hex: #4AE1C8



R: 208
G: 255
B: 132
Hex: #D0FF84



R: 255
G: 140
B: 128
Hex: #FF8C80



R: 255
G: 247
B: 92
Hex: #FFF75C



R: 255
G: 174
B: 218
Hex: #FFAEDA



R: 182
G: 149
B: 197
Hex: #B695C5

COLLECTION LOGOS

1. Use for horizontal placement

TREE HUT® *Glow*

2. Use for vertical placement

TREE HUT®
Glow

1. Use for instances where Tree Hut® is already prominent within the layout.

The Glow Collection

Use the following palette as a guide.
Each of the Glow product lines have its own individual benefit proposition and therefore have varying 'look & feel' to differentiate one from the other.

TOTAL LINE



CMYK: 27/24/49/0
Hex: #BEB48D

Pantone: Yellow 012C
Hex: #FFD700

Pantone: 232C
Hex: #FF52F3

Pantone: 7471 C
Hex: #69F7DF

MOONLIGHT GLOW + lavender and purple hues



Pantone: 7403C
Hex: #D5CB9F

Pantone: 106C
Hex: #F9E547

Pantone: 2562C
Hex: #DB9DFD

Pantone: 527C
Hex: #8031A7

Pantone: 3583C
Hex: #511E84

OCEAN GLOW + aqua and blue hues



Pantone: 4015C
Hex: #D3C763

Pantone: 2133C
Hex: #1D57A5

Pantone: 7403C
Hex: #EED484

Pantone: 3265C
Hex: #00C7B1

White
Hex: #FFFFFF

TROPIC GLOW



Pantone: 7403C
Hex: #EED484

Pantone: 247C
Hex: #BB16A3

Pantone: 6139C
Hex: #008587

Color Blend

Holographic Foil

FREE OFS & BENEFIT ICONS

SUGAR SCRUB



PARABEN
FREE



SULFATE
FREE



NO
FORMALDEHYDE
DONORS



ALCOHOL
FREE



GLUTEN
FREE



NO SLIP
FORMULA

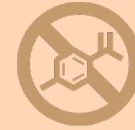


VEGAN



LONG-LASTING
FRAGRANCE

WHIPPED BUTTER



PARABEN
FREE



SULFATE
FREE



NO
FORMALDEHYDE
DONORS



GLUTEN
FREE



WHIPPED
FORMULA



NON-GREASY
FORMULA



VEGAN



LONG-LASTING
FRAGRANCE

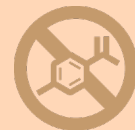
BODY WASH



HYDRATES



NOURISHES



PARABEN
FREE



SULFATE
FREE



ALCOHOL
FREE



NO
FORMALDEHYDE
DONORS



VEGAN

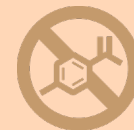


LONG-LASTING
FRAGRANCE

BODY LOTION



HYDRATES



PARABEN
FREE



SULFATE
FREE



NO
FORMALDEHYDE
DONORS



ALCOHOL
FREE



VEGAN



LONG-LASTING
FRAGRANCE

FREE OFS & BENEFIT ICONS

BODY OIL



HYDRATES



PARABEN FREE



SULFATE FREE



NO FORMALDEHYDE DONORS



ALCOHOL FREE



VEGAN



LONG-LASTING FRAGRANCE

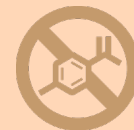
LIP BUTTER



HYDRATES



GLUTEN FREE



PARABEN FREE



SULFATE FREE



NO FORMALDEHYDE DONORS



VEGAN

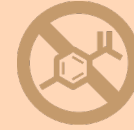


CRUELTY FREE

SHAVE OIL



HYDRATES



PARABEN FREE



SULFATE FREE



NO FORMALDEHYDE DONORS



ALCOHOL FREE

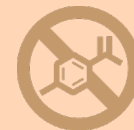


LONG-LASTING FRAGRANCE

AFTER SHAVE SERUM



HYDRATES



PARABEN FREE



SULFATE FREE



NO FORMALDEHYDE DONORS



ALCOHOL FREE



VEGAN



LONG-LASTING FRAGRANCE

FREE OFS & BENEFIT ICONS

FRAGRANCE MIST



HYDRATES



PARABEN
FREE



SULFATE
FREE



NO
FORMALDEHYDE
DONORS



ALCOHOL
FREE



VEGAN



LONG-LASTING
FRAGRANCE

PRODUCT PHOTO GUIDELINES

STYLE & LIGHTING

FEEL

Photos should feel bright and happy.

LIGHT

Bright and direct with shadows.

COLORS

Should be tonal and within color palette.



LIFESTYLE & MODEL GUIDELINES

STYLE & LIGHTING

MODELS

Should include a range of skin tones and body types. Retouching should be minimal to natural. Move away from shooting faces and focus on body skin. Face included shots should include smile.

FEEL

Photos should feel bright and happy. Product usage should be feel natural.

LIGHT

Bright and direct with shadows.

COLORS

Can include light backgrounds within the primary color palette.

