*EVOLVED BY NATURE

WELL, THIS IS EXCITING.

Welcome to our brand guidelines.
If you're here, it means we're working together to make the next generation of products – things that will advance the health of people and the planet.

These guidelines describe permissible uses of our brand names and trademarks, assuming that we've provided you express written permission to use them.

If you haven't gotten that express written permission and would like it, please contact your Evolved by Nature representative.

PROGRESS IS POSSIBLE IN A LOT OF WAYS.

Our goal is to advance health and sustainability across all aspects of the human ecosystem, so our biotechnology has many, many, many, many, many applications.

If you find that a use case isn't covered in these guidelines, or if you have questions on how they can be applied, please reach out to your Evolved By Nature person and they can help.

OUR LOGO

Our logo exists in both an inline and stacked configurations, in both black and white.
Please contact your Evolved by Nature representative for our logos in .ai, .eps, .png, and .svg formats in both CMYK and RGB.

*EVOLVED BY NATURE™

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Our logo should never be stretched, skewed or converted to colors other than black and white.

*EVOLVED BY NATURE™

Our logo should have a measurable amount of clear space on all sides.

Our logo should never be placed on busy backgrounds that make it not legible, or on background colors that create low contrast, affecting legibility.

COPY GUIDELINES

As a partner using our bioactive peptides, it is likely that you will want to mention **Activated Silk™ 33B-α, Activated Silk™ 27P-α, Activated Silk™ 8A-α,** Activated Silk™ biotechnology and/or Evolved by Nature in your communications. We are always happy to work with you to craft specific messaging that caters to your particular need, and here are some starting points you can use.

WHO IS

EVOLVED BY NATURE?

We are Evolved By Nature; pioneers in natural peptide chemistry.

Unlocking the bioactive properties of nature's most powerful ingredients.

Supplying safer, more sustainable* chemical solutions across several commercial channels.

Creating higher performance, CO_2 reductive products designed for safety and profitability.

Innovating peptides to advance the health of people and the planet.

WHAT ARE

ACTIVATED SILK™ BIOACTIVE PEPTIDES?

Activated Silk™ 33B-α, Activated Silk™ 27P-α and **Activated Silk™ 8A-α** are bioactive peptide solutions derived from sustainable* Activated Silk™biotechnology and these peptides are naturally derived, sustainable, biodegradable, cruelty free and non-toxic**. They are water soluble so they can be used in formulations where other synthetic or vulnerable ingredients cannot.

*Activated Silk™ is an environmentally responsible technology developed with goal work practices, which contributes to achieving U.N. Sustainable Development Goals. For info, visit https://undp.un.org/goals.

**Based on completion of HRPT, heavy metal testing, ASTM D5338 biodegradability and aquatic toxicity testing.

WHAT DO

ACTIVATED SILK™ BIOACTIVE PEPTIDES DO?

Activated Silk™ 33B-α supports the skin's natural production of claudin for a skin barrier that locks and fosts healthier. **Activated Silk™ 27P-α** supports the skin's natural production of type I collagen, the most prominent and valuable form of collagen in the body. **Activated Silk™ 8A-α** supports the skin's natural keratinocyte differentiation, for visible reduction in hyperpigmentation. **All peptides are clinically** proven to benefit the user in different ways for healthier, younger, more vibrant.

WHAT IS

ACTIVATED SILK™ BIOTECHNOLOGY?

Activated Silk™biotechnology is Evolved By Nature's proprietary peptide platform biohewnsted and designed from natural, renewable resources.

WHAT DOES

ACTIVATED SILK™ BIOTECHNOLOGY DO?

Activated Silk™biotechnology has the near limitless ability to protect and enhance the barrier function of almost anything with a surface. It's already being used to:

- Replace petroleum-derived chemicals
- Build sustainable supply chains
- Vastly increase product performance potentials
- Expand the boundaries of biomedicine
- Take us beyond the limits of petrochemistry

CORRECT USE OF TRADEMARKS

Please don't give us nicknames.

We're always excited to engage in meaningful partnerships, and we put a lot of energy into understanding you and your needs. But no matter how closely we work together, please always refer to us and our biotechnology by our full name.

EVOLVED BY NATURE™

"Evolved By Nature"™ is the name of our company, and we should never be shortened to "EBN", or articulated as anything other than "Evolved By Nature".

ACTIVATED SILK™ 33B-α, 27P-α, 8A-α

The full name of our bioactive peptides must always be used. You may, but are not required to, add "bioactive peptide" after any reference. You may not attribute the peptide name, or parts of it, to other brand or product names.

- Activated Silk™ is the correct trademark name qualifier and must be used in any reference
- Activated Silk™ and alphanumeric peptide names can be used in any typeface
- You have permission to mention any of the peptides in our natural ingredients library as Activated Silk™ (alphanumeric peptide name)
- You do not have permission to use the alphanumeric peptide name (33B-α, 27P-α, 8A-α etc) without the Activated Silk ™qualifier preceding it
- You do not have permission to attribute the alphanumeric peptide name (33B-α, 27P-α, 8A-α, etc) to a third party brand, product, or formulation name
- You do have permission to reference any brand or formula, made with Activated Silk™ + alphanumeric peptide name (Acme rejoovative serum with Activated Silk™ 33B-α, for example)
- You do not have permission to use just 33B-α, 27P-α, 8A-α without the accompaniment of the Activated Silk™ trademark

We permit the use of:

- Activated Silk™ 33B-α
- Activated Silk™ 33B-α bioactive peptide
- Activated Silk™ 27P-α
- Activated Silk™ 27P-α bioactive peptide
- Activated Silk™ 8A-α
- Activated Silk™ 8A-α bioactive peptide

You do not have permission to refer to it as:

- 33B-α peptide
- Acme Skincare 33B-α
- 27P-α peptide
- Acme Skincare 27P-α
- 8A-α peptide
- Acme Skincare 8A-α

ACTIVATED SILK™ BIOTECHNOLOGY

Activated Silk™ biotechnology is the name of
our proprietary sustainable molecule platform.

"ACTIVATED SILK" should always be followed by a ™

"ACTIVATED SILK" should always be followed by a noun.

We permit the use of:

- Activated Silk™biotechnology
- Activated Silk™technology
- Activated Silk™peptides

In the case of a specific peptide:

- Activated Silk™ 33B (example of a specific peptide designation)

If a different noun is preferred to follow **"ACTIVATED SILK™"** please reach out to your Evolved By Nature contact to discuss the possibilities.

You do not have permission to refer to it as:

- Liquid silk
- Natural silk
- Silk
- Or anything other than **"ACTIVATED SILK™"** + noun.

You do not have permission to change the name of **"ACTIVATED SILK™"** in a way that indicates a proprietary performance enhancing silk product – example: "Silk Tech," "Smart Silk."

Any violation of these guidelines may result in the succession of supply.

If using **"ACTIVATED SILK™"** + noun is not ideal, then please refer to our product as "ingredient," "peptide," "silk peptide," "chemical," "material" or other generic term to describe it as a part of your own product's makeup.

You won't need to mention Activated Silk™ biotechnology in context, but a reminder that you do not have permission to refer to it as liquid silk, activated silk, natural silk, silk, or even Activated Silk as a noun. It can only be referred to exactly as Activated Silk™biotechnology.

OUR TYPEFACES

Our proprietary typeface, **Evolved**, should be used for "Activated Silk™ biotechnology" as much as possible. It comes in 3 styles, with 4 weights each, to allow for easy use with your brand's design system.

Serif Thin
Serif Light
Serif Book
Serif Bold
Serif Black

Semi Light
Semi Book
Semi Bold
Semi Black

Sans Light
Sans Book
Sans Bold
Sans Black

Please contact your Evolved By Nature representative for the full family of fonts contained in the Evolved typeface.

The Evolved typeface is also available as a variable typeface, allowing for both manual and programmed customization of letterforms.

To **automatically** evolve a word or phrase, use the Evolved Display typeface.

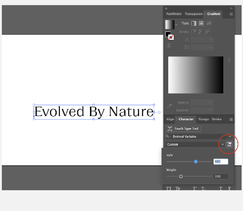
1. Type out the desired phrase: THINGS ARE GOING TO CHANGE
2. Use an "=" (equal sign) between words instead of a space.
3. Add an "*(asterisk) at the end, and the phrase will automatically evolve.

① THINGS ARE GOING TO CHANGE

② THINGS ARE =GOING=TO CHANGE

③ THINGS ARE GOING TO **CHANGE***

To **manually** adjust weights and serifs you can use the variable font menu in Adobe Illustrator.



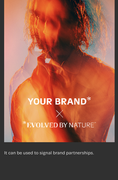
OUR ASTERISK

Since Activated Silk™ biotechnology is a largely invisible component of next generation, sustainable products, and since it biodegrades into the environment at the end of its life cycle, it can be hard to... well... see.

So the graphic device of our asterisk was designed to let people know there's more to learn about products.

It can be used in headlines.

It can be used to highlight products within photography.



It can be used to signal brand partnerships.

ACTIVATED SILK™ BIOACTIVE PEPTIDE SOLUTION CLAIMS

These are claims associated with **Activated Silk™** bioactive peptide solution. For specific claims about your Evolved By Nature product or formula - including performance claims, please reach out to your Evolved By Nature representative.

Activated Silk™ bioactive peptides are:

- Sustainable#
- Naturally derived
- Biodegradable
- Cruelty free / Leaping Bunny certified
- Non-toxic##
- Non-GMO
- Made from a renewable resource
- Made from upcycled materials
- Supports a circular economy

#Activated Silk™ is an environmentally responsible technology developed with good work practices, which contributes to achieving U.N. Sustainable Development Goals. For info, visit https://sdgs.un.org/goals.

##Based on comparison of HRET Lowry metal testing, ASTM D5230 biodegradability and aquatic toxicity testing.

These claims are specific to **Activated Silk™ 33B-α**, **Activated Silk™ 27P-α** and **Activated Silk™ 8A** and are only associated with **Activated Silk™ 33B-α**, **Activated Silk™ 27P-α** and **Activated Silk™ 8A**. We may not use generic terms referring to our chemistry in association with any of these claims.

These claims can be made about **Activated Silk™ 33B-α**, **Activated Silk™ 27P-α** and **Activated Silk™ 8A-α**, and not your entire product or brand, be that any consumer product that includes Activated Silk™ as one of its listed ingredients.

FOR EXAMPLE:

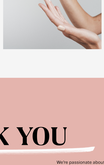
WE SUPPORT: **Activated Silk™ 33B-α** is sustainable and made from a renewable resource.

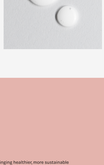
WE **DO NOT** SUPPORT: This facial serum is sustainable and made from a renewable resource.

ACTIVATED SILK™ BIOACTIVE PEPTIDE SOLUTION IMAGERY

We of course want you to bring your story to life with pictures as well as words, and we encourage the use of any accompanying imagery as long as it falls under sensible licensing guidelines and on a per-case basis as it pertains to our brand.

- You do not have permission to reference brand names in conjunction with imagery that is not sourced from the brand
- You do not have permission to use imagery with references to Evolved By Nature, or Activated Silk™ biotechnology without permission from an Evolved By Nature marketing representative





THANK YOU

We're passionate about bringing healthier, more sustainable technology into the world. We're thankful for partners like you, and we look forward to helping you accomplish your goals.

If you have any questions, comments or concerns, please reach out.

*EVOLVED BY NATURE™
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