

welcome to



the world's first hydroponic  
skincare brand.

pure, potent, sustainable beauty.

# the **marlo** brand promise: pure, potent, sustainable beauty

We create highly effective, premium skincare products that are both plant-based and socially responsible. Our clean beauty formulas are based in hydroponics, an incredibly pure, sustainable growing method that yields potent plant extracts for superior skin benefits.



# the **marlo** manifesto

We believe in beauty and a better world.  
To bring our vision to life, everything we do  
is measured against three core promises:

## **pure**

We're the first clean beauty company based entirely on hydroponics. Our formulas are: 100% non-toxic and super-powered for skin.

## **potent**

Our highly effective products deliver visible youth-sustaining benefits like nothing else, thanks to our exclusive hydroponic extracts. And the premium textures feel amazing.

## **sustainable**

Beauty is only truly beautiful if it is sustainable. We strive to protect the environment through our actions and products as well as through education. We will always do our best to live by these principles.

# the **marlo** difference: hydroponics

Only **marlo** is based entirely on pure, potent hydroponic extracts — from plants grown in water, not soil.

Hydroponic plants are nurtured in nutrient-dense water that is totally free of toxic chemical fertilizers, pesticides and soil impurities. The plant extracts are pure and non-toxic.

This means they're ideal for skincare, delivering impressive results, naturally and sustainably.



# the **marlo** star ingredient: super-lycopene hydrosol

our exclusive **Super-Lycopene Hydrosol**

a multi-benefit anti-aging extract hand-distilled from hydroponic tomatoes

## what it does

1. **Fights** skin-aging free radicals with powerful antioxidants.
2. **Encourages** natural repair and helps boost collagen.
3. **Renews** and promotes skin's natural cellular renewal.
4. **Drenches** skin with intense moisture.

## what you get

- ➔ **Visibly reduced lines and wrinkles.**
- ➔ **Firmer, more resilient skin.**
- ➔ **Smoother, more even texture and skin tone.**
- ➔ **New radiance and a youthful look.**

# marlo craftsmanship: crafted with care

Freshly harvested, locally sourced hydroponic tomatoes are dried and distilled in our proprietary small-batch, artisanal process.

This ultra-gentle method preserves the hydroponic nutrients in all their raw, natural potency.

The result is our exclusive **Super-Lycopene Hydrosol**.

Powered by nature.

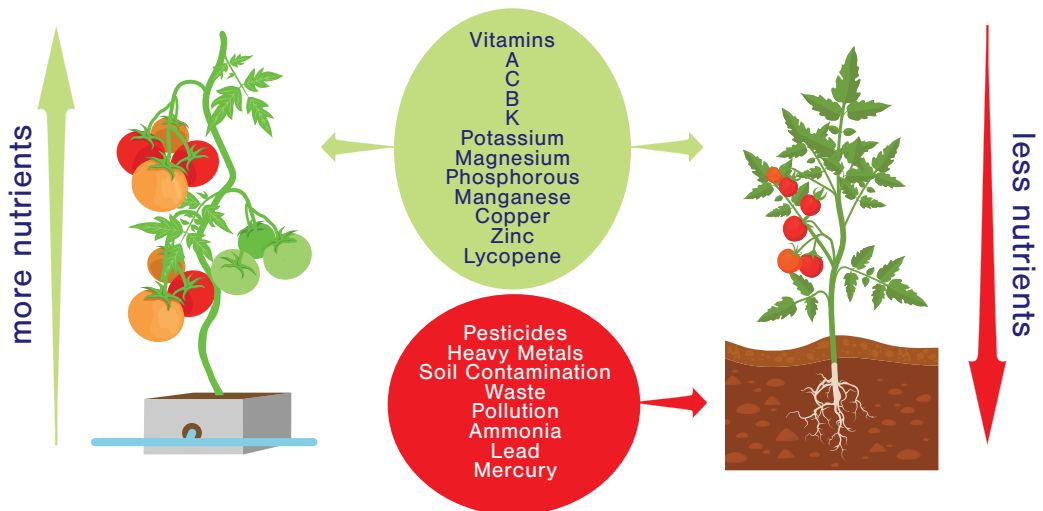
Enhanced by science.

Perfected by our personal touch.



# hydroponic tomato extracts

Hydroponic tomato extracts are **cleaner and more potent** compared to soil-grown tomato extracts.

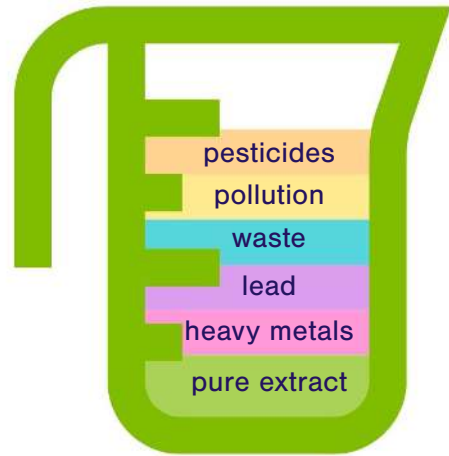


# hydroponic tomato extracts

hydroponic  
tomato extracts



soil-grown  
tomato extracts





# introducing **bloom** lush revitalizing cream

**Renews. Smooths. Firms.**

Instantly revitalizes for a youthful look.

Powered by our exclusive Super-Lycopene Hydrosol for superior anti-aging benefits.

Deliciously rich texture, for skin that glows with pure, healthy beauty.



# what marlo is

 100%  
healthy

 100%  
safe & non-toxic

 100%  
eco-conscious

 100%  
cruelty-free

 100%  
vegan

 gluten  
FREE

 mineral oil  
FREE

 paraben  
FREE

 phthalate  
FREE

 silicone  
FREE

 synthetic  
fragrance  
FREE



# what is hydroponics?

Hydroponics is the art and science of cultivating plants in water, not soil.

Hydroponics goes beyond natural and beyond organic — it's cleaner and greener than the rest.

Hydroponic ingredients are 100% pure and non-toxic, super-powered and super-sustainable.



# why hydroponics goes beyond the rest



# why hydroponics is sustainable



## It's Green

- recycles water
- conserves land
- doesn't deplete soil nutrients
- keeps soil and groundwater free of contaminants



## It's Clean

- works without soil and its impurities
- 100% free of toxic chemical pesticides, petroleum-based compounds and fertilizers



## It's Respectful

- sets a new level of sustainability for farming and goes beyond organic
- protects the environment today and into the future

# marlo brand identity: our name

The name **marlo** is a blend of our names and initials.

Within our name, we invoke the water that is at the heart of hydroponics – and that is essential to the environment that we are committed to protecting.

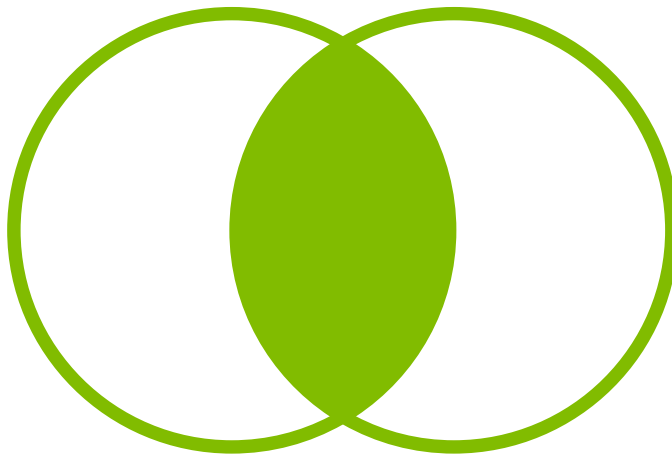
There's a deeper resonance too: “mar” means “sea” in many languages, and the “o” sounds like “eau”, which means water in French.



# marlo brand identity: our logo

The two intersecting circles of our logo represent the two key elements of our mission: beauty and sustainability.

The circles connect to create the shape of a leaf, evoking the hydroponic plants at the heart of our brand.



# marlo brand identity: our packaging

Even our packaging reflects sustainable beauty. We do not over-design the package because what's important is what's inside.

- 100% recyclable carton in fresh marlo green for nature.
- 100% recyclable glass jar in gleaming white for purity.
- Eco-friendly molded cap in luxurious satin-finish metal. By molding instead of spraying, we eliminate the release of aerosols and other vaporized chemicals.





# marlo: our future

We believe in the power of hydroponics to transform skin so our customers feel beautiful inside and out.

We believe the possibilities of hydroponic skincare for clean beauty and a better world are limitless.

We believe in the promise of this super-sustainable technology to protect our fragile environment.



when it comes to making a beautiful difference,  
**marlo** hydroponic skincare™ has only  
just begun.

# marlo: our story

marlo hydroponic skincare™ was created by Marjorie Lau and Renee Ordino, two women with a shared passion for the environment and for the beauty business.

The story of marlo begins, quite simply, with our friendship. We crossed paths many times over the years, while working for world-renowned beauty companies. Eventually, our industry talk led to conversations about our interests and pursuits outside of our careers. We're both influenced by strong family values, a love of nature, a passion for healthy living, and making a positive difference in the world. It was the combination of our professional backgrounds — global marketing and cosmetic chemistry — along with our kindred spirits that led us to pursue a new creative challenge.

Learning about and researching hydroponics made us realize that it could be a revolutionary way to formulate better skincare. We built a makeshift lab in Renee's kitchen and began compounding a potent hydrosol from the distillate of hydroponically grown tomatoes. This became marlo's exclusive Super-Lycopene Hydrosol — pure, potent and enriched with powerful nutrients. It is the key ingredient of our line.

Together, we are proud to have created the world's first clean beauty skincare collection that uses the sustainable technology of hydroponics at its core. We chose the company name – a combination of our first and last names – to signal that our commitment is not corporate-speak. Our goal is to provide you with quality products that will make you feel beautiful, while also making a beautiful difference in the world. It's our promise to you.



# marlo: our founders

## Renee

“I have always dreamed of creating a skincare line that is formulated with pure, healthy ingredients – creating one that also embraces sustainable principles is truly beautiful.”

## Marjorie

“My true passion is to create high-quality skincare products and to use beauty as a platform to educate people about the environment and their responsibility to nature.”



Renee and Marjorie

# contact us at **marlo**

For more information about how you can  
make a beautiful difference for yourself  
and the environment, please contact us at:

**marlo** hydroponic skincare™

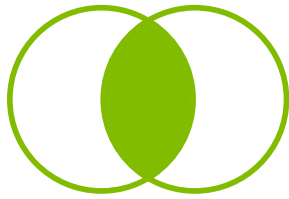
11 victoria court

cream ridge, new jersey 08514

tel: 201.308.3822

email: [info@marlohydroponics.com](mailto:info@marlohydroponics.com)

visit us: [marlohydroponics.com](http://marlohydroponics.com)



marlo

hydroponic skincare™