

ROUGH BEAUTY



AXXEL MARKETING

SUSTAINABLE GIFTING REDEFINED



EXCLUSIVE, MINDFUL & SUSTAINABLE GIFTING FOR LASTING IMPRESSIONS

ROUGH BEAUTY

Introduction

Rough Beauty is a bath and body brand that creates products and experiences to inspire mindful living in the everyday.

We believe in simplicity, quality and sustainability.

Our soaps and bath essentials are handcrafted in our studio in Singapore with botanicals sourced from around the world





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Introduction

We are a leading supplier of Corporate Gifts and Premiums in Singapore, and we are committed to provide excellent services & solutions to our esteemed clients regionally & globally.

Together with Rough Beauty, we are excited to share a huge variety of eco-friendly products and valuable insights of our Services & Solutions, targeted to elevate your Corporate Gifting experiences.





Why Rough Beauty?

Handcrafted in Singapore

Each product is made in small batches by skilled artisans, ensuring quality, freshness, and attention to detail. By choosing Rough Beauty, you're supporting a homegrown brand that blends tradition with mindful innovation.

Natural Ingredients, Ethical Practices

Rough Beauty uses only botanical, chemical-free ingredients — free from synthetic fragrances, parabens, and sulphates. Their formulas are gentle on skin and kind to the environment, aligning with clean beauty standards.

Built on Sustainability

From upcycled packaging (like wrapping soap in donated magazine paper) to refill-friendly options, Rough Beauty embodies low-waste, circular economy principles — perfect for companies committed to ESG values.

Elegant, Purposeful Gifting

Their minimalist design and earthy aesthetic make their products not just functional, but beautiful. Every item tells a story of care, craftsmanship, and conscious living — making it a meaningful gift that reflects well on your brand.

KEY TAKEAWAYS

Rough Beauty's Corporate Gifting Potential



- ✓ Every product can be **customized** (scent, packaging, branding).
- ✓ **Flexible** for all industries.
- ✓ Blends **practicality** with indulgence — ensures frequent use.
- ✓ USP: A **Signature Scent** makes the gift unforgettable.



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PRODUCT CATEGORIES



BAR SOAPS



HAND & BODY WASHES



SCRUBS



BALMS



MOISTURISING OIL



FACIAL OIL



HAND SANITISERS



FACIAL &
SHAMPOO BARS



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BAR SOAP

Corporate Appeal:

Luxe First Impression: Ideal for welcome kits, VIP client gifts, or executive retreats.

Customization: Engraved logo, custom scent, or branded packaging.

Sustainability: Plant-based, eco-friendly appeal aligns with CSR-driven brands.

Best For:

Finance/Law Firms – High-end client gifts.

Hotels/Resorts – Premium guest amenities.

Employee Wellness Programs – Encourages mindfulness.

Gift Set Idea: *"The Executive Cleanse" – Custom-scented bar soap + loofah.*





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HAND & BODY WASH

Corporate Appeal:

Daily Brand Reminder: Used frequently, keeping the brand top of mind.

Refillable Options: Aligns with sustainable corporate values.

Custom Scent USP: A signature fragrance makes it memorable.

Best For:

Tech Companies – Office wellness kits.

Real Estate Firms – Closing gifts for homeowners.

Luxury Retail – High-end thank-you gifts for top clients.

Gift Set Idea: "Mindful Wash Collection" – Hand + body wash in a customised wooden box.





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SCRUBS

Corporate Appeal:

Self-Care Focus: Perfect for stress-relief and employee appreciation.

Customizable Texture & Scent: Adjust exfoliation intensity for different audiences.

Spa-Like Experience: Elevates standard corporate gifts.

Best For:

Healthcare Workers – Post-shift relaxation.
Corporate Retreats – Part of wellness goodie bags.
Beauty/Fashion Brands – Co-branded collaborations.

Gift Set Idea: "Reset & Renew Scrub Kit" – Custom scrub + moisturizing balm.



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BALMS

Corporate Appeal:

Practical Luxury: Useful yet indulgent, ideal for desk or travel.

High Perceived Value: Small but premium-feeling.

Branding Potential: Custom tin or tube labeling.

Best For:

Consulting Firms – Compact gifts for traveling executives.

Wedding/Event Planners – Guest favors.

Startups – Affordable yet thoughtful employee gifts.

Gift Set Idea: *"On-The-Go Hydration Set" – Lip balm + cuticle balm in a customized pouch/box*





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MOISTURIZING OIL

Corporate Appeal:

Ultra-Premium Feel: Associated with high-end skincare.

Versatile Use: Body, hair, or massage oil – multiple applications.

Custom Scent Highlight: Makes it a truly unique branded gift.

Best For:

Luxury Brands – Client anniversary gifts.

Wellness Retreats – Part of a spa experience.

Celebrity/Fashion Gifting – Editorial-worthy packaging.

Gift Set Idea: *"Golden Glow Oil Elixir" – Custom oil in a sleek, customized bottle.*





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FACIAL OIL

Corporate Appeal:

Skincare = Long-Term Bonding: Recipients associate the brand with self-care.

Gender-Neutral Luxury: Appeals to all demographics.

High Perceived Value: Small bottle, big impact.

Best For:

Beauty/Wellness Brands – Cross-promotional gifts.

Finance/Tech – Executive holiday gifts.

Media/PR Agencies – Influencer mailers.

Gift Set Idea: "Overnight Revival Kit" – Facial oil + silk sleep mask.





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HAND SANITIZERS

Corporate Appeal:

Daily Essential: Practical yet brandable.

Custom Scent Differentiation: Stands out from generic sanitizers.

Travel-Friendly: Great for conferences/events.

Best For:

Healthcare/Corporate Offices – Employee safety kits.

Event Planners – Post-conference takeaways.

Airlines/Hotels – Premium guest amenity.

Gift Set Idea: "Clean & Calm Sanitizer Duo" – Custom-scented sanitizer + balm.





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FACIAL & SHAMPOO BARS

Corporate Appeal:

Eco-Conscious Choice: Zero-waste appeal for sustainability-focused brands.

Novelty Factor: Unique format sparks conversation.

Travel-Friendly: Ideal for jet-setting professionals.

Best For:

Green/Sustainable Brands – Aligns with eco-values.
Adventure/Travel Companies – Compact for luggage.
Fitness Studios – Post-workout refresh.

Gift Set Idea: *"Travel-Sized Cleanse Kit" – Shampoo + facial bar in a travel toiletry bag .*





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CUSTOM BRANDING

Tailored touches that tell your brand story beautifully.



Custom belly band
for soap



Custom colour,
shape, logo &
scent of bar soap



Custom sticker on
wrapping paper



Custom belly band /
logo printing on box



Custom stickers on
bottle



Personalized
Message Card



PRODUCT PAIRING

Elevate Rough Beauty's custom-scented bath & body products into premium, functional gift sets, pairing them with high-quality complementary items creates a cohesive, luxurious unboxing experience.

WELLNESS & MINDFULNESS DESK SET

Theme: Promote calm and clarity during workdays

Includes:

- Roll-on essential oil blend (“Focus” or “Stress Relief”)
- Fast-absorbing hand/body lotion
- Mint Rose blend essential oil
- USB-powered mini aroma diffuser
- Motivational desk card

Perfect for: Corporate clients, HR wellness initiatives, executive appreciation

Add-on branding: Inner lid can include a QR code to a meditation playlist or wellness guide



TRAVEL WELLNESS ESSENTIALS KIT

Theme: On-the-go care for the corporate traveler

Includes:

- Hand Sanitizer
- Roll-on essential oil (“Jet Lag Relief” or “Uplift”)
- Mini moisturizing oil
- Microfiber face towel or reusable eye mask
- Water-resistant toiletry bag or travel pouch

Perfect for: Traveling executives, sales teams, event attendees, global partners

Message: “Show them you care — even between takeoffs and meetings.”



ECO-CALM GIFTING SET

Theme: Naturally inspired and sustainability-forward

Includes:

- Cold-process handmade soap (e.g., charcoal + tea tree)
- Nourishing body lotion (natural fragrance)
- Moisturizing oil (in glass dropper)
- Essential oil blend (diffuser-ready or roll-on)
- Bamboo soap dish & organic cotton face towel
- Add-on: Eco gift box or seed paper thank-you card
- Eco Option: Option to plant the box sleeve or card (wildflowers, herbs)

Perfect for: ESG-aligned companies, green campaigns, Earth Day gifting

Message: “Sustainable gifts for people who value meaningful impact.”



UNWIND & RECHARGE HOME SPA SET

Theme: After-hours luxury and rest

Includes:

- Handmade aromatherapy soap (e.g., lavender + oats)
- Body lotion (rich and soothing blend)
- Moisturizing oil (e.g., coconut or rose)
- Sleep essential oil blend
- Satin sleep mask
- Branded soy candle or herbal tea sachets

Perfect for: Employee appreciation, executive gifting, end-of-year celebrations

Message: “A restful gift for those who give their best every day.”



HYBRID WORK COMFORT SET

Theme: Balance productivity and wellness at home or office

Includes:

- Artisan handmade soap (citrus or energizing blend)
- Lightweight lotion for hand care after typing
- Essential oil roll-on for “Focus” or “Energy”
- Moisturizing oil for dry skin from aircon exposure
- Reusable glass water bottle or ceramic mug
- Lumbar support cushion

Perfect for: Remote or hybrid workforce, onboarding gifts, tech teams

Message: “Comfort and care for every kind of workspace.”





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THE CUSTOM SCENT JOURNEY

Why Custom Scents Matter in Corporate Gifting

A signature scent is a powerful branding tool — it creates emotional recall, reinforces brand identity, and makes corporate gifts instantly recognizable.

Rough Beauty's ability to craft a one-of-a-kind fragrance exclusive to a client elevates gifting from generic to bespoke luxury.





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STEP-BY-STEP

CUSTOM SCENT DEVELOPMENT PROCESS

1. Brand Discovery & Scent Strategy
2. Scent Selection & Customization
3. Product Integration
4. Branding & Packaging
5. Delivery & Impact





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① BRAND DISCOVERY & SCENT STRATEGY

Objective:

Align the fragrance with the company's identity.

Questionnaire:

Understand brand values (e.g., "Is your brand fresh and energizing or warm and soothing?").

Audience Profiling:

Who is receiving the gift? (Executives, employees, clients?)

Industry Trends:

What scents resonate in their sector? (e.g., citrus for tech, lavender for wellness).

Deliverable:

A Scent Mood Board with fragrance families (woody, floral, citrus, etc.).





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② SCENT SELECTION & CUSTOMIZATION

Option A:

Choose from Rough Beauty's Signature Fragrance Library

Pre-developed scents with refined notes (e.g., "Bergamot & Cedar" for professionalism, "Vanilla & Lavender" for relaxation).

Option B:

Create a Completely New Scent (Bespoke Development)

Fragrance Consultation: Master perfumers blend top, middle, and base notes.

Sample Testing: Trial versions sent for feedback.

Final Approval: Client selects the perfect scent.

USP Highlight:

"No other company will have this fragrance — it becomes your brand's olfactory signature."





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3 PRODUCT INTEGRATION

Select Product Formats:

Apply the custom scent to soaps, oils, sanitizers, etc.

Concentration Adjustment:

Lighter for office-friendly sanitizers, richer for luxury oils.

Example:

- A law firm chooses a "Confidence Blend" (sandalwood + black pepper) for their client gifts.
- A spa resort opts for a "Tranquility Essence" (chamomile + sea salt) for guest amenities



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4 BRANDING & PACKAGING

Logo Engraving: On soap bars, balm tins.

Custom Labels: Scent name + brand messaging (e.g., "Exclusively crafted for [Your Company]").

Packaging: Eco-friendly boxes with debossed logos or explore Axxel Marketing's variety of packaging options.

Visual Mockup:

Before: Plain Rough Beauty product.

- After: Fully branded with client's aesthetic.



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DELIVERY & IMPACT

Bulk Logistics:

Axxel Marketing handles storage, assembly, and shipping.

Unboxing Experience:

Insert cards explaining the scent's inspiration (e.g., "This refreshing citrus blend mirrors your innovative spirit!").



INDUSTRIES & SCENT PSYCHOLOGY – STRATEGIC PAIRING

Industry	Recommended Scent Profile	Why it Works
Banking & Finance	Sandalwood + Vetiver (earthy, refined)	Conveys trust and sophistication.
Technology	Grapefruit + Basil (bright, energizing)	Matches innovative, fast-paced cultures.
Hospitality (Hotels) & Wellness (Spa)	Lavender + Eucalyptus (calming)	Reinforces relaxation and self-care.
Retail & Shopping Mall	Rose + Oud (opulent, sensual)	Elevates high-end brand perception.
F&B / Healthcare	Tea Tree + Mint (clean, invigorating)	Feels hygienic and refreshing.



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WHY THIS EXCITES CORPORATE CLIENTS

★ Premium Yet Personal

A bespoke scent elevates your brand — luxurious, intentional, and deeply unique.

♻️ Sustainable & Local

Crafted in Singapore with eco-friendly ingredients and packaging; supports local artisans and ESG goals.

🌟 Memorable Experience

From scent creation to gifting, it's an emotional, story-rich journey that clients and teams remember.

🎨 Fully Customisable

Flexible formats (soaps, sprays, candles) and co-branded packaging tailored to your audience and budget.



Partnerships



THE CLAN HOTEL

The Clan Hotel Master Series

BAR SOAP

Developed 3 unique flavours exclusively for the hotel premium room guests.

CARE KITS

Developed a travel package for the hotel consisting of hand sanitizer, moisturizing oil, body wash, and essential oil roll-on.



Partnerships



UNIQLO

Christmas Promotion & Pop-up Store

CUSTOMISED BAR SOAP

Developed 3 unique flavours exclusively for the hotel premium room guests.

POP-UP STORE

Displayed and retailed our products during a 2 weeks period of Christmas.



Partnerships



HOM YOGA

In-Gym Toiletries Partner

SHOWER TOILETRIES

Provision of brand specific body, hand & shampoo.

PRODUCTS

Developed the HOM cleanser & hand wash series.





YOUR SIGNATURE SCENT AWAITS.

Partner with us to make your
next gift unforgettable.



CONTACT US

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