

# The Dime Times

DIME

VOLUME 01

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## DIME: Developed With Intention by a Master Esthetician



*Baylee Relf, a lifelong skincare and beauty advocate, is a Master Esthetician and Founder of DIME. During her rigorous training and studies at the National Institute of Medical Aesthetics in 2015 (1,200 hours, to be exact), she quickly learned that skincare is not “one size fits all” and saw a need for clean, safe, and effective products at an approachable price point. Alongside her husband, Ryan Relf, and business partner Mitch Casey, the trio founded DIME in 2018. DIME is a clean, EWG VERIFIED® skin wellness brand that offers 40+ products in four categories: skincare, body care, fragrance, and beauty & wellness.*



## Love the DIME Difference

*What's the DIME Difference? It's the 10 standards that DIME will always deliver to their customers:*

1. Master Esthetician Founded
2. Proven Effective
3. EWG VERIFIED®
4. Approachable
5. Skin Wellness Focused
6. Ingredient Transparency
7. Earth-Friendly
8. Made in the USA
9. Vegan & Cruelty Free
10. Simple Steps to Love

FOR A LIMITED TIME, **SAVE \$10 SITEWIDE** WHEN YOU USE CODE **DIME10** AT CHECKOUT.

# The Story of DIME: How it Started & How it's Going

A TIMELINE



## DIME'S TOP 10 MILESTONES:

- 2015** Baylee Relf becomes a master esthetician and learns skincare is not "one size fits all".
- 2018** DIME was founded by Baylee and Ryan Relf and Mitch Casey.
- 2018** DIME launches best-selling Eyelash Boost Serum.
- 2019** DIME launches all-in-one The Works skincare system.
- 2020** DIME launches first perfumes: *Lovely Sweet Dreams*, *I Love Your Smell*, *Baby*, and *Malibu Night*.
- 2021** DIME moves into new headquarters in Draper, Utah.
- 2022** DIME partners with the Environmental Working Group (EWG).
- 2022** DIME launches Wonderscreen and its first men's cologne, DIME No. 1.
- 2022** DIME products are featured/sold on Ulta.com.
- 2023** DIME celebrates its 5-year anniversary.
- 2024** DIME makes its retail debut in 500+ Ulta Beauty stores nationwide.

## The Heroes: Hyaluronic Acid Serum, TBT Serum & TBT Cream

Meet the all-stars of DIME! These best-sellers continue to wow customers with their clean ingredients and radiant results. Perfect for all skin types and routines, they save the day every day!

thirsty skin upon application, boost bounce, and assist with delivering intense hydration where it's needed most.

ing and promotes radiant, tight, and bright skin.



**TBT® (TURN BACK TIME) SERUM**  
Try our hydrating leave-on exfoliant!

Change your skin for the better with our TBT® Serum! Supercharged with mandelic acid, bakuchiol, and other powerhouse anti-aging ingredients, TBT Serum is a hydrating leave-on exfoliant that helps reduce the signs of ag-

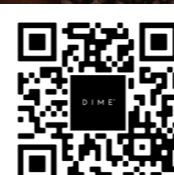


**TBT® (TURN BACK TIME) CREAM**  
A clean retinol alternative that's gentle.

TBT® Cream is formulated with bakuchiol, orobanche rapum extract, and linoleic acid, which act as gentle catalysts to speed up cell turnover, resulting in younger-looking skin. With our innovative blend of these powerful ingredients, you get all the benefits of a retinol cream minus the harshness.

## SKIN-CONSCIOUS FRAGRANCE IS IN!

Looking for a new scent that's made from clean ingredients? Discover DIME's skin-loving fragrances today! Try best-selling Dans Les Bois or 7 Summers and get \$20 off your next scent purchase. Just use code **CLEANSCENTS** at checkout.



## Behind the Scenes: Meet Mitch & Ryan

Meet Ryan Relf, DIME Founder, Co-CEO, CBO



Ryan Relf, a lifelong entrepreneur and innovator, is the Founder, Co-CEO, and CBO of DIME. After studying entrepreneurship at Utah Valley University, he and his best friend, Mitch Casey, started working at the packaging firm CasePak, managing business development. From there, they founded the contract manufacturer SMPL Manufacturing and venture capital firm Slapjack Capital. In 2018, Ryan, his wife, Baylee Relf, and Mitch founded DIME, a clean, EWG VERIFIED® skin wellness brand that offers 40+ products in four categories: skincare, body care, fragrance, and beauty & wellness.

Meet Mitch Casey, DIME Founder, Co-CEO, CMO



Mitch Casey, an entrepreneur and marketer, is the Founder, Co-CEO, and CMO of DIME. Upon graduating from Brigham Young University's Marriott School of Business, he and his best friend, Ryan Relf, started working at the packaging firm CasePak, managing business development. From there, they founded the contract manufacturer SMPL Manufacturing and venture capital firm Slapjack Capital. In 2018, Mitch, Ryan, and Ryan's wife, Baylee Relf, founded DIME.

## THIS ROUTINE "WORKS" WONDERS

From cleansing to brightening to locking in moisture, all products work together to deliver glowing results. The Works, our best-selling system of all time, helps you achieve your dream skin minus the hassle.



### MEET THE WORKS

- STEP 1.** Gentle Jelly Cleanser or Creamy Foam Cleanser (day/night)
- STEP 2.** Super Skin Toner (day/night)
- STEP 3.** Hyper Glow Serum (day)
- STEP 4.** Hyaluronic Acid Serum (day/night)
- STEP 5.** Dewy Day Cream (day)
- STEP 6.** Restorative Night Cream (night)

Now let's talk about why it works. It's an all-in-one AM/PM regimen that contains clean ingredients that are gentle for all skin types yet effective enough to provide results. Over 8,000+ five-star reviews can't lie! The Works Set takes the guessing out of skincare, making it the perfect routine for a skincare novice or expert to start and maintain.

## FIVE SKINCARE TIPS FROM OUR FOUNDER

- 1. DOUBLE CLEANSE AT NIGHT.**  
*Step 1:* Apply an oil-based cleanser/balm to remove makeup and SPF.  
*Step 2:* Follow with a water-based cleanser to remove dirt and impurities.
- 2. EXFOLIATE TWICE A WEEK.**  
Sloughing dead skin cells will reveal a smoother, radiant complexion.

- 3. IMPORTANCE OF MOISTURIZER.**  
(Even with Oily Skin) Without moisture, your skin actually over-compensates by producing more oil!
- 4. LAYERING PRODUCTS THINNEST TO THICKEST.**  
Apply lighter consistency products first (so they can absorb), followed by thicker ones.

## DIME ICONS

# Most Loved Products Chosen by Our Own

Meet the DIME Team Behind Ulta's Most Adored Skincare Essentials

In the dynamic world of beauty, DIME, exclusively at Ulta Beauty, is curating a personal touch to skincare. Joslynn Taylor, our Lead Graphic Designer, unveils the secret to her glowing skin – Blue Facial Oil. Tatym Anderson, our Director of Brand, swears by the transformative power of TBT Cream. Emma Townsend, our Content Manager, reveals her sunscreen go-to and makeup-priming secret, Tinted Glow Wonderscreen SPF 30.

of TBT Cream. "As a leader in the beauty industry, I believe in the power of clean, effective ingredients. TBT Cream embodies that philosophy, ensuring every application is a step towards radiant, youthful skin."



**Joslynn Taylor - Lead Graphic Designer**  
Meet Joslynn Taylor, the creative force behind DIME's captivating visuals. Her secret to radiant skin? The Blue Facial Oil. Joslynn shares, "As someone constantly battling dry skin, I needed something that would keep me hydrated all day. Not only is Blue Facial Oil packed with blemish-preventing ingredients, it keeps my skin moisturized, not greasy, all day long."



**Emma Townsend - Content Manager**  
For Emma Townsend, content maven, the Tinted Glow Wonderscreen SPF 30 is a non-negotiable in her daily routine. "Tinted Glow Wonderscreen is my beauty hack. It's not just sunscreen; it's my secret to a radiant, protected complexion."

These products aren't just part of our lineup at Ulta.com; they're cherished by DIME employees. Discover the DIME Difference and make these icons a part of your beauty journey at Ulta Beauty.



**Tatym Anderson - Director of Brand**  
Tatym Anderson, our Director of Brand, trusts her skin to the moisturizing magic



**5. "EASIER TO PREVENT THAN CORRECT?"**  
It's easier to prevent sun damage. Wear SPF daily. Don't forget your neck and hands! Want to learn more about your skin type and the products that will love it back? **Take our skin quiz and receive 20% off your next purchase!**



# Healthy Skin Starts Here.

D I M E

## Clean Ingredients, Glowing Skin

The DIME Clean™ Promise represents our commitment to provide safe skincare and beauty alternatives that you can use daily with confidence.



Shop in the app to ditch your toxic products and make the switch to clean.

## DIME PRODUCT HOROSCOPES

### ARIES

(RAM): MARCH 21-APRIL 1

As the first sign of the zodiac, Aries are known for their boldness, ambition, and desire to be at the forefront of any endeavor. Aries are often characterized by their competitive spirit and their determination to succeed. They thrive on challenges and enjoy taking the lead in life. *Products: The Works System, Hyaluronic Acid Serum, Tinted Glow Wonderscreen SPF 30*

### TAURUS

(BULL): APRIL 20-MAY 20

Taureans, as the sign ruled by Venus, the planet of love and beauty, have a strong appreciation for comfort, luxury, and sensory experiences. They are recognized for their love of beauty and their desire to surround themselves with pleasant and indulgent things. *Products: Gentle Jelly Cleanser, Biome Body Butter, Whipped Exfoliating Mask*

### GEMINI

(TWINS): MAY 21-JUNE 21

Geminis are noted for their spontaneous and playful nature, as well as

their insatiable curiosity. Symbolized by the celestial twins, Geminis are often described as having a dual nature personality. They dislike doing things alone and thrive on interaction and connection with others. *Products: Serum Set, Wonder Duo, TBT System*

### CANCER

(CRAB): JUNE 22-JULY 22

Cancers often possess a strong intuition and emotional depth. Once trust is established, Cancers can be incredibly loyal and devoted companions. They form deep bonds with those they care about and often go above and beyond to support and protect their loved ones. *Products: Dark Spot Corrector, Blue Facial Oil, Wonderscreen SPF 30*

### LEO

(LION): JULY 23-AUG. 22

Leos are known for their passionate nature, loyalty, and inclination towards drama and the spotlight. Ruled by the Sun, Leos possess a natural magnetism and charisma that draws others to them. Leos love to be admired, appreci-

ated, and often have a flair for the dramatic. *Products: The Glaze, Eyelash Boost Serum, Dans Les Bois Perfume*

### VIRGO

(VIRGIN): AUG. 23-SEPT. 22

Virgos are recognized for their attention to detail, practicality, and desire for perfection. Virgos' meticulous nature leads them to appreciate quality, authenticity, and result-oriented solutions. Their analytical nature may lead them to research and test what works best for them. *Products: Luminosity Eye Serum, Super Skin Toner, Power Patch*

### LIBRA

(BALANCE): SEPT. 23-OCT. 23

Ruled by Venus, the planet of love and beauty, Libras have a natural appreciation for aesthetics and symmetry. Often champions for social harmony, Libras have a keen sense of balance and proportion, and they strive to create harmonious relationships and environments. *Products: Thirsty Face Mist, Probiotic Gel Cream, Microbiome Skin Supplement*

### SCORPIO

(SCORPION): OCT. 24-NOV. 21

Scorpios are known for their intensity, passion, and determination. They possess a natural magnetism and are often drawn to the mysteries of life, including topics related to transformation and regeneration. Scorpios will search until they achieve their desired results. *Products: Hyper Glow Serum, Restorative Night Cream, Super Firm Serum*

### SAGITTARIUS

(ARCHER): NOV. 22-DEC. 21

Sagittarians thrive on trying new experiences and exploring new horizons. They are noted for their adventurous and optimistic nature. Often considered pioneers, their adventurous spirit drives them to seek innovative and cutting-edge solutions to find what works best for them. *Products: TBT Cream, Detox Mud Mask, Cleansing Balm*

### CAPRICORN

(GOAT): DEC. 22-JAN. 19

Capricorns are characterized by their practicality, discipline, and high standards. They appreciate quality, reliability, and authentic-

ity. Capricorns' discerning nature makes them drawn to others who uphold similar ethical standards and are committed to excellence. *Products: TBT Serum, Dewy Day Cream, Boost System*

### AQUARIUS

(WATER BEARER): JAN. 20-FEB. 18

Aquarians are indeed known for their unique and individualistic approach to life, including their style and beauty preferences. They are often drawn to unconventional and avant-garde trends that allow them to express their individuality and stand out from the crowd. *Products: 7 Summers Perfume, Tinted Lip Balm, Volume Mascara*

### PISCES

(FISH): FEB. 19-MARCH 20

Pisces is often described as the most intuitive, sensitive, and empathetic sign of the zodiac. Symbolized by two fish swimming in opposite directions, Pisces may find themselves torn between fantasy and reality. They often rely on their instincts to guide them through life. *Products: Boosting Body Serum, Moisture Set, Best-Sellers Perfume Sample Kit*