

Brand Book

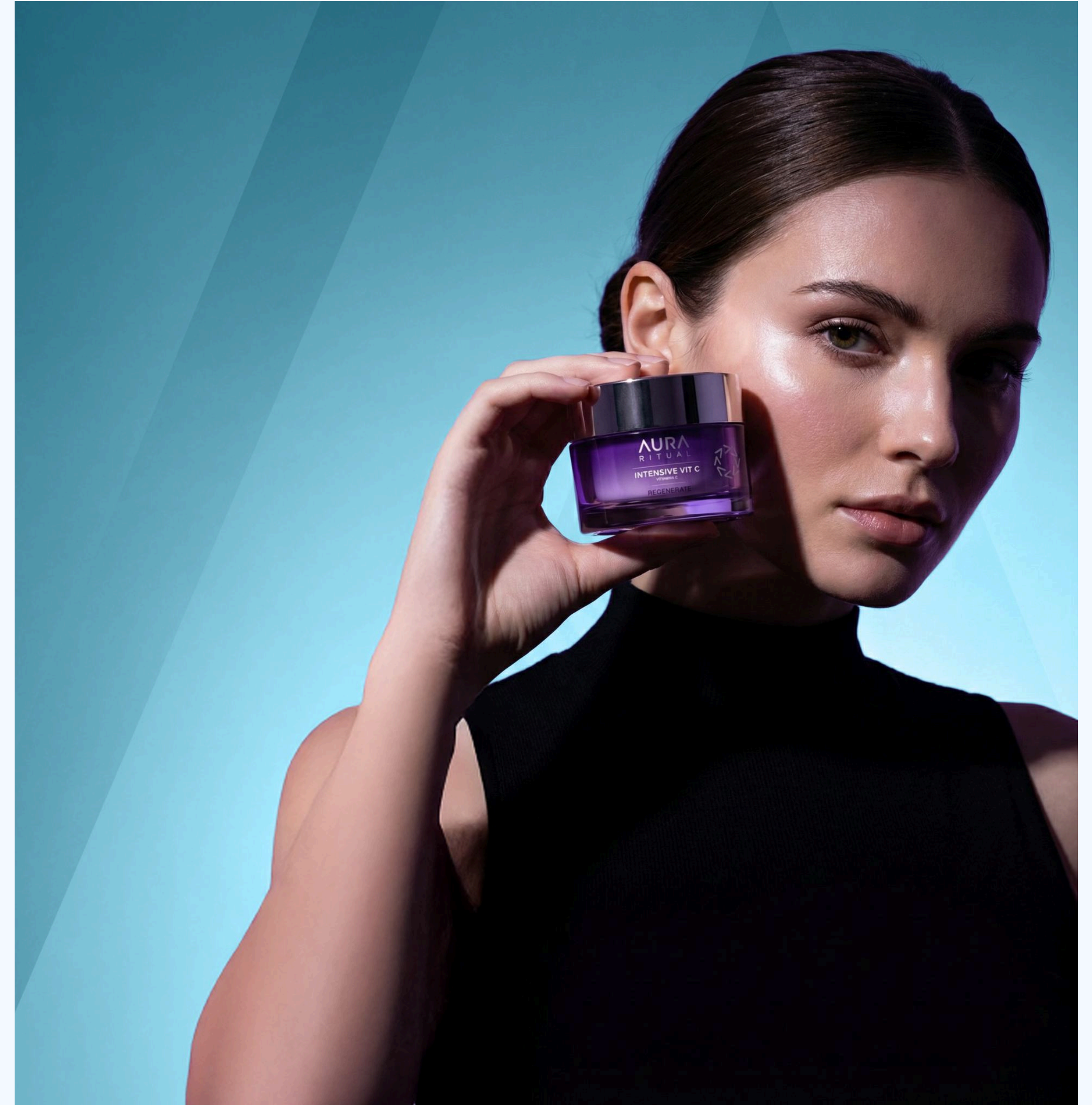


MURRA

Version 1.4 - 02/03/2026

Welcome to *AURA* brand book

Everything you need to represent AURA correctly: who we are, what we stand for, and how we talk about it. If your marketing team produces content for Aura, this is where they start.



AURA

- I Who We Are
- II What We Believe
- III How We Think
- VI Who We Serve
- V How We Speak
- VI How We Look

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AURA

- 1.1 The Aura Story**
- 1.2 Our Origin**
- 1.3 Our Vision**
- 1.4 Our Mission**
- 1.5 Our Category Point of View**

Who We Are

The Aura Story

1.1

AURA

We didn't set out to build a brand. We set out to correct a trajectory.

For decades, our founders worked side by side across clinics, continents, and crises. They watched the aesthetic world become unrecognisable. What was once a medical discipline had become a marketplace of shortcuts: loud claims, hollow rituals, and miracle fixes.

But the deeper truth haunted us: patients were apparently looking "better", they were feeling materially worse. Doctors were chasing trends (and cash) instead of building mastery. And the human body, so complex, so sacred, was being treated like a patchwork surface, not a system to be nurtured.

So we drew a line.

We would not participate in "extractive aesthetics." We would not sell transformation we couldn't clinically defend. And we would never offer a product we wouldn't use on those we love.

That's how Aura began, with a promise: to build a 360° system rooted in clinical proof, protocol-bound outcomes, and the idea that dignity can compound, if you protect it.

Made in Canada. Meant to Lead.

Aura was born under the most demanding standards we could find: Health Canada's NPN regime. In our world, safety isn't a checkbox. It's a right to enter.

Our protocols are vetted in real clinics, with real patients, over real time. No white-labelled hype. No "borrowed science."

CSN Pharma Canada is the parent pharmaceutical company behind Aura Family, governed by one of the world's strictest regulatory frameworks, designed to ensure that what enters the human body has earned the right to be there.

☰ Key Facts

GOVERNED BY

Health Canada NPN regime

PARENT COMPANY

CSN Pharma Canada

STANDARD

Pharmaceutical-grade formulation and safety protocols

PHILOSOPHY

Governance as a competitive advantage, not a constraint

AURA

**A world where no one needs to choose
between doing nothing and doing too much.**

Where a responsible, protocol-led pathway finally exists.

We measure success not by what's visible, but by what is visibly felt: energy, posture, presence.

This is aging without apology. This is coherence made visible.

Our Vision

Our Origin

1.4

AURA

To protect the family of human organs from extractive aesthetics by building a protocol-bound system that enables people to age with durable dignity, coherence, and vitality they can actually feel.

Aura exists to rebuild aesthetic medicine as a discipline rooted in consequence, biological stewardship, and long-term function, not cosmetic illusion.



"The human body remembers everything. It remembers the good you gave it. And the harm you inflicted upon it. Aura exists to make sure that what you do today still makes sense tomorrow."

Our Category Point of View

1.5

Aging skin is not damaged. It is disconnected.

Aura Family rejects the red ocean of modern aesthetics: where medicine, beauty, and wellness collapse into a market of trends and transactional shortcuts.

True rejuvenation demands more than a "one-night stand" with a syringe. The human body is a historic family estate, not a glass showroom. Most brands act like decorators, covering cracks with paint. Aura is the architect and lifelong estate manager.

By treating the body's "organ family" as the unit of care, we redefine both the clinician's role, from carpenter to steward, and the industry's purpose: not to make people "look young", but to help them function with dignity across time.

Overview

AURA



AURA

2.1 Our Anchors

2.2 Our Anchors

What We Believe

01

We build for worldview, not wallet size.

BELIEF SYSTEMS MATTER MORE THAN DEMOGRAPHICS

We do not serve those who want beauty without responsibility.

02

Our brand is a doctrine, not a SKU list.

MEDICAL SYSTEM, NOT PRODUCT BRAND

We do not serve those who want beauty without responsibility.

03

Knowing when to say "not today" is clinical mastery.

PATIENT SELECTION IS THE DIFFERENTIATOR

We do not serve those who want beauty without responsibility.

04

We treat the cause, not the consequence.

INTERVENTION WITHOUT REGENERATION CREATES DISTORTION

We do not serve those who want beauty without responsibility.

05

We honour the body as an interconnected system.

THE ORGAN FAMILY IS THE UNIT OF CARE

We will never separate aesthetics from internal function.

06

Intelligence is translation, not jargon.

SCIENCE MUST ENABLE DECISION, NOT CONFUSION

We do not perform "molecular theatre" to impress or overwhelm.

07

Integrity begins with governance.

ORIGIN CONFERS AUTHORITY

We do not dilute Health Canada's standard to fit local compromise.

AURA

- 3.1 The Aura Story
- 3.2 From Cell to Surface
- 3.3 The Multi-Layer Collapse
- 3.4 Our Product System
- 3.5 The Protocol Logic

How We Think

The Aura 360 Philosophy

3.1

Industry Standard

Aura Approach

"One-night stand" surgeries and Instagram hocus pocus

Biological stewardship: protecting the body from harmful short-term interventions

Ingredient obsession: single miracle molecules

Layer logic: a skin-anatomy-based regeneration system

Surface correction: patching visible symptoms

Reconnection: restoring cell-to-cell communication across layers

Standalone products sold in isolation

Multilayer protocols: no product works optimally in isolation

The Organ Family Philosophy

At Aura Family, we believe that aging skin is not damaged; it is disconnected. Our core philosophy, Aura 360, rejects the industry tendency to treat the face as an isolated canvas.

Because aging happens simultaneously across every system, skin, bone, fat, muscles, and the endocrine system, true rejuvenation must treat the "organ family" as a single unit of care.

AURA

Aura's positioning is anchored in a fundamental shift in how aging is understood. Rather than viewing it as a collection of surface-level imperfections, Aura defines aging as a multi-layer collapse, a progressive breakdown that begins deep within the body, across bone, fat, muscle, and cellular communication, before ever becoming visible on the skin.

What is seen at the surface is simply the final signal of a deeper structural and biological disconnect.

This is the foundation of our philosophy: a sequenced, system-led approach that restores function before refining appearance.

From cell to Surface

The Multi-Layer Collapse

3.3

Aging starts deep,
moves upward, and
becomes visible last.

AURA

Cell → Tissue → Structure → Surface

Biological Layer	Problem	Aura Solution	Key Products
Systemic	Nutrient and energy deficiency	Aura Nutrition	Bioactive Collagen Peptides
Cellular	Signalling fades; mitochondria slow	Aurasome	ExoVital, ExoGlow, ExoScalp, ExoDerm, ExoGin
Structural	Fat pad deflation; bone resorption	Aurafeel & Auractura	Aurafeel +1 to +4, Aura Fill+
Surface	Barrier dysfunction; pigmentation	Ritual Aura	Day Cream, Sunscreen, Micellar Foam, Serums

Our Product System

3.4

Our portfolio is not a collection of SKUs cobbled together. It is a structure, designed to be a system from the very beginning.

AURA

PILLAR 1

01 Aura Nutrition

Systemic Foundation

Role

Fuel the system internally

"You cannot rebuild externally what the body cannot support internally."

Emotional Role

Legitimacy

Spectrum

Q2 to Q1

PILLAR 1

02 Aurasome, Aurafeel & Auractura

Cellular & Structural Reset

Role

Restore signalling and rebuild architecture

"When structure collapses and communication breaks down, intervention must rebuild things, not mask them."

Emotional Role

Mastery

Spectrum

Q1

PILLAR 1

03 Ritual Aura

Protection & Duration

Role

Protect and maintain the surface

"The final layer is not where transformation begins, but it is where it must be protected."

Emotional Role

Reassurance and Ritual

Spectrum

Q2

The Protocol Logic

3.5

AURA

Aura Nutrition

Aurasome

Ritual Aura

Who

Every patient as baseline

Clinicians practicing stewardship;
patients committed to protocols

Every Aura patient, especially
post-procedure

When

Before any injectable protocol;
during recovery; as long-term
baseline

After systemic support is
established; at defined biological
windows

Daily, long-term

Where

At home; pre-clinic preparation

Medical clinics only

Home maintenance

Role

Corrects energy deficiency; fuels
regeneration speed

Restores cell-to-cell
communication; rebuilds structure
with restraint

Barrier repair; pigmentation
regulation; result preservation

Rule

**No protocol should be
positioned as optimal in a
nutrient-deficient body**

**Injectables are not
"corrections." They are
instructions.**

**Ritual Aura is not cosmetic
indulgence. It is treatment
extension.**

Aura products should never be
introduced in isolation.

AURA

- 4.1 The Aura Spectrum Model
- 4.2 The Biological Architect
- 4.3 The Dignified Guardian
- 4.4 Who We Educate
and Who We Refuse

Who We Serve

The Aura Spectrum Model

4.1

	Long-term Responsibility	Short-term Reward
High Intervention	<p>Q4: Exploitative Aesthetics "THE PLASTIC QUEEN"</p> <p>EXPLICIT REFUSAL</p>	<p>Q1: Clinical Stewardship "THE BIOLOGICAL ARCHITECT"</p> <p>CORE TARGET</p>
Low Intervention	<p>Q3: Vanity Maintenance "THE MIRAGE CHASER"</p> <p>EDUCATE, DON'T OPTIMISE</p>	<p>Q2: Preservation & Wellbeing "THE DIGNIFIED GUARDIAN"</p> <p>CORE TARGET</p>

Aura Family does not try to be a brand for everyone. We are a vertical corridor of long-term responsibility.

Aura owns the vertical corridor: Q1 + Q2 (the long-term column).

Source:
NLM + PATHFINDER + Marketing Plan

The Biological Architect

4.2

Profile

- Views aging as a biological engineering challenge
- Highly educated about ingredients ("Skintelligent")
- Seeks evidence-based efficacy with data on concentrations
- Willing to adopt full "360 approach" combining supplements, topicals, injectables

How they decide

They look for coherence, function, and confidence. They respect science but don't want lectures. They want to know: When. Where. Why this choice at this time.

Core message to them:

"You don't need more treatments by default. You need a system that makes sense."

AURA



The Dignified Guardian (Q2)

4.3

AURA

Profile

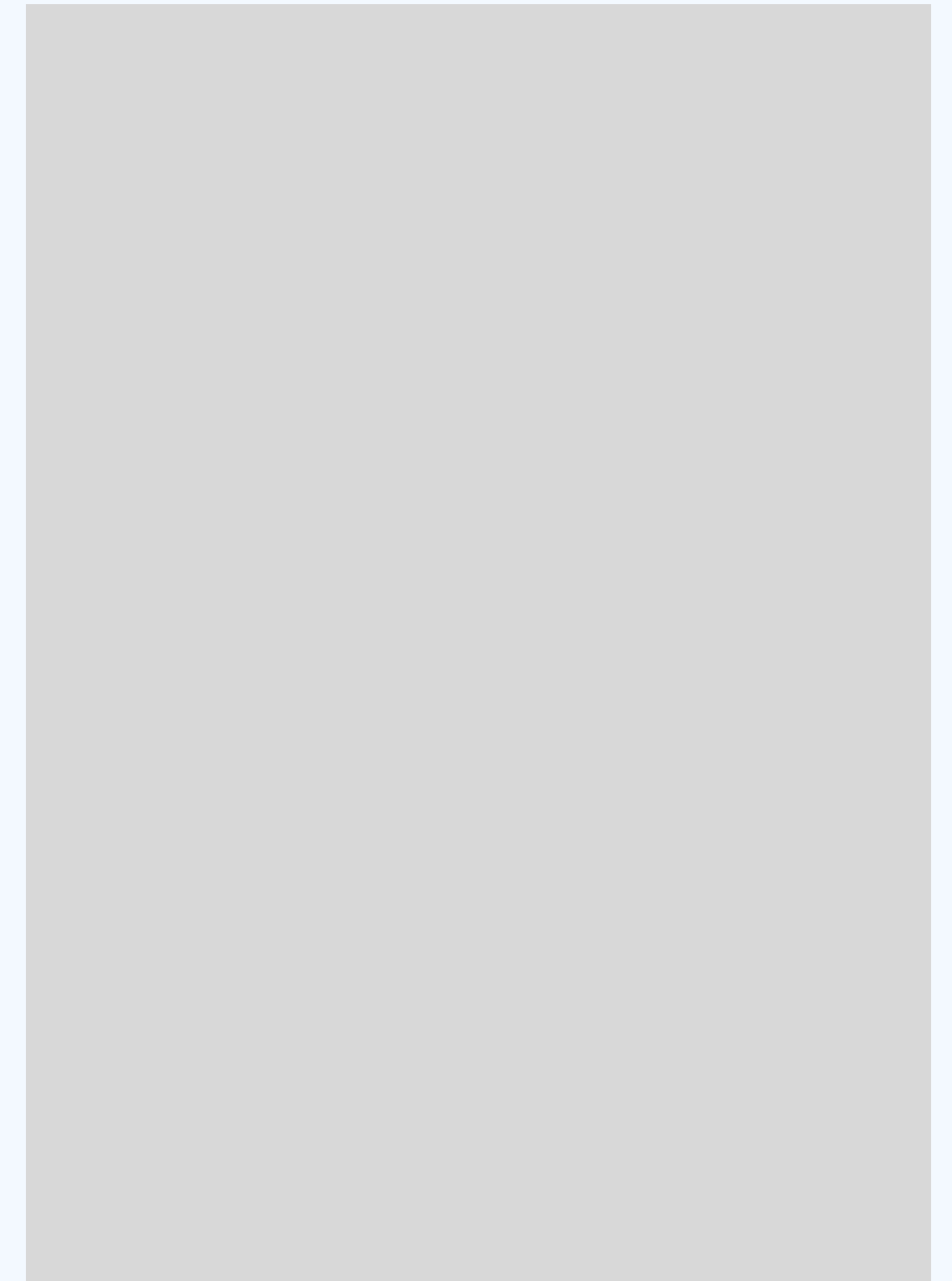
- Seeks maintenance and restoration, not transformation
- Terrified of the "Frankenstein" look, looking artificial or "done"
- 95% dependent on doctor recommendation
- Once they find a system that works, refuses to switch

How they decide

Emotionally first, then uses safety and story to justify.
They don't want transformation. They want reassurance.

Core message to them:

"You don't need to change who you are to age well."



Educate, don't optimise

Q-3 The Mirage Chaser

Transactional and price-driven. Susceptible to trends.

We offer entry-level experiences (Ritual Aura, skinboosters) but never let Q3 dictate messaging tone.

"Q3 can enter the house, but doesn't choose the furniture."

Explicit Refusal

Q-4 The Plastic Queen

Seeks aggressive, immediate results. Prioritises extreme intervention and volume.

Aura does not serve this quadrant.

"We protect patients, even from what they think they want."

"True power lies in restraint."

AURA

- 5.1 The Aura Persona**
- 5.2 Three Pillars of Communication**
- 5.3 Say This, Not That**
- 5.4 Speaking to Clinicians**
- 5.5 Speaking to Patients**
- 5.6 Speaking to Distributors**

How We Speak

The Aura Persona

5.1

The Scientific Soul

01 Dignified and Disciplined

Aura values "beautiful manners" and nobleness over shortcuts and hype.

02 Fearless Integrity

Like a Spartan holding the line, Aura is willing to sacrifice short-term revenue to protect long-term dignity, even if it means saying "not today" or "not for you" to a patient.

03 The Architect, Not the Decorator

Like a Spartan holding the line, Aura is willing to sacrifice short-term revenue to protect long-term dignity, even if it means saying "not today" or "not for you" to a patient.

Tone Summary

Professional. Direct. Calm. Precise.
Empowering.

Aura is calm, precise, and disciplined. It does not chase attention. It does not overpromise. It does not force decisions. It only guides, and when necessary, it says no.

Who Aura is to the Clinician:

A mentor and an elite peer who restores their identity as a surgeon, not a carpenter.

Who Aura is to the Consumer:

An exclusive, clinical guide who helps them remain recognisably themselves while restoring vitality they can "actually feel".

Three Pillars of Communication

AURA

5.2

PILLAR 1

01 Translation-Level Intelligence

Provide actionable intelligence on
"where, why, and when" to intervene

Don't overwhelm with scientific density
or molecular theatre

"Decision Clarity beats Scientific
Density"

Explain consequences, not molecules

PILLAR 2

02 Aspirational but Truthful

Promise the "Science of Confidence" and
aging without apology, not the erasure of age

"Aura will not promise to make you look
28 again. Your story is too valuable to
erase."

Focus on reclaiming Function and
Posture

PILLAR 3

03 Direct and Transparent

Tell the "naked truth" even when it
involves restraint or refusing a sale

"A single syringe today will not fix a
systemic collapse."

If you are unwilling to nourish your body
from the inside, our answer is "not
today."

Say This, Not That

5.3

AURA

Always say

"Multi-layer collapse"

"Organ family"

"Disconnected" (not damaged)

"Biological stewardship"

"Cell to Surface"

"Coherence"

"Protocol"

"Sequencing"

"Durable dignity"

"Felt vitality"

Never say

"Anti-aging"

"Youth obsession"

"Results in X days"

"Latest," "newest," "breakthrough"

"Miracles in a jar"

"Instagram hocus pocus"

"One-night stand surgery"

"Cash cow"

"Anti-wrinkle"

Product names without
system context

Speaking to Clinicians

5.4

Who they are:

Experienced, time-poor, outcome-driven practitioners who value judgment over volume.

Core message:

"Aura exists to sharpen your judgment, not replace it."

What they will hear from Aura:

- "Your judgment comes first. Always."
- Aura teaches clinicians when not to act
- Speak in the language of judgment, durability, and long-term practice health

What they will NEVER hear from Aura:

- "This will grow your practice"
- "Patients are asking for this"
- "Differentiate yourself from competitors"
- "Add this to your menu"

Overview

AURA

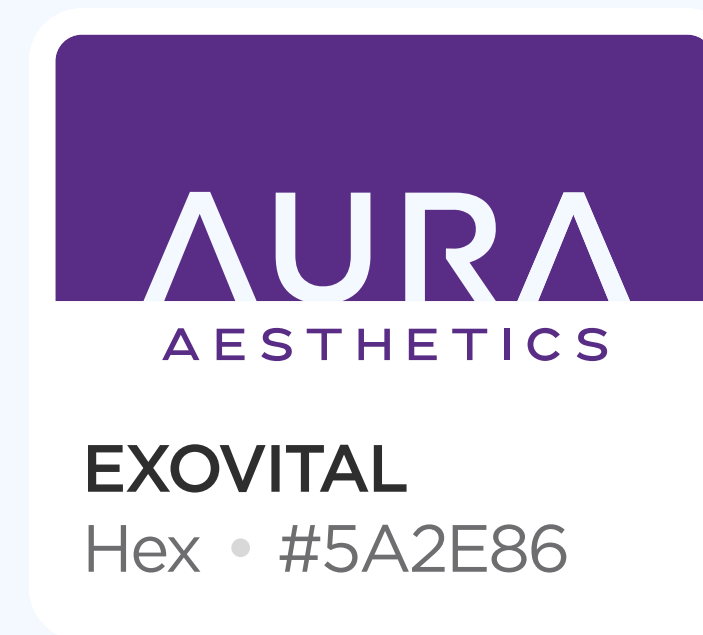
- 6.1 Visual Identity Overview
- 6.2 Logo System
- 6.3 Colour System
- 6.4 Typography

How We Look

Visual Identity Overview

6.1

AURA



Gotham Medium

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Gotham



Logo Architecture

6.2

AURA



AURA Laboratories is the master brand and primary logo entity. Sub-entities operate under its authority.

For logo safe zones, do/don't usage, and minimum sizes, see Brand Guidelines v1.4, sections 2.1 to 2.10.

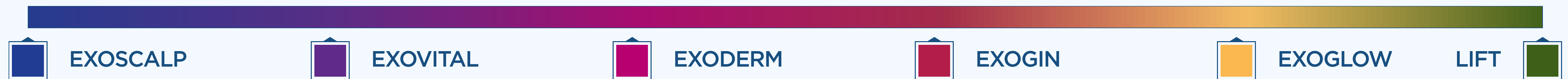
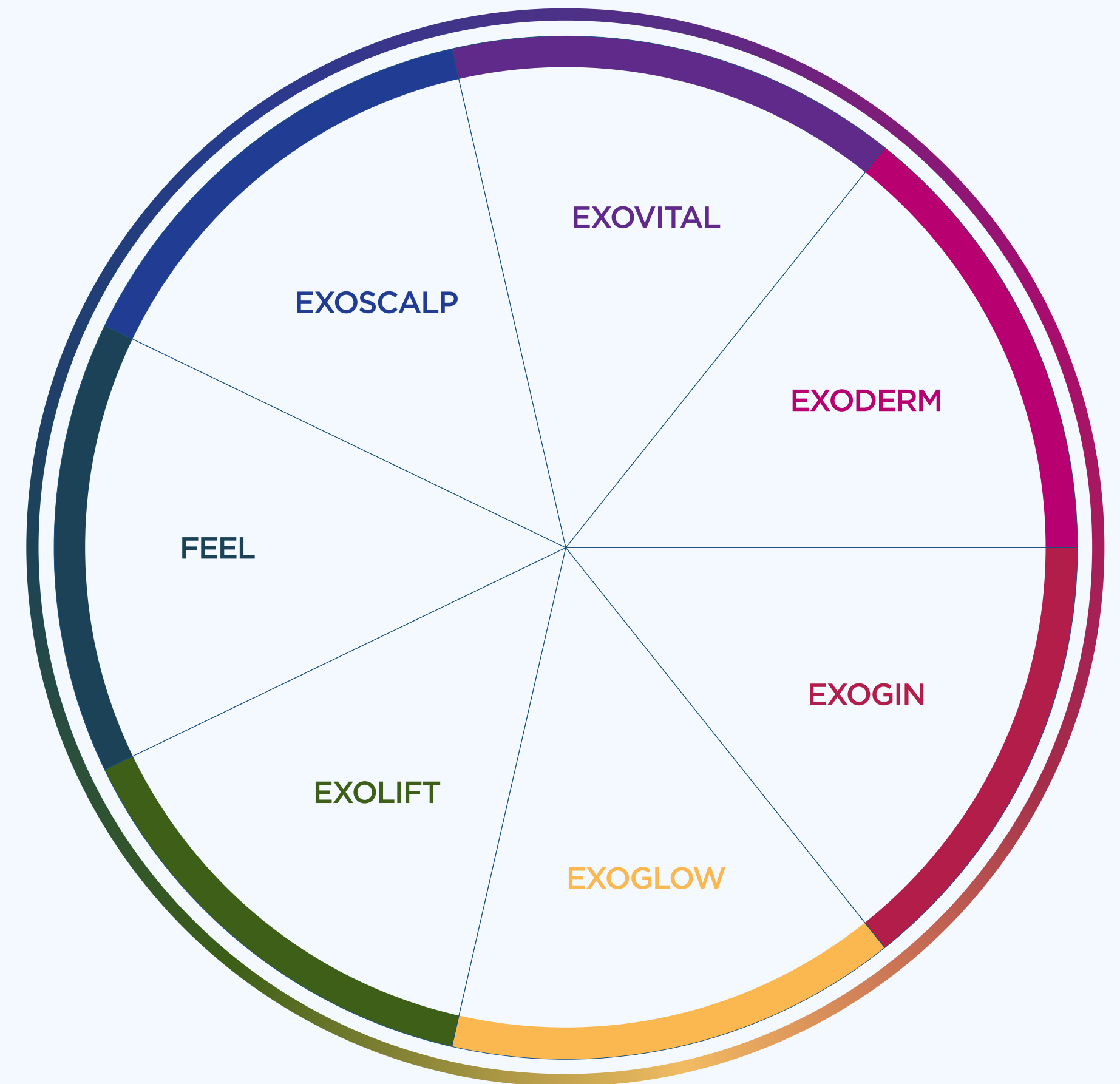


Colour System

6.3

The gradient ensures harmony across the portfolio while allowing strategic flexibility for future expansion.

For new colour palette creation rules and contrast guidelines, see Brand Guidelines v1.4, sections 3.1 to 3.5.



Typography

6.4

Loos

Loos ExtraWide Regular

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Gotham

Gotham Book

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WEDDING GOTHIC

Wedding Regular

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AURA

This is not a product line. It's not even a category segment. It's a movement to restore consequence to a field that lost its centre.

We're not here for everyone. We're here for the few who understand that aging is not a surface to fix, but a system to steward, from cell to surface.

"The human body remembers everything. It remembers the good you gave it. And the harm you inflicted upon it."

Brand Book

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AURORA

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