



We are the science. You are the

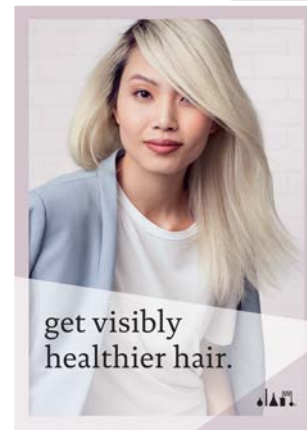
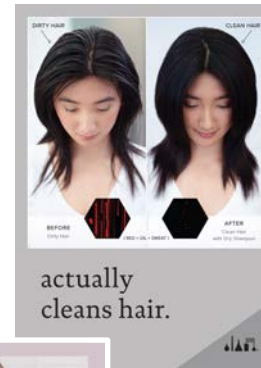
Living proof.®

goal of the brand refresh

cool + cohesive

establish a uniquely cool + cohesive brand personality where models are more aspirational and our science comes to life in an ownable way.

WHERE WE WERE



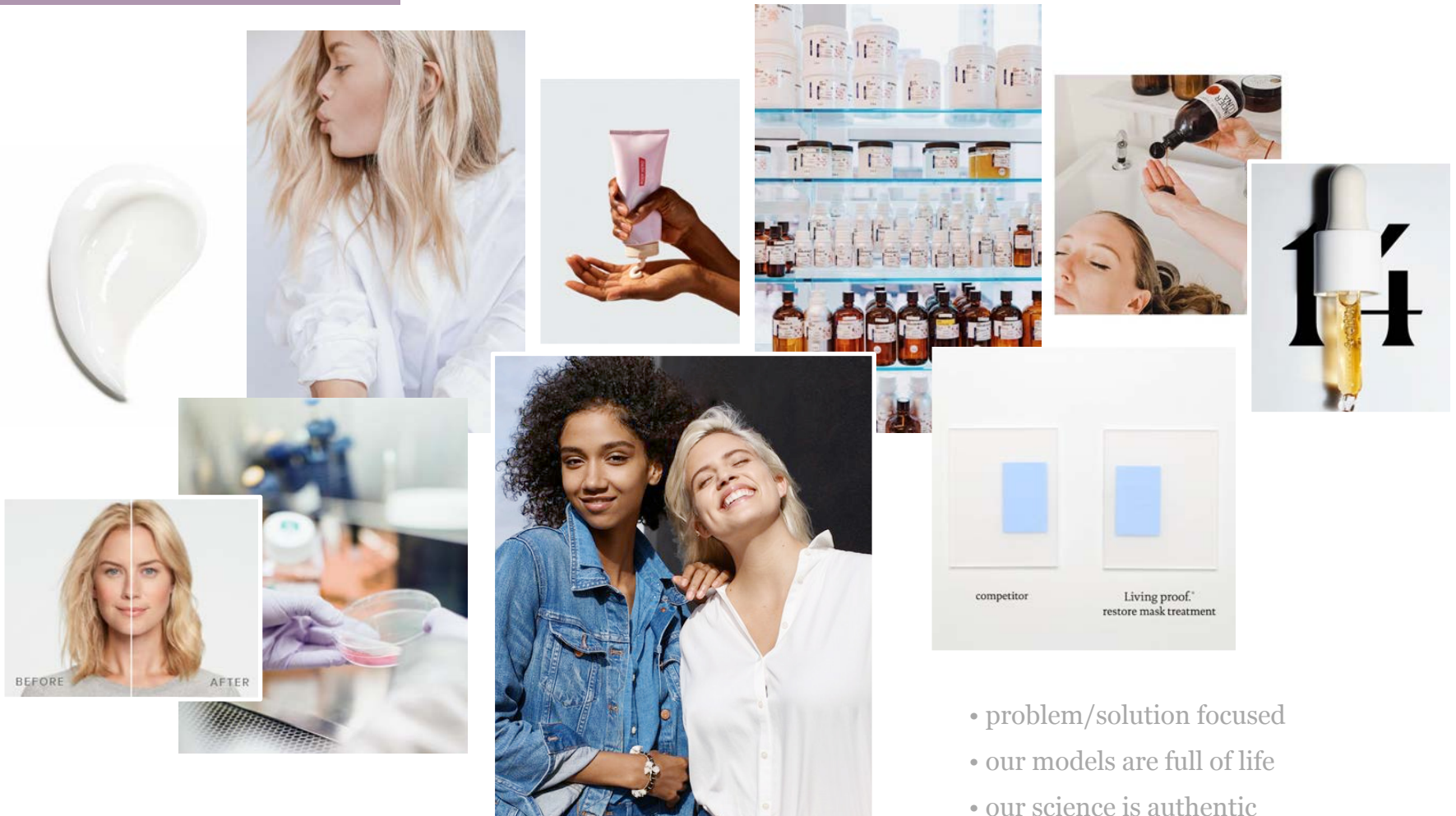
- sterile look and feel
- overly posed models
- staged products

CURRENT CREATIVE LOOK + FEEL



- more energy
- integrating demo videos
- more playful products, less staged

OUR PERSONALITY



- problem/solution focused
- our models are full of life
- our science is authentic

HOW WE GET THERE

models

We are bringing to life the idea of “real people, real stories.” Our models will be shot in lifestyle environments and embody our message of vitality and emphasize the “living” in the living proof.

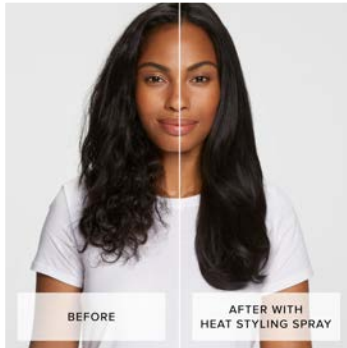
science

We are shooting more “in-the-lab” content; proof demos, making the products, and showing how the technology works through illustrative video – CGI.

layouts

Our layouts are chic and problem/solution focused to ladder up to our brand house.

MODELS / CURRENT + PROPOSED



our models are full of life,
they are our Living proof

inclusive

cast a wide variety of ages, ethnicities,
body types and hair types

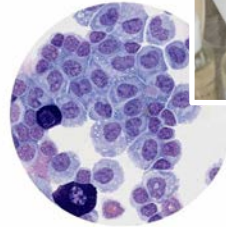
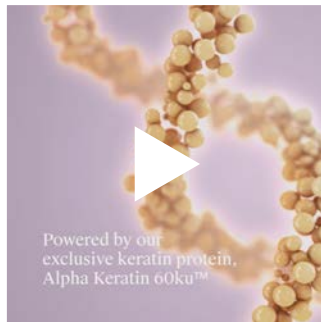
environment

create environments that are both
aspirational and relatable

expressions

capture a variety of expressions to show
the model is multi-dimensional, real and
relatable

SCIENCE / CURRENT + PROPOSED



we are more than
haircare, we're biotech
leaders who specialize
in haircare

demons

show that our product work
through illustrative demos

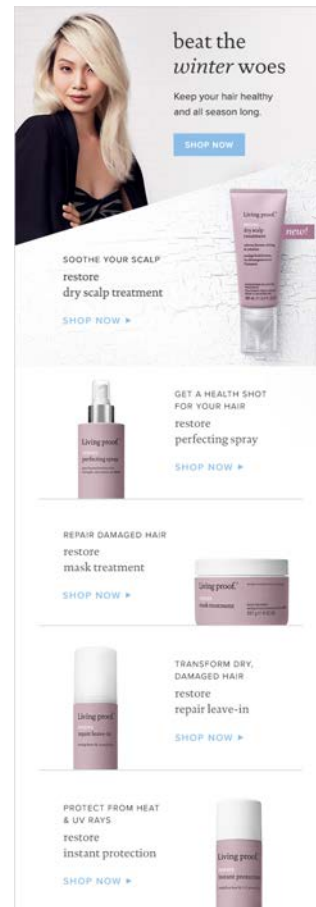
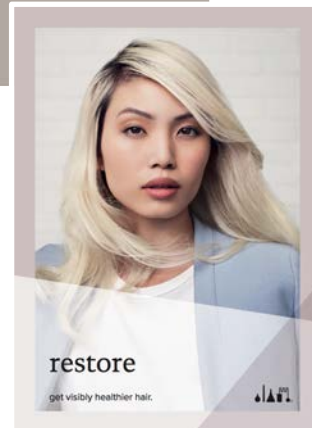
formulations

show the formulas
coming to life

technology

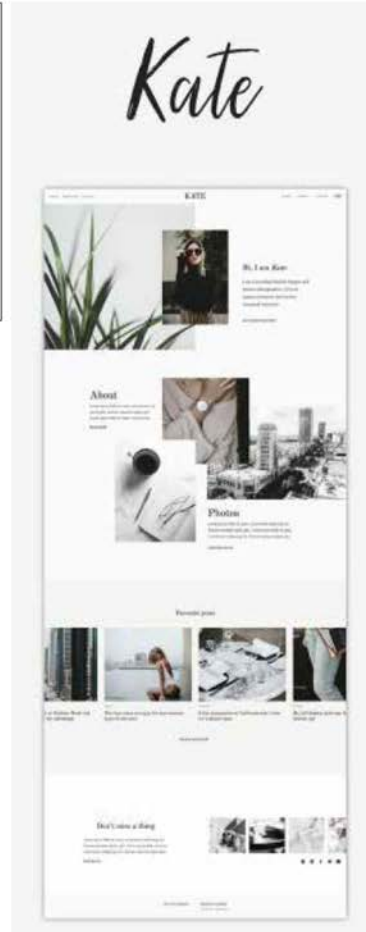
through CGI, show how the
technology works

LAYOUTS / CURRENT



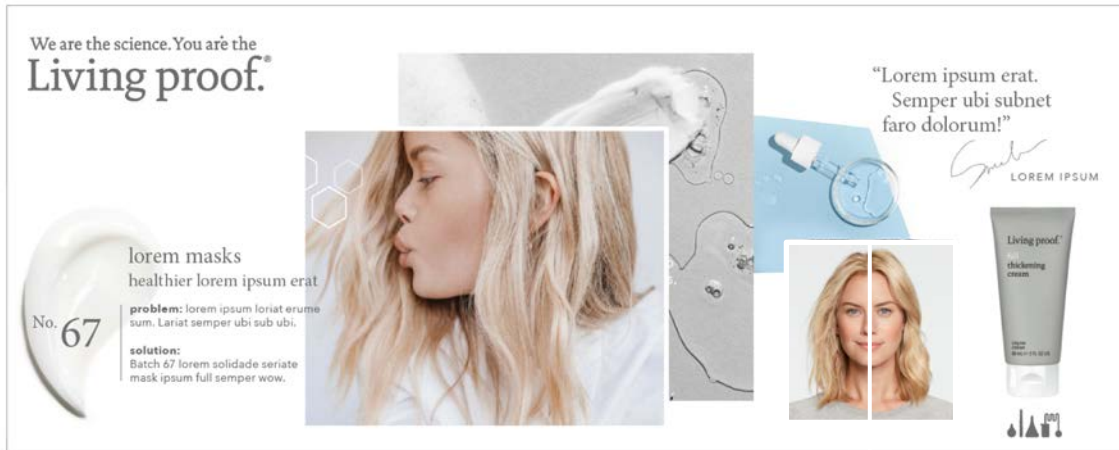
- sterile look and feel
- overly posed and lifeless models
- the design is very ridged

LAYOUTS / OUR INSPIRATION



- cool/edgy look and feel

HOW WE GET THERE



we are problem solvers. our layout needs to reflect this in a cool way

problem/solution

our copy is problem/solution focused and our visuals tell a science/proof story to ladder up to our brand house "we are problem solvers" positioning



eureka moments

we highlight our eureka moments to bring to life the moment we saw the product work

cool-edgy

the layout is cool and edgy, we're using layering techniques to add texture and visual interest to bring our personality to life

HOW WE GET THERE / SEPHORA VITRINE

refresh

NEW!

Living proof®
thickening
cream
No. 67

lorem masks.

problem: lorem ipsum loriat erume sum. Lariat semper ubi sub ubi.

solution: Batch 67 lorem solidade seriate mask ipsum full semper wow.

BEFORE AFTER

"Lorem ipsum erat. Semper ubi subnet faro dolorum!"
betsy

We are the science. You are the Living proof.®

The advertisement features a product shot of a white bottle of Living proof No. 67 thickening cream. The background is a collage of images: a woman's face in profile, a woman's face looking forward, and a close-up of a hair mask being applied. The text is clean and modern, with a focus on the product name and the 'before/after' results.

- models with vitality
- more science
- problem/solution copy

current

new!

outsmart
your color.

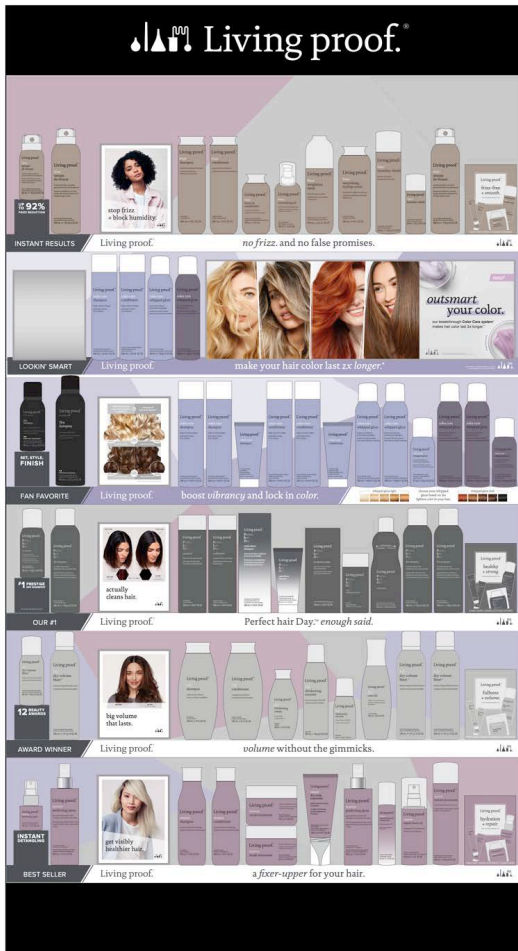
our breakthrough Color Care system¹ makes hair color last 2x longer.²

100% ammonia free

100% ammonia free

The advertisement shows four panels of women with different hair colors: blonde, grey, red, and brown. The text is bold and clear, emphasizing the product's benefits. The background is a soft, light color with a subtle pattern.

HOW WE GET THERE / CURRENT MERCHANDISING



- the current design is too muted in-store
- the model imagery is lifeless
- we don't stand out in the environment

HOW WE GET THERE / PROPOSED MERCHANDISING

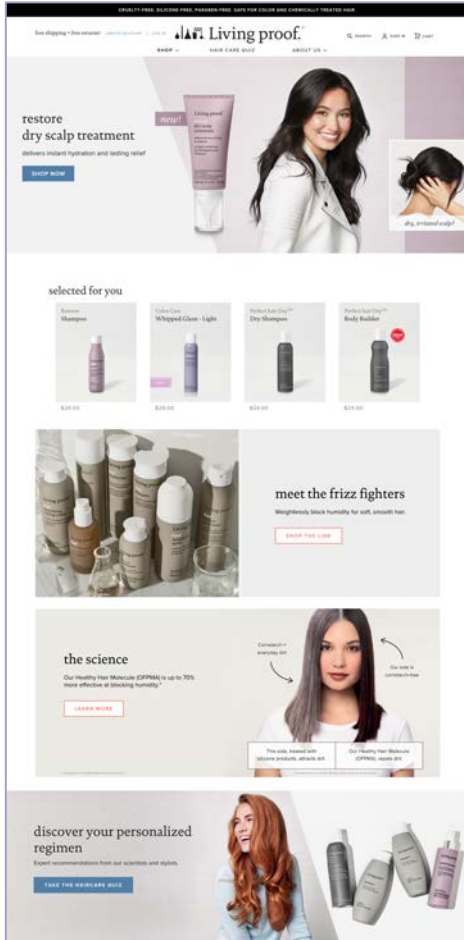


- lifestyle model images
- more science
- problem/solution copy

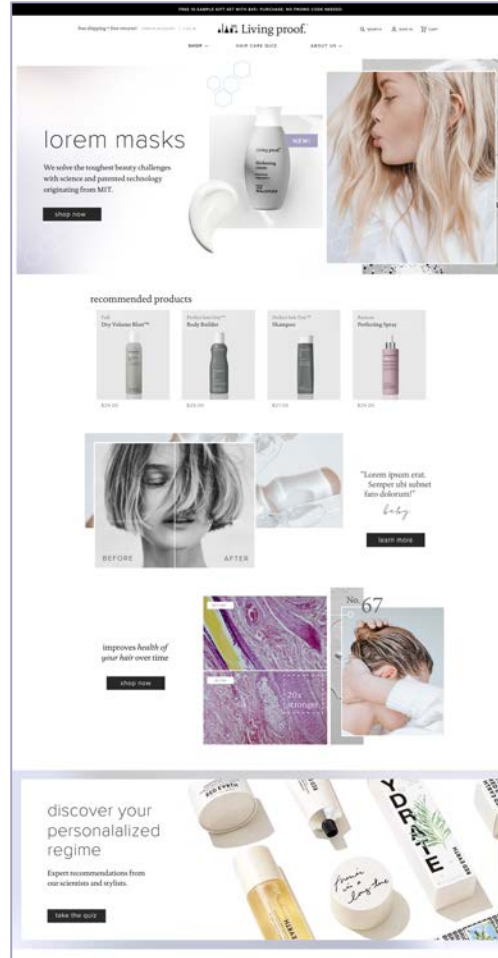
backdrop colors inspired by biology, colors are not flat, reflective



CAMPAIGN VISUAL / DIGITAL



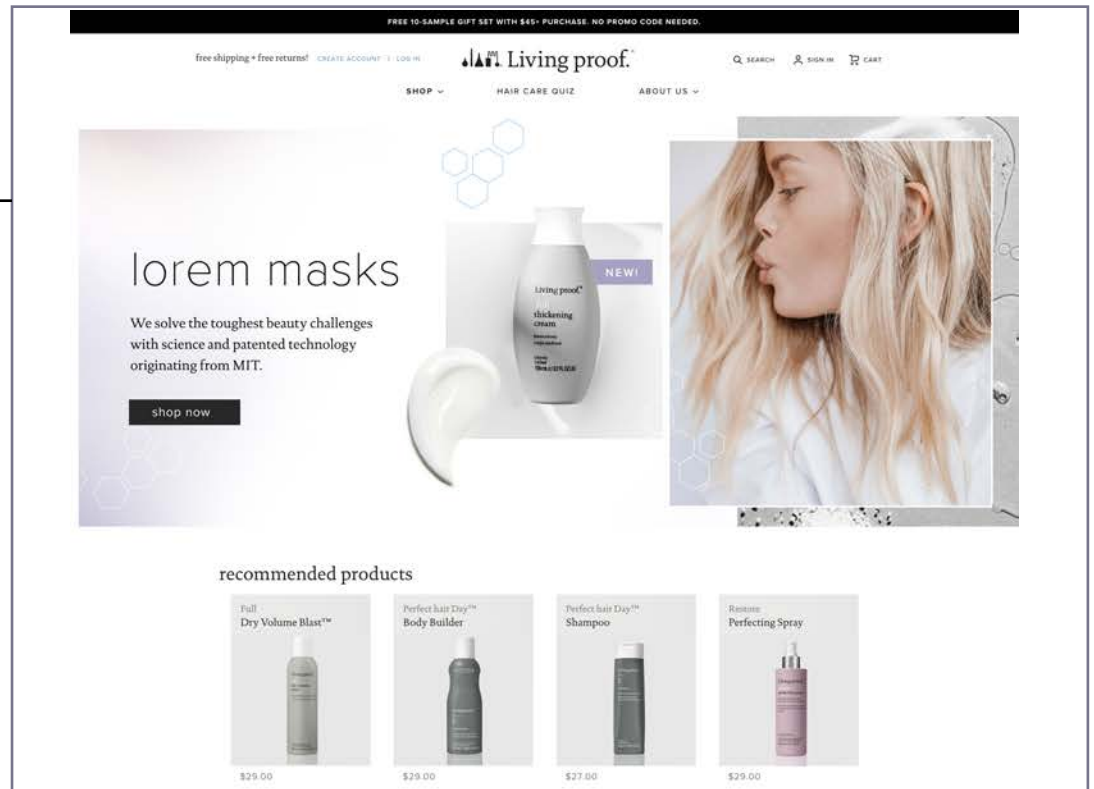
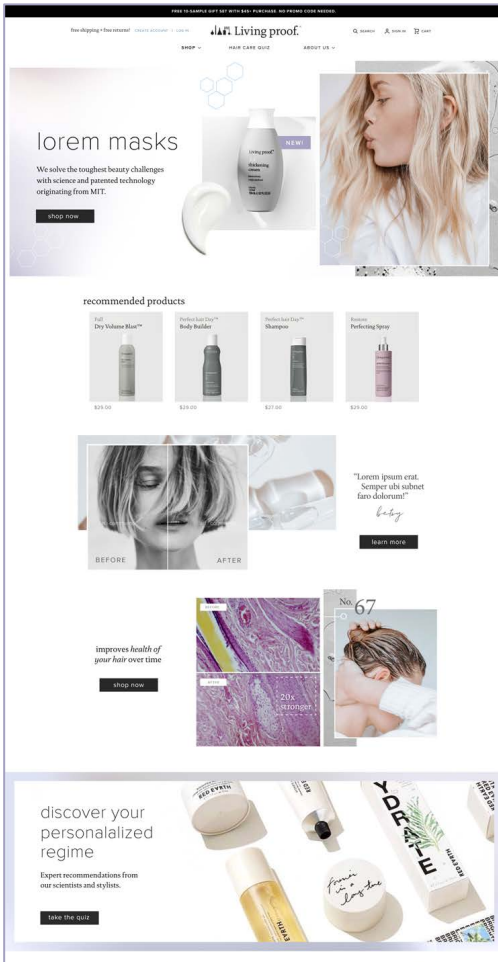
current



refresh

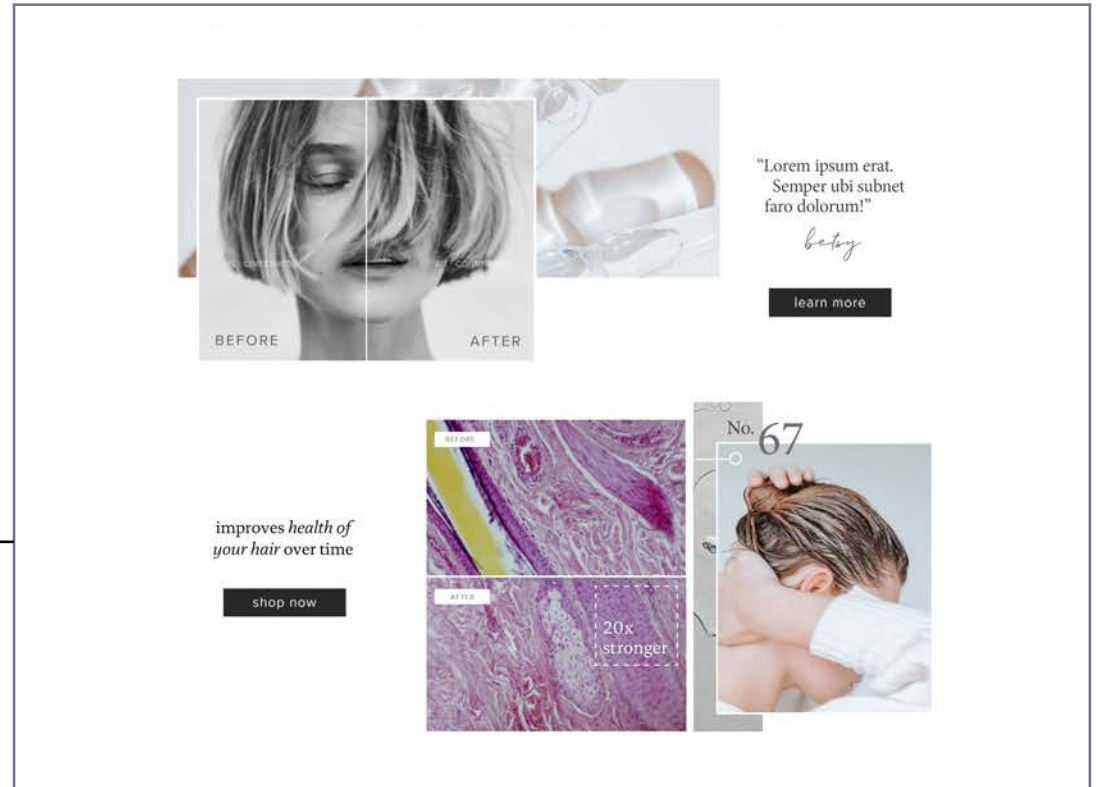
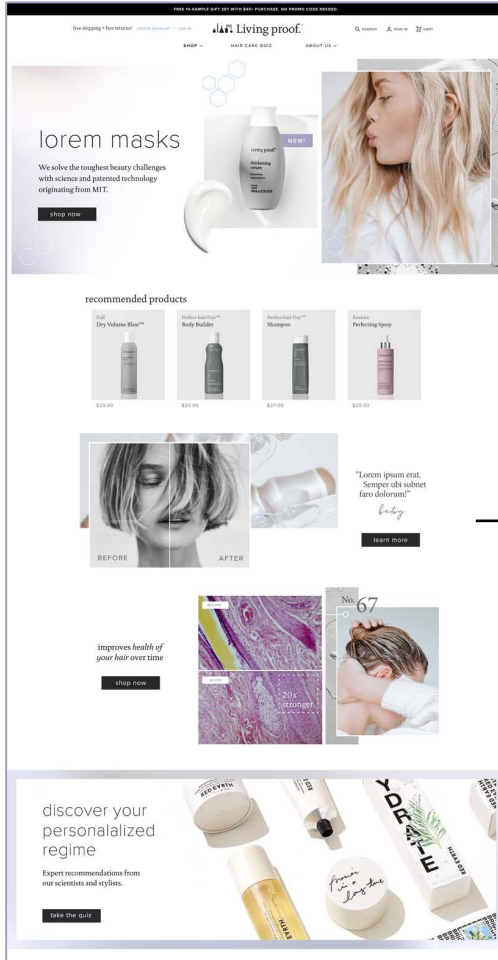
- models with vitality
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CAMPAIGN VISUAL / DIGITAL



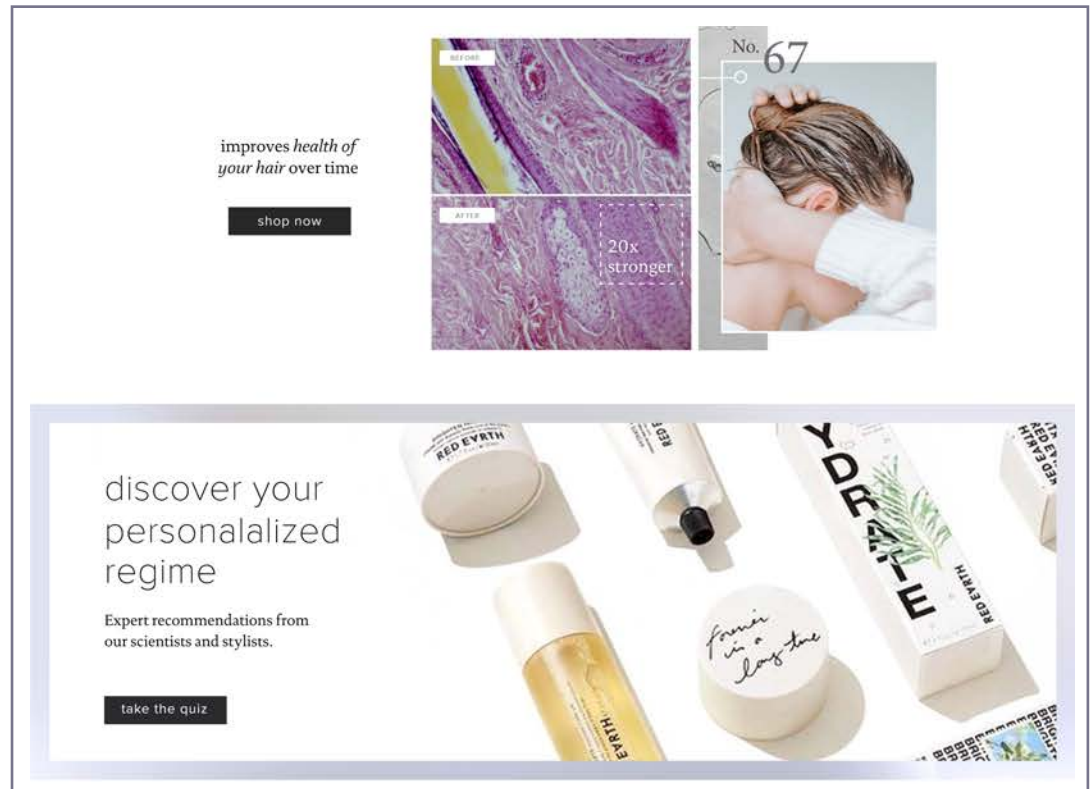
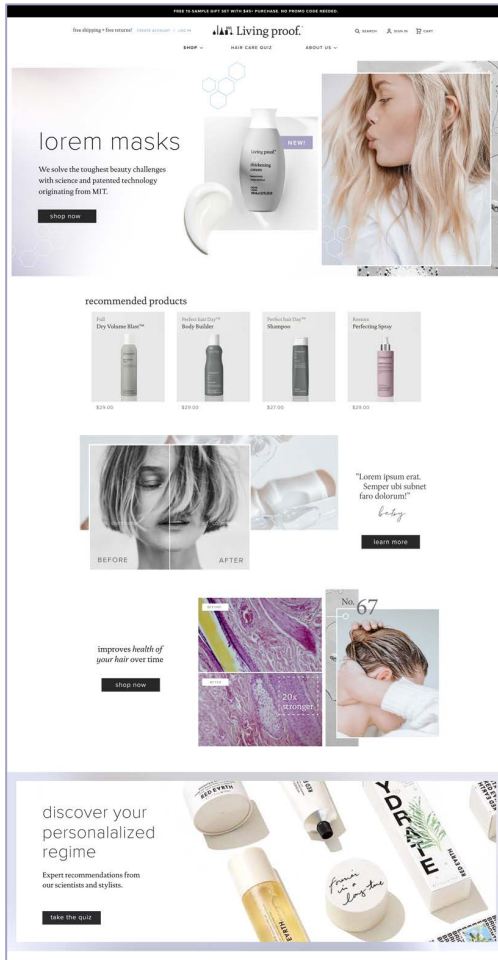
- the homepage banner brings to life the product by showing texture, science and proof. we're telling a complete problem/solution story in this one banner

CAMPAIGN VISUAL / DIGITAL



- before and after proof
- microscopic hair
- how to use

CAMPAIGN VISUAL / DIGITAL



- we're able to communicate our science in a variety of ways to reinforce our positioning of being biotech leaders in the haircare space

thank you!



Living proof.®