



COSMEDIX®

CLEAN | CLINICAL | LUXURIOUS

PHOTOGRAPHY REFRESH



WHAT ARE WE DOING?

Establishing cohesive photography guidelines to help communicate the brand essence visually across all platforms: print, digital and social.

WHY ARE WE DOING THIS?

To create an aesthetic that leans into the brand pillars: CLEAN. CLINICAL. LUXURIOUS.

WHERE WILL THESE BE USED?

Across a wide variety of brand communications for both consumer channels including:

- Paid social ads (4:5, 9:16)
- Social Pages
- Email
- E commerce website
- Marketing/Print Material

WHY ARE WE DOING THIS?

Audience: COSMEDIX has 2 target segments (B2B +B2C), images will need to be used to address some or all of these audiences.

Flexibility: images will be used for a wide variety of uses and need to be flexible to allow for cropping and additional post production from the images used.

PHOTOGRAPHY OVERVIEW

MOOD

1. Use beakers to connect to the scientific formulations and credibility - created by experts to tell a clean/clinical story.

2. Bring in ingredients to the science story to show the balance of science and naturals - tell the clean story

3. Bring in lifestyle objects and use product swatches to show the products in a luxurious and appealing way.



PROPS

Small Beakers

Petri Dishes

Test Tubes

Frosted Glass

Fresh Ingredients

Stone Trays

Lifestyle Props

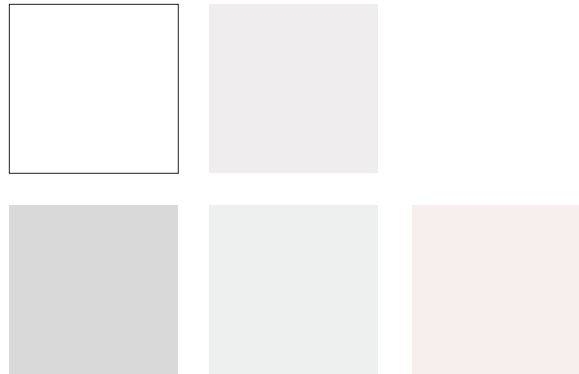
*Please Note:
Props should be used minimally.
Props should be used to highlight/ frame
a product, a swatch or an ingredient.*



BACKGROUND COLORS + LIGHTING

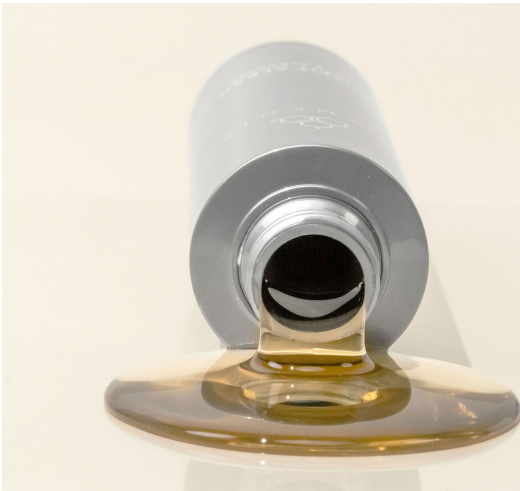
Variations of grey, white and muted cool tones.

Lighting should be dimensional and set the tone so that images don't feel sterile.



THINGS TO AVOID

- Large Rocks
- River Stones
- Texture Backgrounds
- Cream Color
- Removing pumps from product



CONTENT CATEGORIES

In an effort to better communicate the brand visually the content is broken into 3 categories that speak to each brand pillar; clean, clinical & luxurious.

BUCKET 1: CLEAN

OBJECTIVE: Help people understand our products by showing how we use clean, natural ingredients with our scientific formulations.

SOLUTION: Bring ingredients to the science story to show the balance of science and naturals.

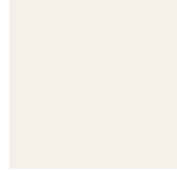
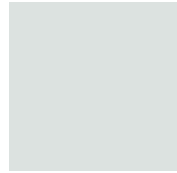
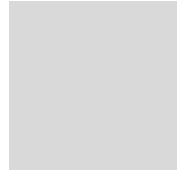
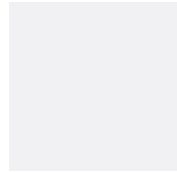
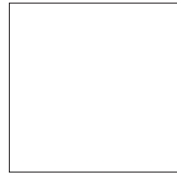
PROPS: Fresh ingredients, petri dishes. Use graphics to call out key ingredients/benefits.

LIGHTING: Lighting should be natural yet direct to show the vibrancy of the product and ingredient.

BACKGROUND COLORS: White, gray and muted cool tone background colors

Layouts should be thoughtful and use ingredients thoughtfully to highlight the product

Background color options



★ Lighting Inspiration

BUCKET 2: CLINICAL

OBJECTIVE: Show how we use clinical-level key ingredients and technology for the most optimal results.

SOLUTION: Use beakers and other science related objects to connect to the scientific formulations and credibility - created by experts.

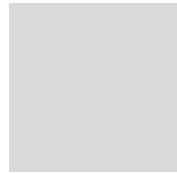
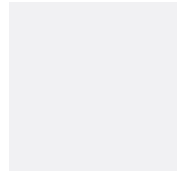
PROPS: Fresh ingredients, beakers, petri dishes, test tubes. Use graphics to explain key ingredient technology + benefits.

LIGHTING: Lighting should be directional and create dimension to keep image from looking sterile.

BACKGROUND COLORS: White and gray background colors


Layouts should be thoughtful and use props to frame the product or feature key ingredients

Background color options



NOTES FROM THE LAB

What makes our Vegan Lactic Acid so special?



- HIGHLY PURE L-LACTIC ACID**
 - Obtained from fermented beet sugar
- pH APPROPRIATE (RANGE: 4-5)**
 - Super gentle
 - Great for all skin types & beginners
- HUMECTANTS HYDRATE + PLUMP**
 - Natural Moisturizing Factor binds water in the skin



★ Lighting Inspiration

BUCKET 3: LUXURIOUS

OBJECTIVE: Show how we meet the needs of those looking to indulge in a line with premium product that deliver optimal results.

SOLUTION: Bring in lifestyle objects and use product swatches to show the products in a luxurious and appealing way.

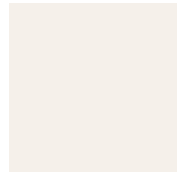
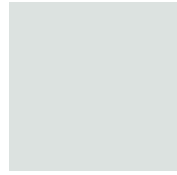
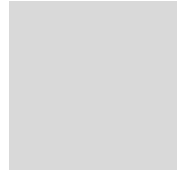
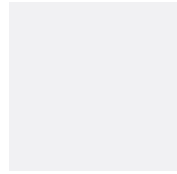
PROPS: Luxury feeling lifestyle props: stone/marble trays, elegant flowers, etc.

LIGHTING: Lighting should create dimensionality and set the tone.

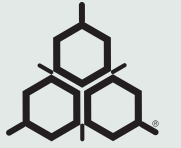
BACKGROUND COLORS: White, gray or muted cool tone background colors

Layouts should be thoughtful and use props to frame the product or feature key ingredients

Background color options



★ Lighting Inspiration



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THANK YOU
