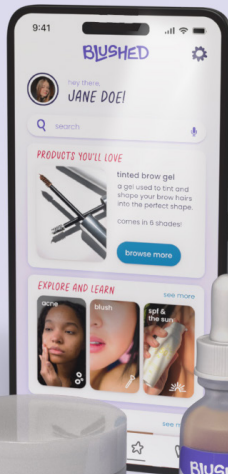


BLUSHED

DISCOVER EASY BEAUTY



★ hey there,
★ GOOD LOOKIN'! ★



A THANKS

THANK YOU, TO SO MANY PEOPLE!

BLUSHED is dedicated to my family, my sister Willow and my cousins, Payton, Marley, and Karsyn. They have been my main inspiration and what sparked my idea for BLUSHED.

I would also like to thank my professors and peers at MIAD. Without their instruction, guidance, and support over the past four years, none of this would have been possible. You all inspire me.



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↑

CHECK OUT THE PROCESS
FROM START TO FINISH!

MEET THE DESIGNER

HELLO, MY NAME IS HAILIE BAUER!

I am...

- a Wisconsin-native
- family-orientated
- a designer
- a makeup lover (we will get into this one later)

I grew up in Port Washington, WI, a city 30 minutes north of Milwaukee. If you've never been, it's like a suburban Milwaukee. It's a small city on the lake with an "everyone knows everyone" community. Port is home to Fish Day, the world's largest outdoor fish fry. I think it goes without saying, we love the lake.

From a young age, like most artists, I knew I wanted to do art for the rest of my life. All of my friends are super creative too, many of them have gone into the arts as well. As we all decided what we were going to do for college, I felt a sort of internal panic when I realized the reputation for design careers. I feared that going into the design field would mean a lack of financial stability. I remember talking to some of my art teachers, Mr. Styles and Mrs. Feyereisen, they reassured me that there are so many careers in the design world.

I researched and landed on MIAD. I was happy with how close I could still be to my family, in a place that felt so similar to home. High school me would have never have imagined what I would be doing today.

During my time at MIAD, I have learned so many types of design and found a love for typography. I love to see the ways we interact with design in our everyday lives. I am so grateful to be able to create and design experiences, big and small.

THIS IS ME!



TEAGAN GOES TO SAIG
FOR SCULPTURE! ↓



ALLANA GOES FOR IAD!

← REGAN GOES TO BELMONT
FOR COMMERCIAL MUSIC!

THE HOW AND WHY

The thought of working on a project for 8 months was crazy. I knew it needed to be challenging and rewarding, but something I would always want to make better.

I saw my sister, Willow, who's 9, begin to play with makeup. It made me feel super nostalgic. It reminded me of growing up and how I fell in love with watching youtube videos, learning about different makeup products. I thought of the past few years, watching my cousins do the same. I knew that makeup could be a great avenue for my project, so I started ideating. Originally I saw BLUSHED as just a packaging project, so when my professors said "what if it was an app", honestly, I thought they were crazy! The most I ideated, the more it made sense and the more I could make all of the pieces fit.

THERE IS A PROBLEM!

Something I knew was that, like most of my friends, most people are teaching themselves how to use makeup and other cosmetics. While this isn't inherently bad or wrong, it can be counterproductive. A lot of brands labeled "for beginners", usually just mean they are cheap, Cheap products/ingredients are irritating and bad for the skin, which is counterproductive to their young, acne-prone skin.

And... most people don't know this! I remember using these products and breaking out so badly! I didn't know why for so long, because no one taught me. I began to think about people who don't have someone in their life to help them learn, whether that be because their parents don't use makeup, they are too embarrassed to ask for help, etc.

WHAT'S THE SOLUTION?

I researched the impact of acne on individuals' quality of life and self esteem so that I could design a resource/ solution that gives preteens age-appropriate how-tos using quality products.

MENTORS

WHO CAN HELP ME DESIGN THIS THING?

I knew that designing this was going to require a lot of knowledge, different opinions, and different viewpoints. Outside of the help of my professors and peers I needed people who could provide me with these tools.

SARAH NELSON

Sarah Nelson was my initial mentor. My friend/peer, Makayla Nelson, suggested her mom as someone who she thought I could use to help me with my project. She suggested Mrs. Nelson as someone who could help me with the research portion of my project because of her background. Mrs. Nelson shared that she has struggled with acne most of her adult life and she has college degrees in both nursing and dietetics (nutrition).

THE GIRLS - PAYTON, MARLEY, KARSYN, AND WILLOW

Remember those cute girls I dedicated this project to in the beginning? They were a huge help in my design process. In order to help me design, I needed some user feedback on things like color palette, typefaces, and layouts within the app. Getting feedback from my target demographic truly helped me land on my final designs.

MAIN TEXT

THE SKINCARE BIBLE

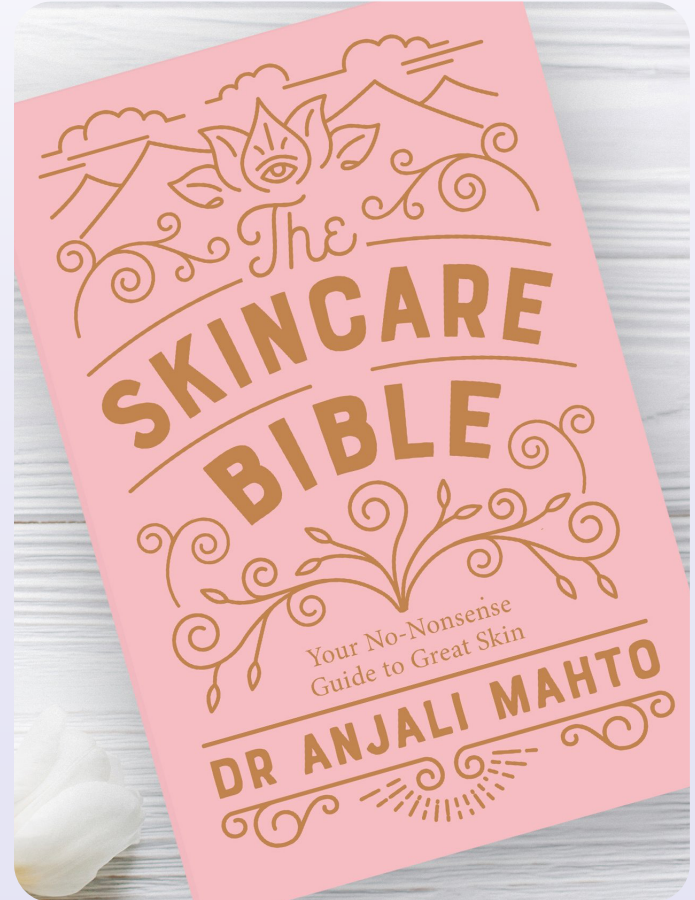
Mahto, Anjali. The Skincare Bible. Penguin Books Ltd, 2018.

This book is written by Anjali Mahto, a renowned dermatologist, medical and cosmetic consultant, and author.

This is one of the top books on skincare and walks the reader through everything from the basics and hormones, to specific skin conditions and skin cancer. Mahto writes in the intro about the unrealistic expectations set by the media and how often people will try anything to make their skin better. She even shares an anecdote on what she tried and how all of her issues went away after seeing a dermatologist and getting a professional opinion. The book goes into great detail about all important aspects of skincare like the need to use hyaluronic acid, or how to care for skin of color.

I used this text as a way make sure I was addressing my topics accurately, and I learned so much more about the world of skincare while reading this text.

*"AS A TEENAGER, MY SKIN PROBLEMS
CAUSED A WORLD OF PAIN. I WAS
ABOUT TWELVE YEARS OLD WHEN MY
ACNE STARTED."*



OTHER TEXTS

WHAT TO DO WHEN YOUR KID WANTS TO START WEARING MAKEUP

Douglas, Teresa. "What To Do When Your Kid Wants to Start Wearing Makeup." Tinybeans, 26 Apr. 2022, <https://tinybeans.com/makeup-for-kids/slide/1>

TinyBeans is a resource for parents to go to for questions about parenting and they also have a platform used to capture everyday memories. This article by Teresa Douglas focuses on how parents can approach the situation when their kids ask about makeup. A psychologist, Dr. Jo-Ann Finkelstein, shares "Most kids typically start wearing makeup between the ages of 12-15, but often they'll start experimenting in the house earlier and during playdates with friends." They go on to share important things to keep in mind when the topic comes up: picking an appropriate amount, be careful of shaming, and what to buy.

ACNE IN ADOLESCENTS: QUALITY OF LIFE, SELF-ESTEEM, MOOD AND PSYCHOLOGICAL DISORDERS

Dunn, Lauren K., Jenna L. O'Neill, and Steven R. Feldman. "Acne in adolescents: Quality of life, self-esteem, mood and psychological disorders." *Dermatology online journal* 17.1 (2011) <https://escholarship.org/uc/item/4hp8n68p>

This scholarly dermatology journal discusses the topic of acne and its impacts on self-esteem and mental health, specifically in adolescence. Acne affects more than 85 percent of teenagers and "it can negatively impact mood, self-esteem, and interpersonal relationships and may lead to depression and suicidal ideation." The studies discussed in this journal found a direct correlation between severity of acne and symptoms of anxiety and depression, and a lower self-esteem. They also found in older teens (16+) that severe facial acne was significantly associated with social self-consciousness in women, but not in men. When they studied tenth-graders, acne was correlated with low self-esteem in boys and low self-worth in girls. They also found that acne is associated with anxiety, depression and suicidal thoughts, and other mental health issues.

THE CHEMISTRY BEHIND COSMETICS: A CRITICAL LOOK AT CLEAN BEAUTY

Garrood, Helena. "The Chemistry Behind Cosmetics: A Critical Look at Clean Beauty." Helena Garrood: The Chemistry Behind Cosmetics: A Critical Look at Clean Beauty | TED Talk, https://www.ted.com/talks/helena_garrood_the_chemistry_behind_cosmetics_a_critical_look_at_clean_beauty

This TedTalk given by Helena Garrood shares the science behind cosmetic products and the harm of what is known as "clean beauty." It is often assumed that "clean beauty" is safer, more sustainable and overall better, but Garrood shares that is simply not always true. She discusses that an essential oil that is labeled as clean, uses a huge amount of land and farming materials, ultimately not being environmentally friendly. She notes that not all "clean beauty" brands are bad, just that the term can definitely be misused or overused.

CAN MAKEUP CAUSE ACNE?

Kern, Dan. "Can Makeup Cause Acne?" *Acne.org*, Acne.org, 25 Apr. 2020, <https://www.acne.org/makeup-acne.html>

Acne.org's website is dedicated to all things about acne and acne treatment. This article focuses on acne caused by wearing makeup. The main components of the article are: how to avoid makeup-induced acne, best makeup choices and ingredients, and removing makeup. The article references a study that states 45% of women suffer from cosmetic/makeup-induced acne, or acne cosmetica. They share tips like wearing water-based products, using a light hand when applying, and removing makeup completely before beginning your skincare routine each night. They also give a do's and don'ts for commonly used makeup items, like do use sheer foundations and do not use full coverage formulas.

MAKEUP RULES FOR YOUR DAUGHTER

Oprah, and Lynn Okura. "Makeup Rules for Your Daughter." *Oprah.com*, 6 Oct. 2009, <https://www.oprah.com/style/makeup-rules-for-your-daughter/al>

Bobbi Brown is a professional makeup artist, brand owner, and author. She is said to have "revolutionized the makeup industry" and has written 9 books about makeup, beauty, and wellness. In this interview with Oprah, she shares what she deems as "rules" for letting your child start wearing makeup. She gives a 7 step outline to an appropriate routine like tinted moisturizer, a yellow-base concealer, lip gloss, etc. She also shares that makeup trends are always changing, and that what she would have deemed "appropriate" at the beginning of her career had definitely changed.

LIVING WITH ACNE: A STUDY OF ADOLESCENTS'**PERSONAL EXPERIENCES**

Pawin, Henry et al. "Living with acne. A study of adolescents' personal experiences." *Dermatology (Basel, Switzerland)* vol. 215,4 (2007): 308-14. doi:10.1159/000107624

This dermatology study was conducted to research how acne, of varying severity, impacts those between the ages of 10 and 37 (the median was 16). Nearly half of the interviewees (48%) said their daily lives were affected by their acne. They also asked specifics about how their acne affects their relationships with friends, relationships with dating, etc. Almost all of those with severe acne said it was perceived as a very important problem in their life. Overall, the study found that acne has a huge impact on the person's well-being and quality of life. They also found that those who said they had no experience with acne, had a negative perception of it.

WHY I LET MY FIVE-YEAR-OLD WEAR MAKEUP

Portland Mom Collective. (Kendra). "Why I Let My Five-Year-Old Wear Makeup." *Portland Mom Collective*, 2015, <https://portlandmomcollective.com/ages-stages/preschoolers/why-i-let-my-five-year-old-wear-makeup/>

The Portland Mom Collective, where multiple moms post about their children and parenting, had this entry written by a mom named Kendra. She tells the story of how her five year old showed interest in makeup around age 3 and how it had sort of worried her. She also discusses how it was important for her to see

how she discusses her own beauty and body image in front of her child, noting that she knows her daughter will be influenced by the way she sees her mom treat herself. When her daughter asked about makeup she thought about shows like *Toddlers and Tiaras* and worried about how makeup seems to sexualize young girls. She talks about how she took a step back and approached it as she would with any art form, like painting or music, and now they are able to bond over playing with makeup.

8 PARENTS ON LETTING LITTLE KIDS WEAR MAKEUP

Shelasky, Alyssa. "8 Parents on Letting Little Kids Wear Makeup." *The Cut*, The Cut, 28 Dec. 2018, <https://www.thecut.com/2018/12/8-parents-on-letting-little-kids-wear-makeup.html>

The Cut, as part of their section on parenting, interviewed 8 different parents with kids between the ages 3 and 10. This article includes perspectives that are not gender-restrictive, one of the interviewees is a non-binary parent, and another one of the interviewees talks about makeup in regards to both her daughter and her son. The parents give their opinions on how they view the interactions between their kids and makeup, and the differing perspectives are quite interesting. The majority of the parents shared feelings that allowing their kids to play with makeup is totally okay and not a big deal, but two of the parents expressed strong feelings against it. One of the parents did express a specific problem with the naming of a child's makeup brand, *Petite n' Pretty*, as she felt it was not progressive and felt problematic.

DOES YOUR CHILD WANT TO WEAR MAKEUP? 5 THINGS YOU SHOULD KNOW

Team, Children's Health. "5 Things to Know About Kids Wearing Makeup." *Cleveland Clinic*, Cleveland Clinic, 10 Dec. 2021, <https://health.clevelandclinic.org/does-your-child-want-to-wear-makeup-5-things-you-should-know/>

This article written by the Cleveland Clinic of Health shares that young kids will begin exploring makeup, but in middle school "kids engage in character-play and emulate older children and adults" which can make them show more interest. Pediatrician Eva Kubiczek-Love, MD gives her advice on how to have conversations about wearing makeup with your children. They make an important note that there is no wrong age or way to wear makeup and that it all depends on a parent's perspective. They do give their 5 most important tips: choose clean ingredients, makeup, start with less the younger they are, have a skincare regime, etc.

↖
LOTS OF RESEARCH,
LOTS OF PERSPECTIVES!
↗

AUDIENCE

WHO AM I DESIGNING FOR?

After I had done research through my texts, reading opinions from all perspectives, I began to think about who would be my target audience. Initially, because of my sister, I was thinking a bit too young. My secondary research, and what would later be confirmed by my primary research, I settled on ages 11 to 14. I wanted to keep the gender demographic neutral, I knew this could be a bit of a struggle with the current market standards for these types of products.

WHAT DOES MY AUDIENCE LIKE?

The next step was to create personas and figure out what type of things my audience would be interested in. Throughout my design process, it became apparent that I needed to find a good balance between clean looking with white space and bright, poppy colors and a more maximalist approach. Ultimately, I knew that I couldn't make it feel too young, or too old. Designing for an awkward age of growing and exploring created designing with a sort of awkward balance.

*"DESIGNING FOR AN AWKWARD AGE IS
GOING TO BE AWKWARD!"*

PERSONA BUILDING

PERSONA 1: KATIE, 12



Katie loves art and hanging out with her friends, and soccer. She lives with her parents, older brother, and a cat. Some of her friends wear makeup, but her mom doesn't. She's not sure who to ask about it. Sometimes she gets acne and she doesn't know how to care for it.

PERSONA 2: DEREK, 13



Derek loves hanging out with his friends and watching movies. He lives with his parents and older sister. Derek suffers from acne and is self-conscious about it, but thinks that caring about skincare will make him look "girly" and he is too embarrassed to ask someone about it.

RESEARCH PLAN

WHAT DO I KNOW?

- targeting 11 to 14 year olds
- they want to explore skincare and makeup, but feel intimidated with where to start
- many of the products targeted for beginners are poor
- poor quality ingredients are counterproductive to their acne prone skin
- some parents think the makeup sexualizes their kids
- there are no resources that teach you how to use the products, beside youtube tutorials
- most makeup and skincare is marketed and branded very girly or feminine skewed

WHAT DO I WANT TO KNOW?

- how does acne impact: quality of life, relationships, and self esteem
- what's "age appropriate"
- overall parents' opinions
- overall kids' opinions
- what products they are people currently interested in
- what they want from wearing makeup
- how much money parents' are willing to spend, if any

HOW CAN I LEARN?

- keep reading, researching, gathering information
- ask kids
- ask parents
- ask young adults



SO, LETS DO
SOME SURVEYS!

SURVEY QUESTIONS

AFTER ASKING THE BASICS (AGE, GENDER, ETC.) I ASKED THE FOLLOWING:

- do you have acne?
- do you have a skincare routine?
- if yes, what products do you use?
- do you wear makeup?
- if yes, what products do you use?
- if no, what stops you from exploring it?
- if yes, what age did you start wearing it?
- where did you learn to apply the products?
- what do you think the best way to learn is?
- what age did you get a phone?
- did your parent/guardian have an age you can/could start wearing it?
- why do you wear it?

I ASKED PARENTS THE FOLLOWING:

- how old are is your child(ren)?
- what age do you think is appropriate to start wearing makeup?
- would you purchase makeup for your child(ren)?
- if yes, how much would you be willing to spend?
- does your child have a skincare routine?
- if yes, what age did you introduce it and if no, when will you?
- what products does you child(ren) use?

SURVEY RESULTS

I SURVEYED OVER 40 INDIVIDUALS, PARENTS AND TEENS/YOUNG ADULTS AND LEARNED...

13

most common age survey takers started wearing makeup (followed by 12 and 14)

75%

said they learned through trial/error and/or watching tutorials

58%

had a phone between the ages of 10 and 12

100%

of parents thought 12 to 14 was an appropriate age to start exploring makeup

SOME COMMON REASONS PEOPLE SHARED THEY DON'T WEAR MAKEUP INCLUDED:

- not knowing how to use it
- worried it would make their acne worse
- don't feel like they have the time to learn

SOME COMMON REASONS PEOPLE SHARED THEY LIKE TO WEAR MAKEUP INCLUDED:

- its a fun way to express themselves
- to cover blemishes
- to help with gender dysphoria
- helps them feel more confident

** AS A PARENT, IT'S IMPORTANT TO NOT BE OVERLY CRITICAL OF YOUR CHILD WHEN THEY WANT TO DABBLE WITH MAKEUP... **

"Remember, everyone has a variety of tastes that suits them and you shouldn't push what you like best, but offer as an opinion. It's important to explain the basics, keeping your face clean before bed and creating good habits. Most importantly, be willing to help your child no matter what. They don't need to hear cliches like "you are pretty without makeup" – allow them the creative freedom to try things."

- one parent's thoughts

COMPETITOR ANALYSIS

BASED ON MY SURVEY RESULTS, I KNEW THAT SOME OF THE MOST COMMON BRANDS USED INCLUDE:

e.l.f, r.e.m beauty, nyx, maybelline, fenty, l'oreal, morphe

WHOSE BRAND IS CLOSEST TO WHAT I WANT TO MAKE, A BRAND FOR BEGINNERS?

I started researching brands that had similar target audiences and missions in order to see how they handled their color, typography, imagery, and other design elements. By doing this research, I could better understand what's working, what's not working, and what I could do to set BLUSHED apart from competitors.

SO WHO AM I ANALYZING?



PETITE 'N PRETTY

Mission Statement:

"Petite 'n Pretty sparks the imaginations of the next generations through products made just for them. Everything is designed to work with petite-sized features, each shade and finish is developed to be age appropriate and every formula is proven safe. We're here to provide young creatives with the best first beauty experience and inspire them as they embark on their beauty journey."

Pros:

- quality ingredients
- pediatrician approved
- offers a "master class"
- show their products on a variety of skin tones
- use age appropriate models
- photos are not overly edited

Cons:

- master class is \$75 and virtual
- products don't have instructions
- the name and branding is not well perceived, very girly
 - negative connotation with the word petite
 - feels outdated, immature
- price point is very high

FLORENCE BY MILLS

Mission Statement:

"Florence is about defining beauty on our own terms. no rules. no struggle toward perfection. no boring beauty standards. just us, playing with how we want to look, feel, and live. Florence is here to help with products that are crazy clean, super easy, and always fun. mills made Florence to create better options for us and our friends. cause it's about time that the brands we buy actually want us to be happy by just being ourselves."

Pros:

- simple and clean
- not gender focused
- products for all skin types
- clean, vegan, etc.
- explains ingredients

Cons:

- trend forward
- not specifically targeted for preteens or beginners
- vague instructions
- imagery is mostly girls

COMPETITOR ANALYSIS



Best Sellers
favorites among our sparkle squad

Birthday Collection
watch your birthday wishes come true

Gifts & Sets
makeup, lips, eyes, and more!

Classes
learn how to put your makeup on like a pro

Gift Card
give the gift of choice



Private MAKEUP CLASS

Sign up for a private virtual makeup class for teens, tweens, and kids



SALE ON SALE!
Take an extra

50% OFF

SALE ITEMS

Use Code: **SAVE50**

Ends September 23!

SHOP NOW!



clean skincare and beauty
created for us by one of our own

CLEAN

VEGAN

CRUELTY-FREE

SILICONE FREE

SLS/PLES FREE

DERMATOLOGIST TESTED



REUSABLE BAMBOO COTTON ROUNDS



THE SOLUTIONS

WHAT IS BLUSHED?

BLUSHED is the main hub for beginner consumers, giving them an opportunity to learn about makeup and skincare products, what's in the products, and how to apply them using augmented-reality (AR) style tutorials. The app also houses a place to save your favorite routines and products.

I always loved makeup growing up, the way it allowed me to express my creativity. I knew that most people teach themselves how to use makeup and other cosmetics products. While this isn't inherently bad or wrong, it can be counterproductive. A lot of brands labeled "for beginners", are cheap and irritating, which is ultimately counterproductive to their young, acne-prone skin.

AND... most people don't know this! I remember using these products and breaking out so badly! Currently, the industry lacks a resource to help people learn, that's why I created BLUSHED.

BLUSHED is not just a cosmetics company you buy products from, the brand pairs it's app with it's own line of cosmetic products. These products, designed with young, acne-prone skin in mind, can be scanned within the app to create a seamless and fun learning experience.

THE APP

The BLUSHED app is the main hub for consumers, a safe, private place to learn. The main unique part of the app is it's use of facial recognition and augmented-reality, much like filters on other popular social media apps, to show you where and how to apply the product to your face. The app also has a place to explore topics they may want to learn about, everything from the basics of acne, to why we should apply SPF. While the app is a learning opportunity, it also gives consumers a space to store and remember their favorite products, and even the order in which they like to apply them. And, to make it even simpler to quickly access a product's page and the tutorial, the app has a scan feature that pairs with the product packaging.

THE PACKAGING

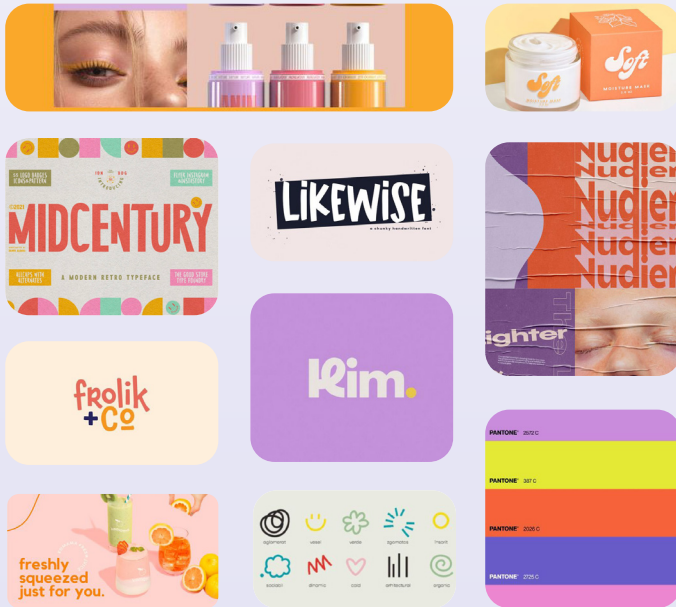
To pair with the app, each product's temporary and permanent packaging feature a QR code that says "wanna learn how to apply it?". Simply open the app, go to the scan button in the navigation bar. This will open the camera and scan the QR code, immediately it will find the product and take you to it's page in the app.

BRAND IDENTITY

THE BEGINNING OF DESIGNING STARTED WITH FIGURING OUT WHAT THE BRAND WOULD LOOK LIKE!

I knew I wanted the logo, and the brand overall, to have a playful youthfulness, but still have aspects that made it "mature enough".

MOODBOARD:

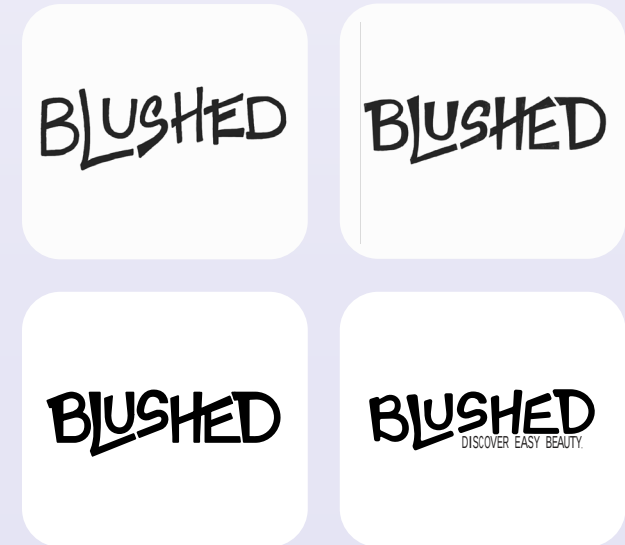


YEAH... LET ME TELL YOU, THIS CHANGED ABOUT 12 TIMES

SOME SKETCHES OF FIRST ITERATIONS:

BLUSHED	BLUSHED	blushed
BLUSHED	BLUSHED	blushed
*BLUSHED.	BLUSHED	Blushed

REFINED SKETCHES AND FIRST DIGITIZATIONS:



BRAND IDENTITY

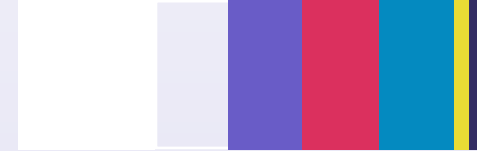
FINAL LOGO AND TAGLINE:



OTHER COLORWAYS:



COLOR PALETTE, TYPEFACES, AND ICONOGRAPHY:



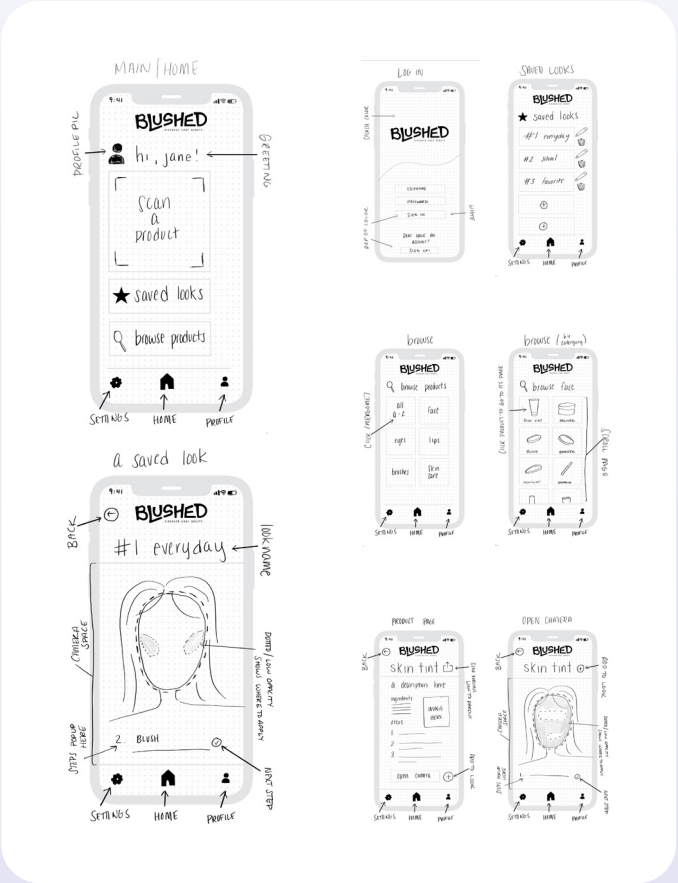
SAN CLEMENTE FOR A HEADER

AND FOR THE SUBHEAD

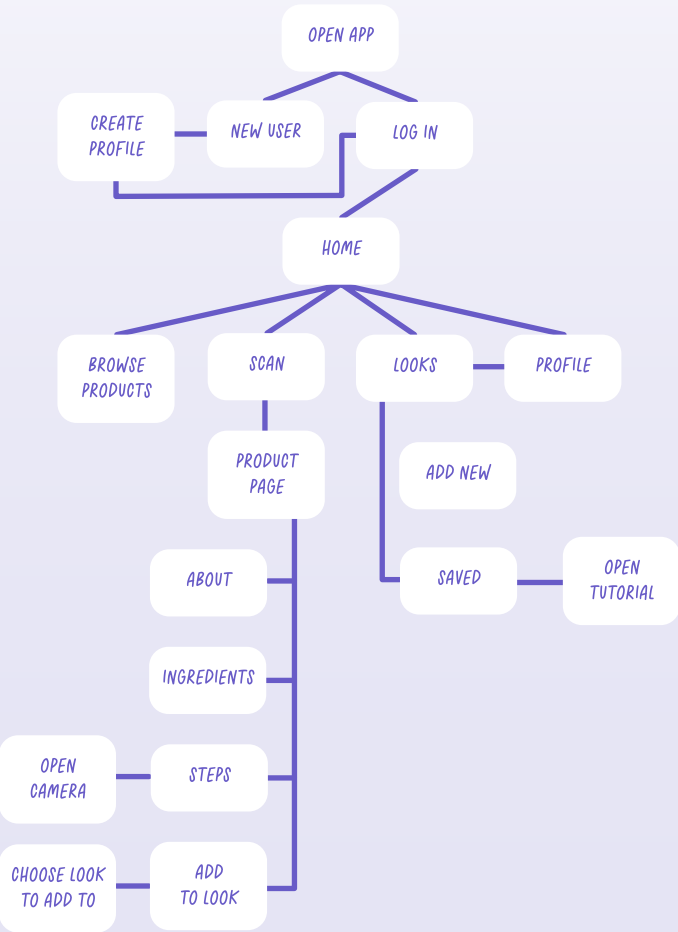
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INITIAL SKETCHES:



INITIAL NARRATIVE MAPPING OF THE FLOW:



THE APP

HOME AND IT'S MAIN FEATURES



1 - SEARCH BAR

The search bar on the home allows for easy navigation for anything in the app. When searching, you can apply filters like "faves" to find a product you have favorited, or "learn" to search through articles.

2 - PRODUCTS YOU'LL LOVE

This section is constantly rotating out to show the user products we think they'd love. The picture and description will rotate out to highlight different products.

3 - BROWSE MORE

Within the "products you'll love", is "browse more" where users can access the full list of products.

4 - EXPLORE AND LEARN

The "explore and learn" feature of the app is dedicated to teaching the user about any topic relating to makeup, skincare, skin issues, etc. Clicking on one opens up the story about that topic. These stories will rotate out to show topics we think they'd be interest in learning about.

5 - GET INSPIRED

Part of the learning and creative process is getting inspired by others. This feature rotates out to show new inspo pictures. "see more" takes the user to a full gallery that can be filtered through.

6 - NAVIGATION BAR

The navigation bar allows the user to access the main features of the app.

7 - SCAN

This feature allows the user to scan the QR code on the packaging of the products to easily access their product page.

8 - SAVED LOOKS

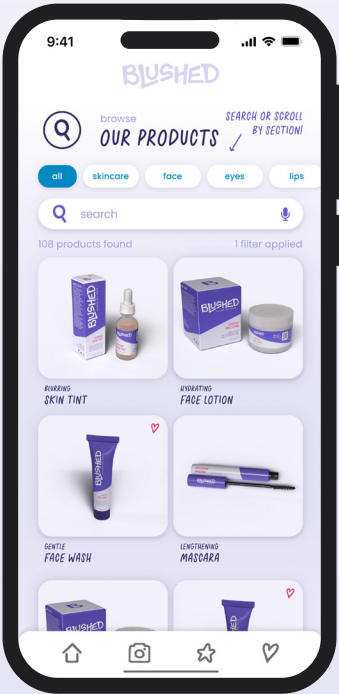
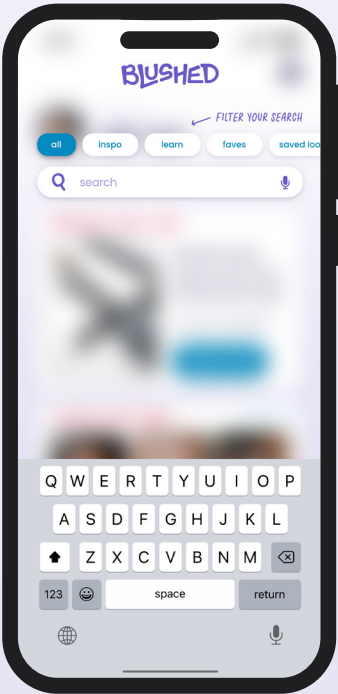
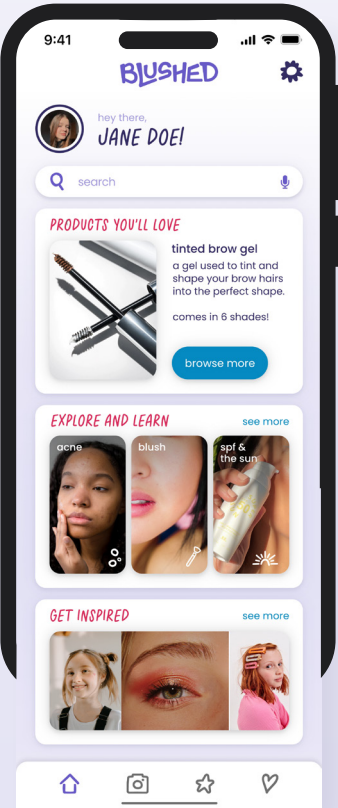
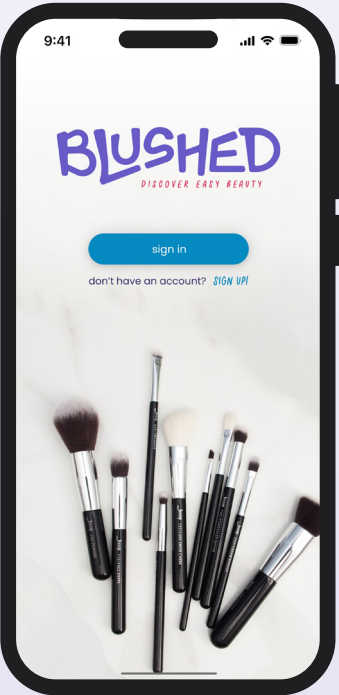
Saved looks is the hub for all of your personalized looks you like to wear.

9 - FAVES

Faves is where you can store all of your favorite products for easy access.

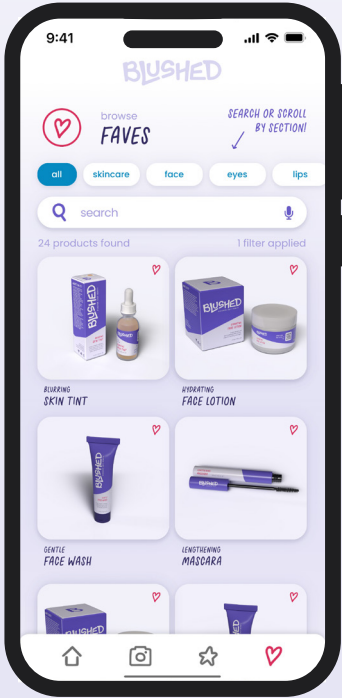
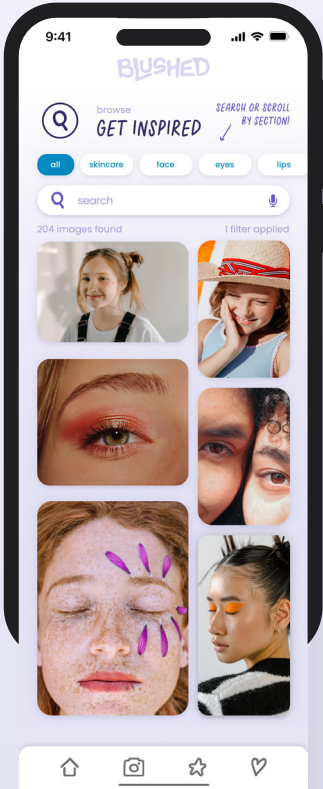
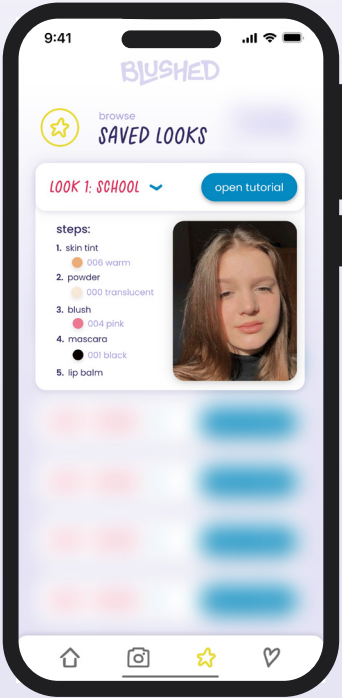
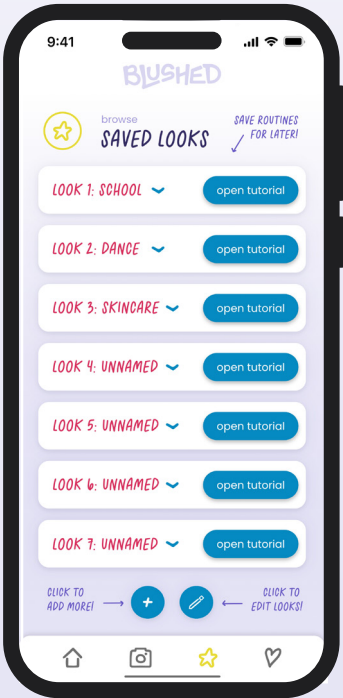
THE APP

LOGIN, HOME, SEARCH, BROWSE PRODUCTS



THE APP

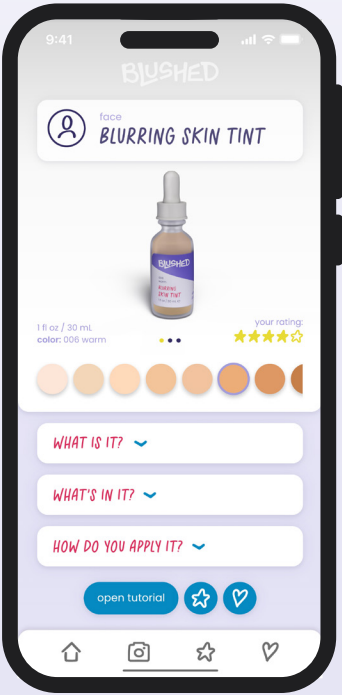
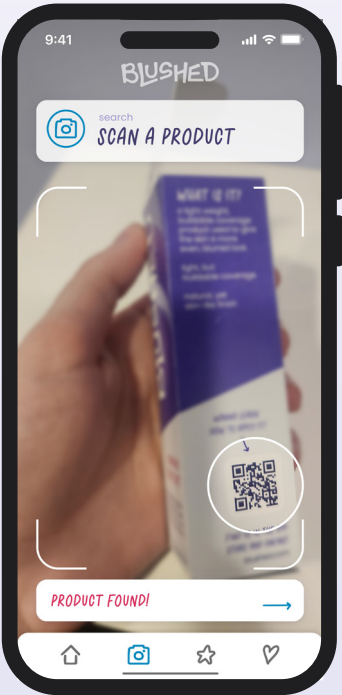
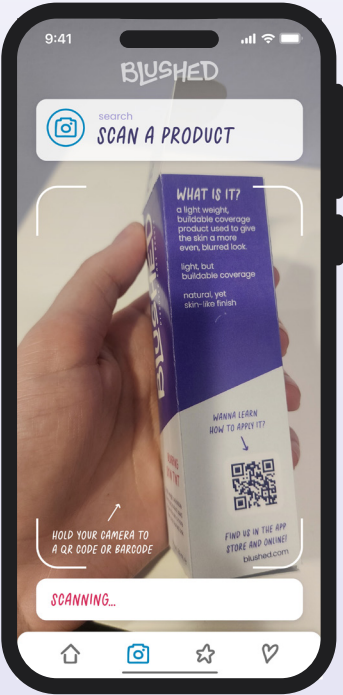
SAVED LOOKS, BROWSE INSPO GALLERY, FAVES



design process

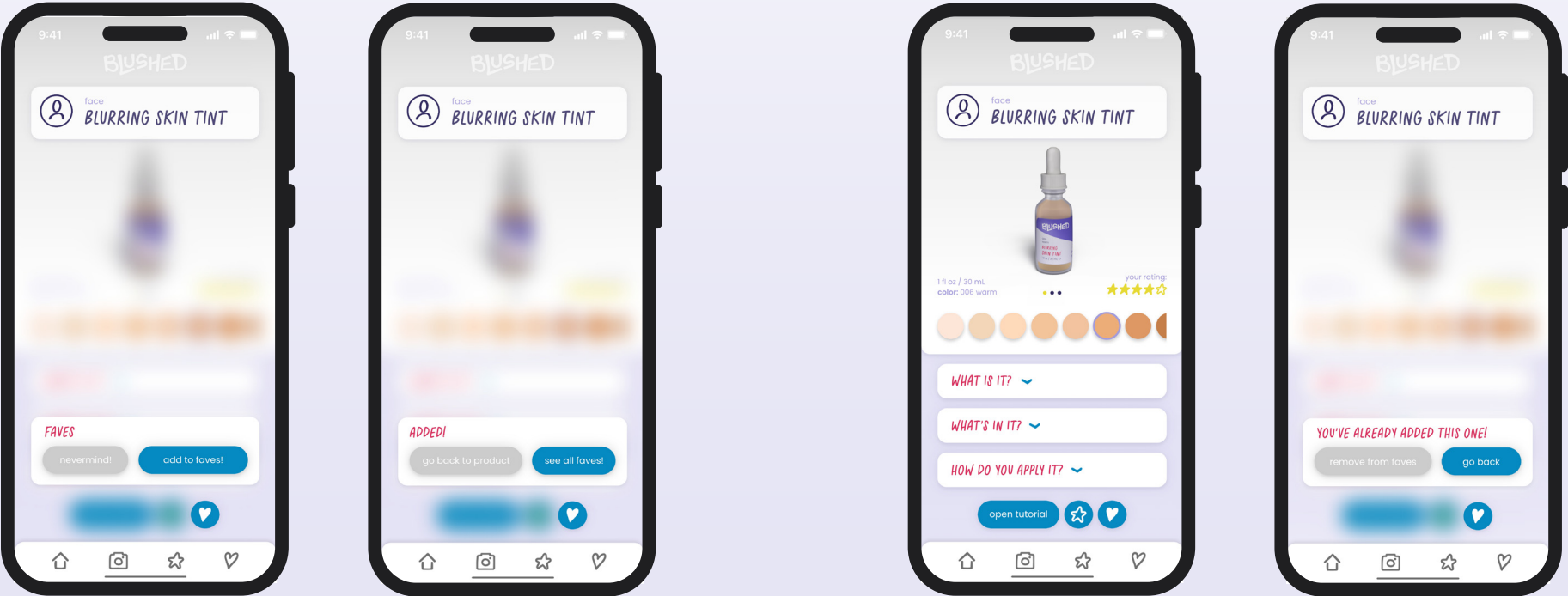
THE APP

SCAN AND PRODUCT PAGE



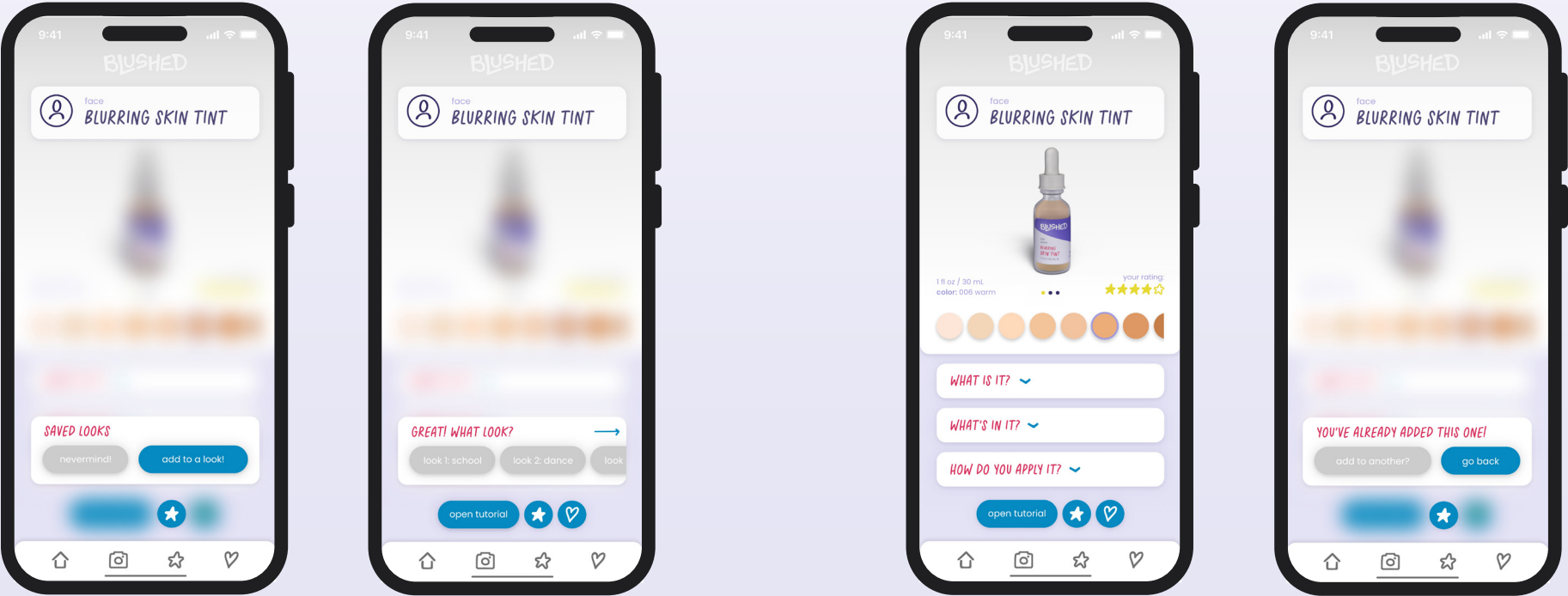
THE APP

ADD TO FAVES



THE APP

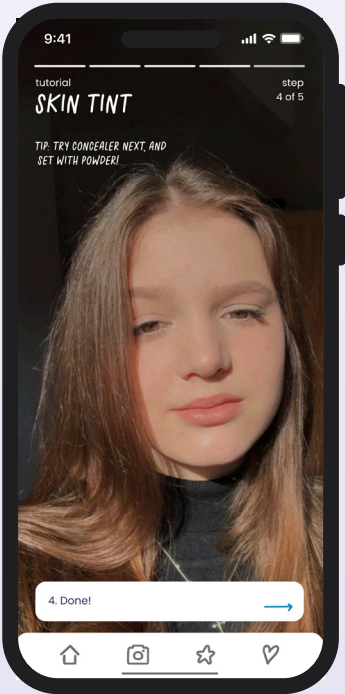
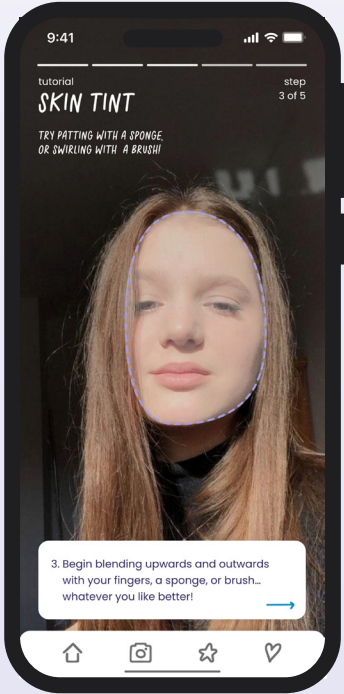
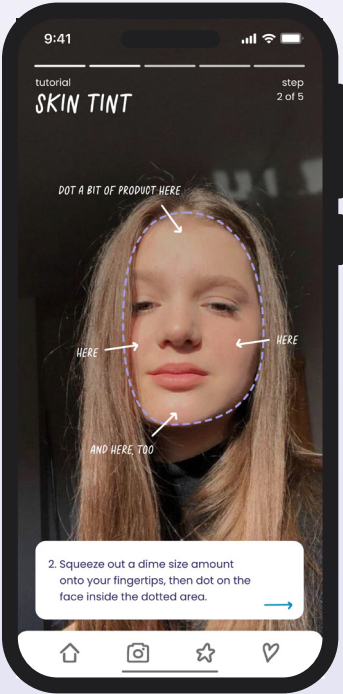
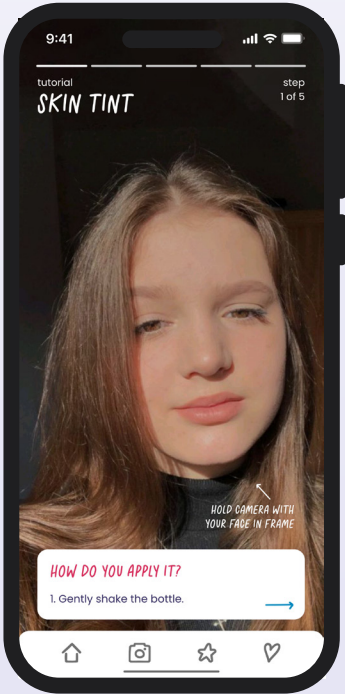
ADD TO SAVED



design process

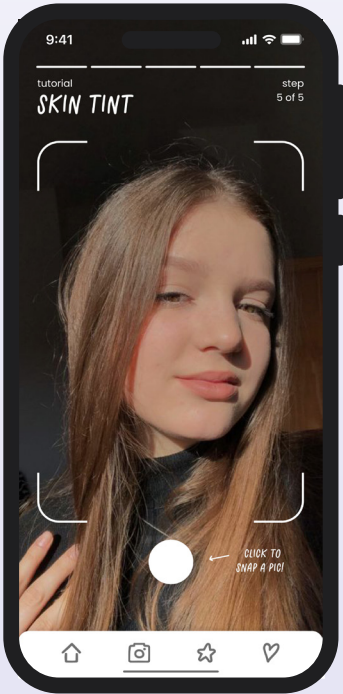
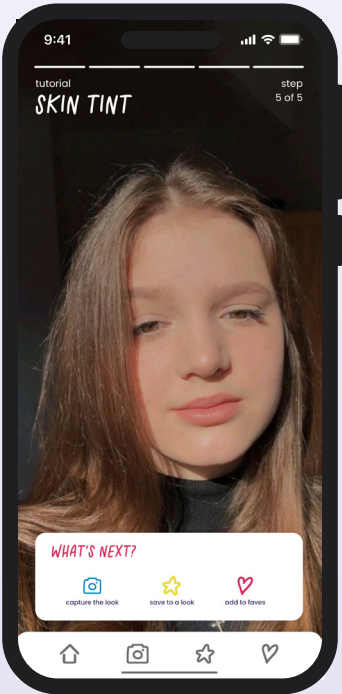
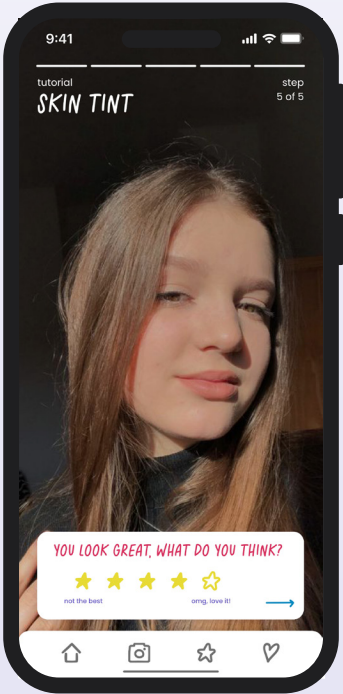
THE APP

TUTORIAL



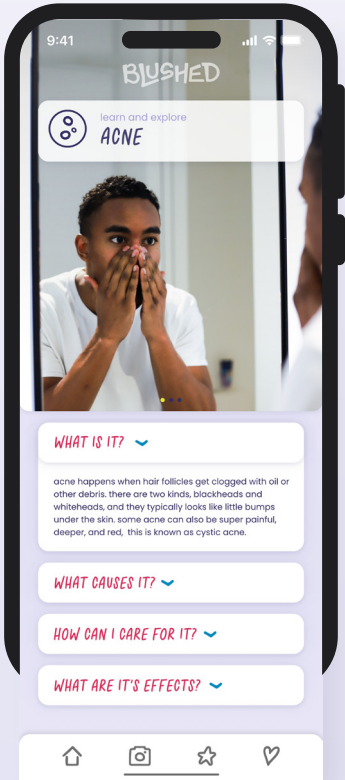
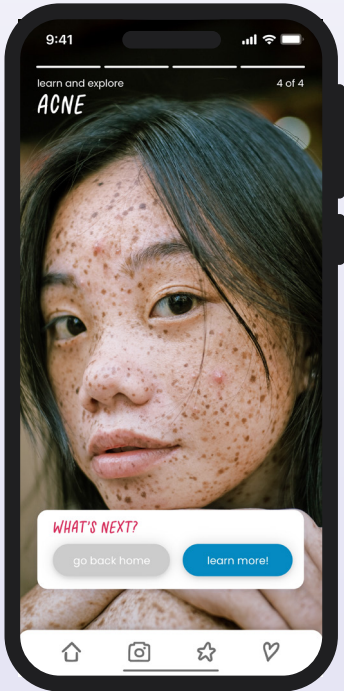
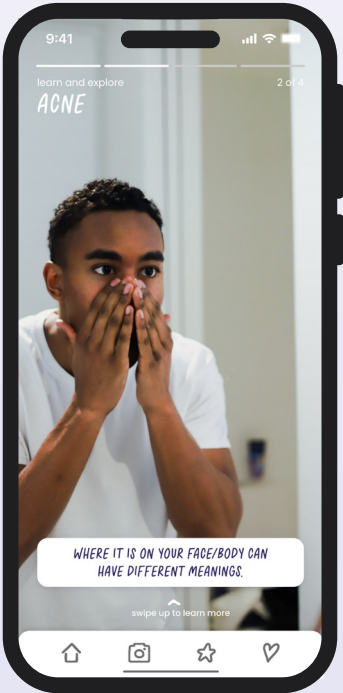
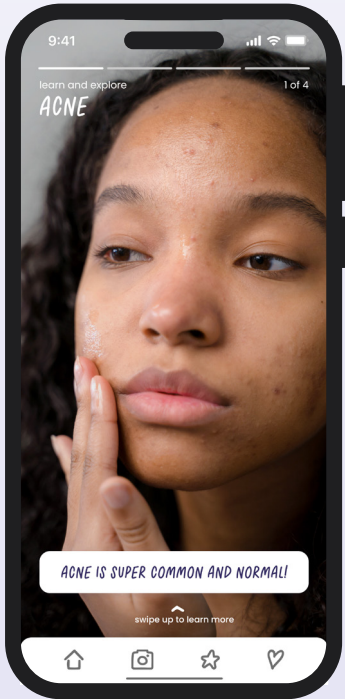
THE APP

AFTER YOU FINISH A TUTORIAL



THE APP

LEARN AND EXPLORE STORY AND ARTICLE



THE PACKAGING

SKIN TINT DIELINE



PACKAGING MOCKUP



THE PACKAGING

FACE LOTION DIELINE



PACKAGING MOCKUP



★ hey there,
★ *GOOD LOOKIN'!* ★