

GODDESS

FEEL DIVINE

[Discover more](#)

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But first

# SKINCARE

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# About us

We are a skincare brand in love with roses and when we speak about creating a brand, we all think about our needs. What do we need and we can't find in other products? We desired to create clean products, and for that our international team of scientists and botanists marries the amazing powers of naturally derived ingredients with the most advanced scientific research. Since November 2020, we help people to feel divine through our products, the rose extract being the popular ingredient due to its benefits for skin. We conduct significant evaluation and testing to ensure the safety and an exceptional performance.





# Mission

Our mission is to improve your skin health. Dedicated to this purpose, we make one simple promise, to provide advanced skincare backed by science. Our wish is to combine the nature with science in a elegant and delicate way, avoiding irritant ingredients like synthetic fragrance, alcohol or parabens. Everyone should feel free to use our products because it's not gonna harm their skin.

We want to help people with dry, aged and damaged skin to revive it and take back its own glow. Although, we don't forget about normal skin where the prevention is the key along with a substantial love for skin and nature.





# Vision

The main goal is to merge the idea of natural, organic skin care products with high pharmaceutical standards only using nature's own pure ingredients. Our Clean skin care is pure and simple made for our customers who also believe in skincare made safe and to be gentle to your skin.

We only use ingredients that have a true function for your skin and for the products combined. Nothing else or any harsh chemicals has been added. We are committed to helping you achieve results which are sustainable, for your skin and the environment. Our aim is to put you first and ensure we get you the safest and best results.





# Core values

## Honesty

We are honest with ourselves and each other. We take care of the needs of the team and the company with integrity.

## Beauty

This is our promise to you. Use these products and see the results beautiful, youthful, glowing skin.

## Integrity

We do the right thing always. Even when it's hard, when it's not what we want, and even when nobody will know any better.

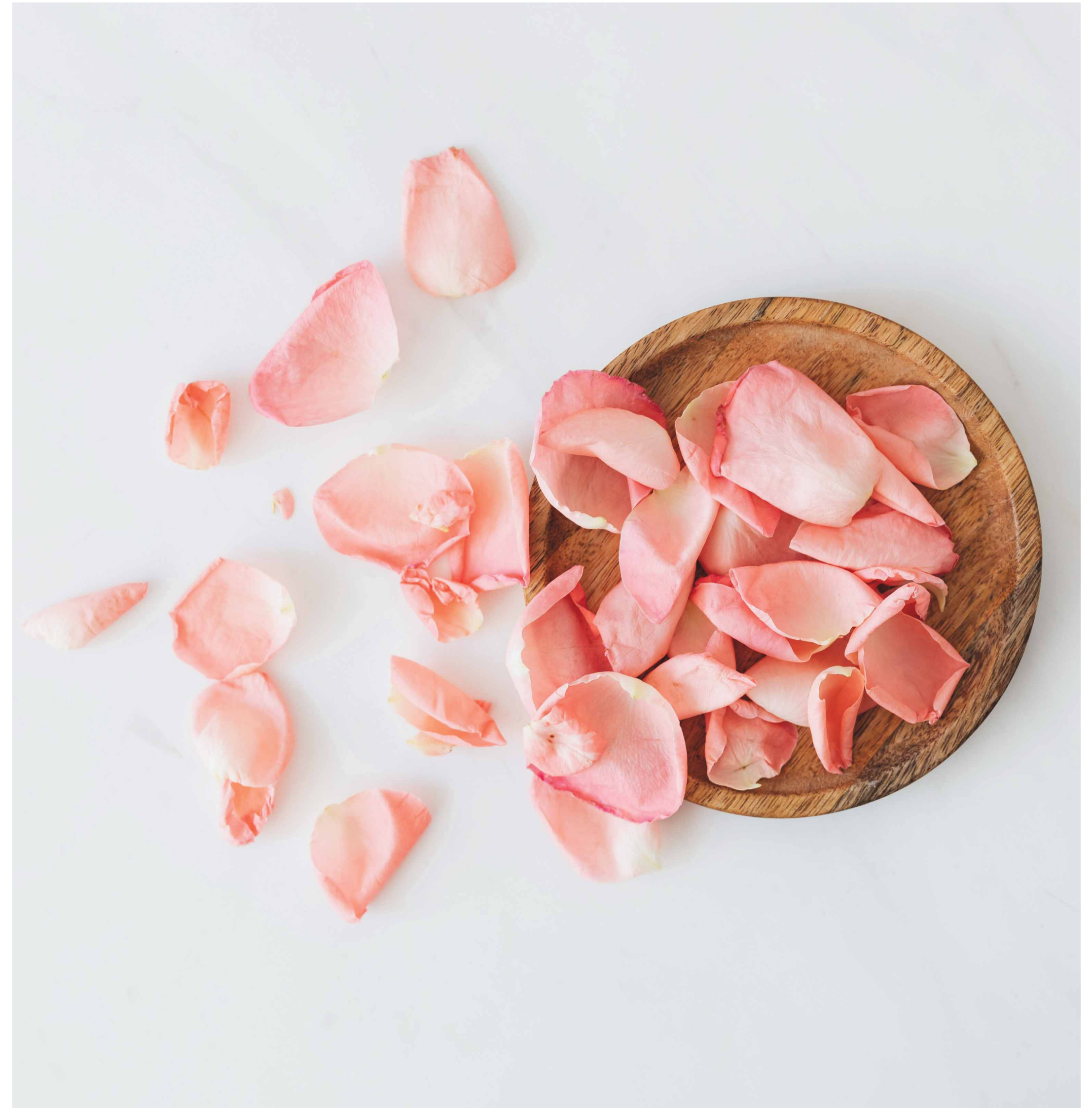




# Personality

## Sincerity

Is what defines us, to show a transparent customer experience. We do not try to increase customer traffic solely using marketing gimmicks, they rely on facts about their company and products. We avoid to surprise you with information, instead of doing the opposite, laying out all relevant information to meet the your needs and decrease the skepticism.





# Audience

We adress in special to women, because we all know how they can be when it's about skin. They wish to have glowy skin, without dry parts or wrinkles. But if we stay down for a second to think, we all want these, right? Man or woman, 20, 40 or 60, we all aim to have that. So we suggest to everyone to take care of their skin because in only that way you can achieve a healthy one.





## She is Cate

She is a regular GODDESS costumer and she would like to feel like one. Aged 42, uses our products to stay lookin young and refreshed. She hates that moment when wearing makeup and her face looks cakey, due to dehydrated skin and that's why Cate loves our products since the first time she bought them, because of the soothing effect. Cate travels often, so it can cause some vulnerability for her skin. The dust, cold or too warm weather it's not favorable not just for face but body skin too.





Look and feel

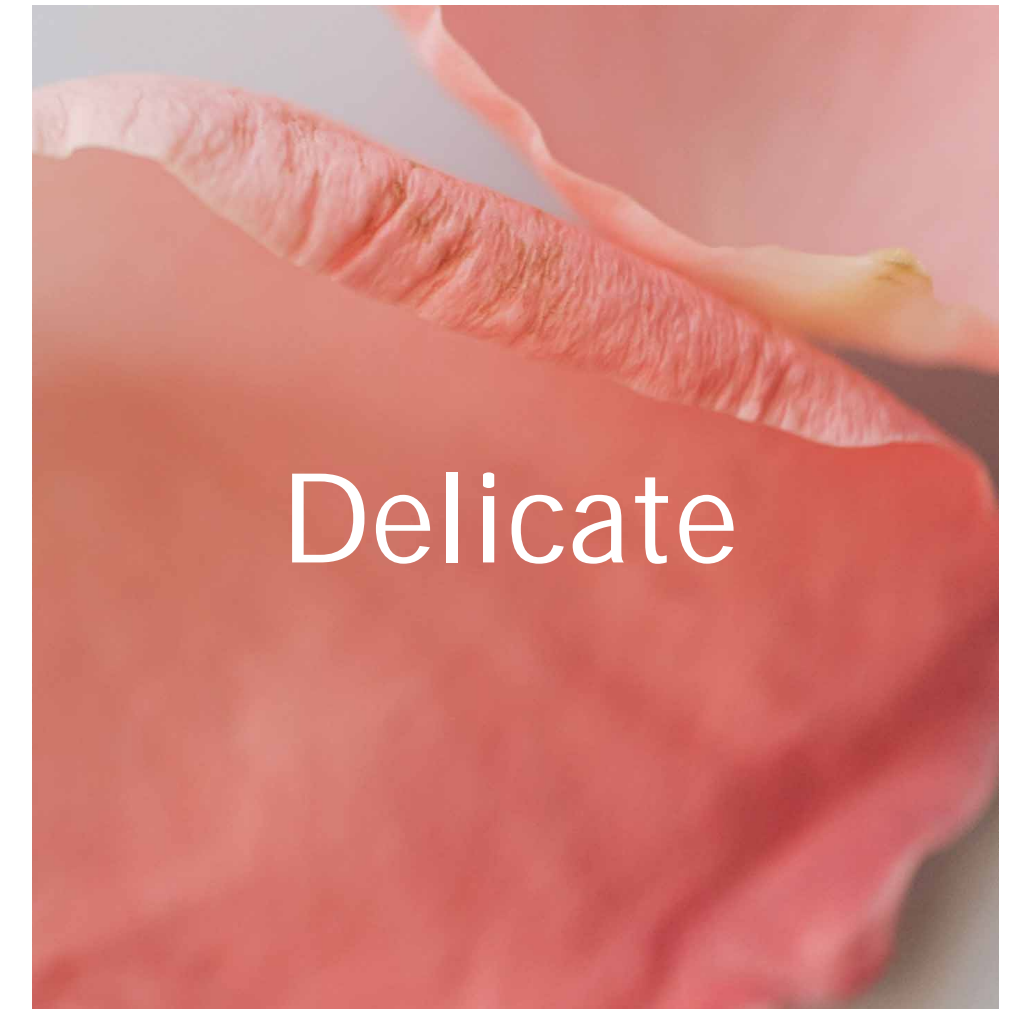


# Look and feel

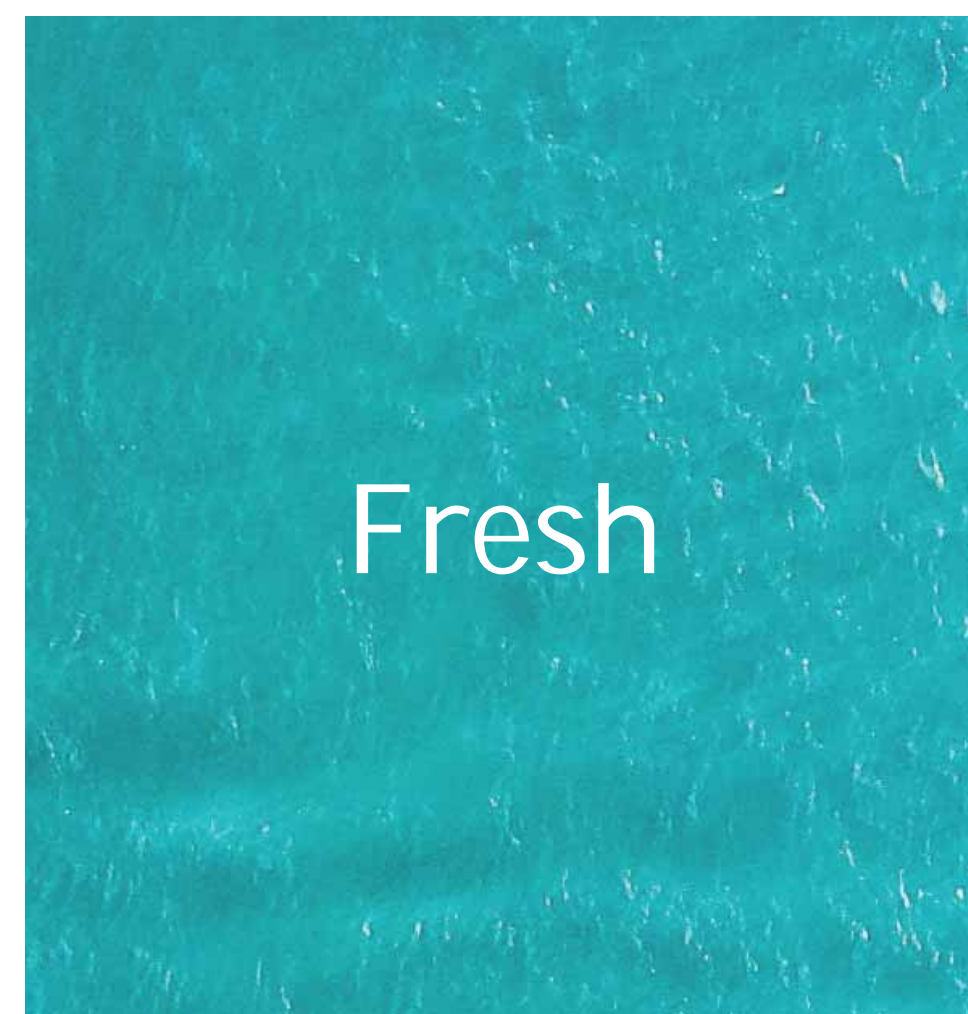
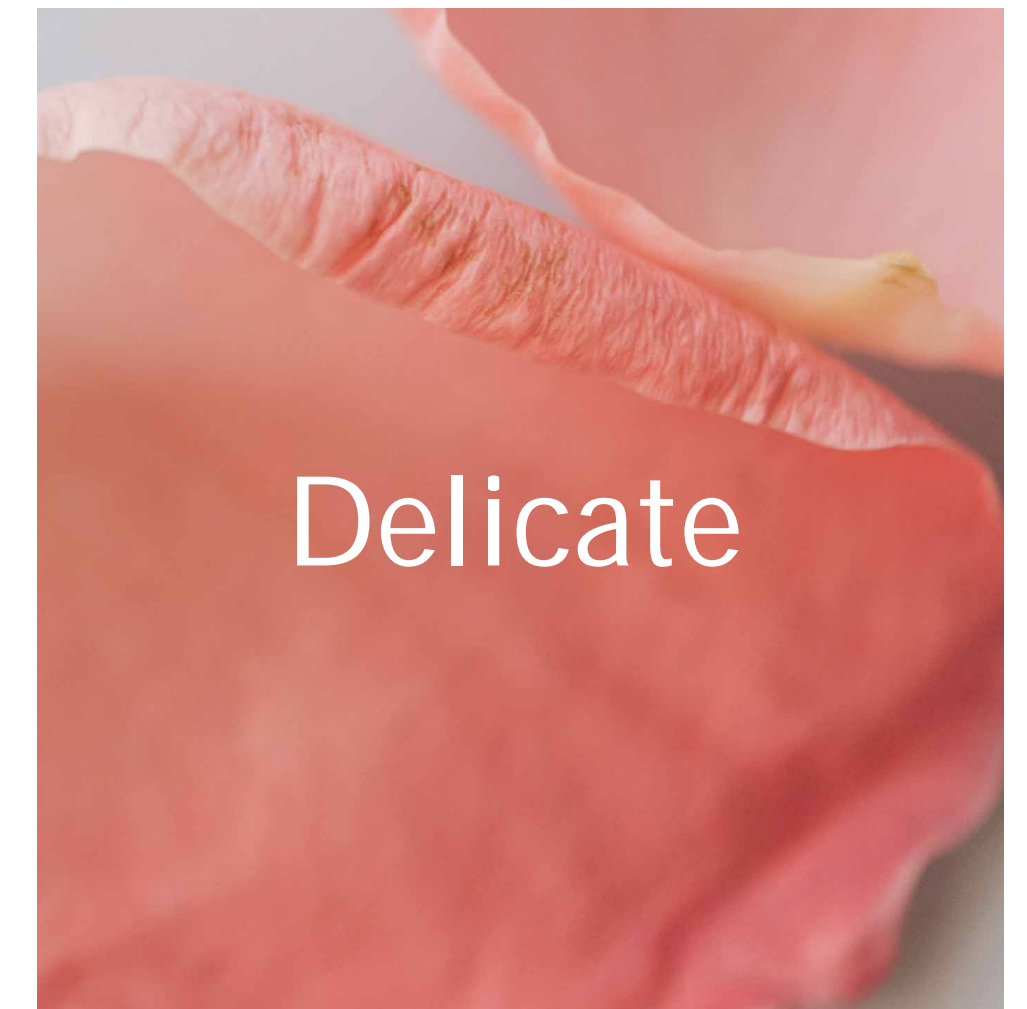




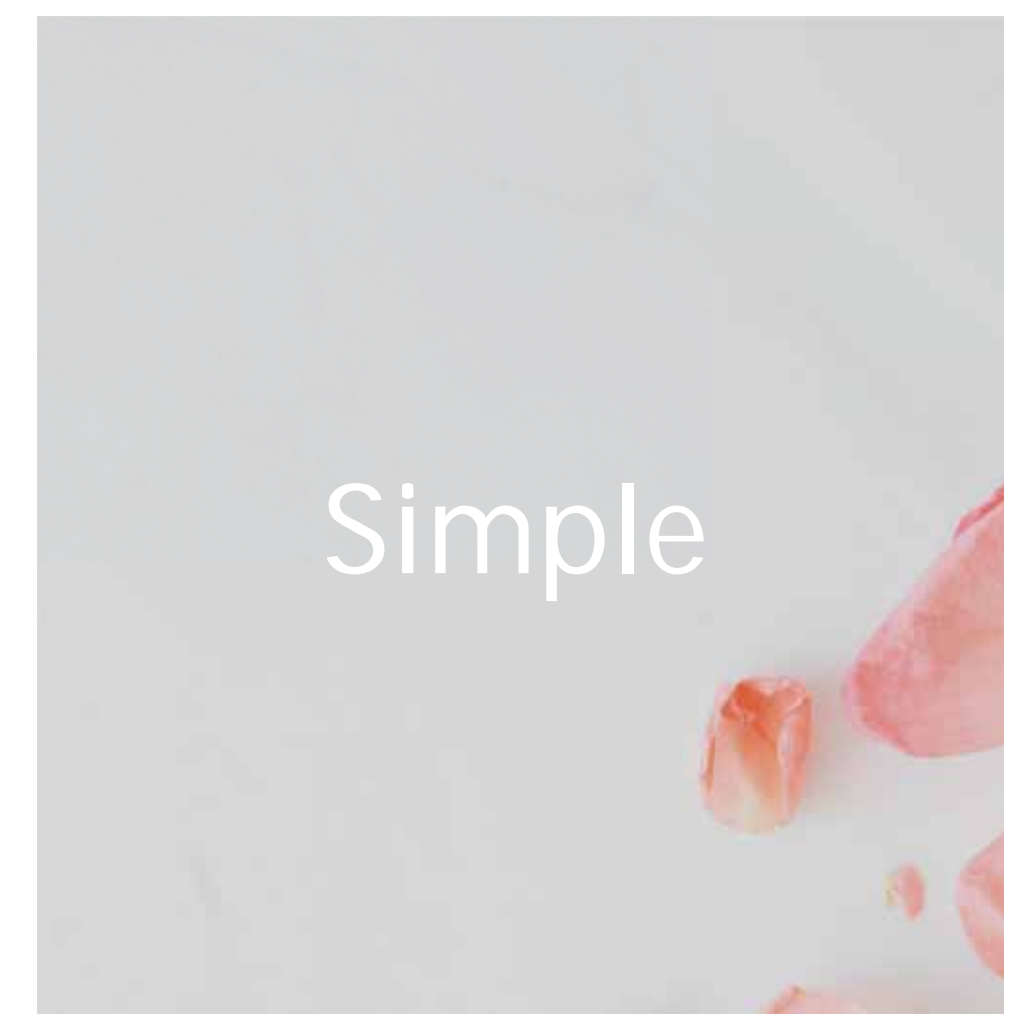
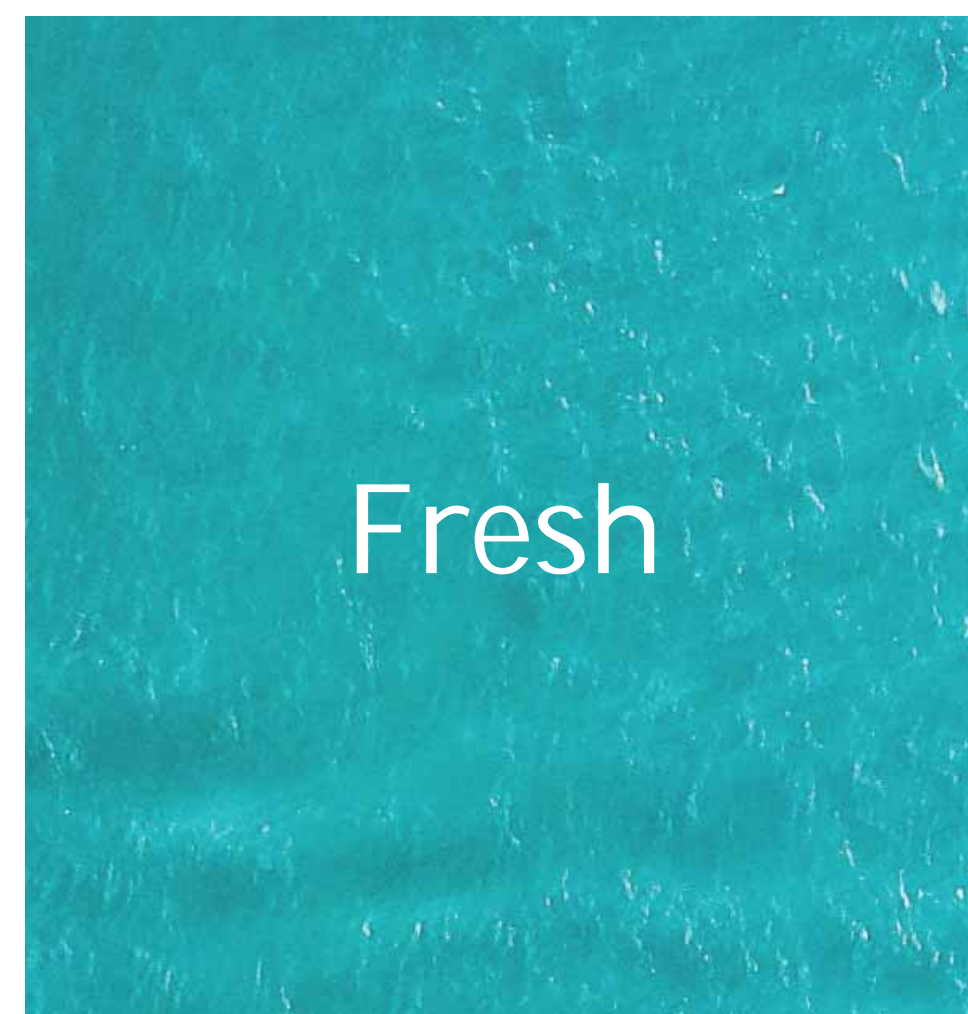
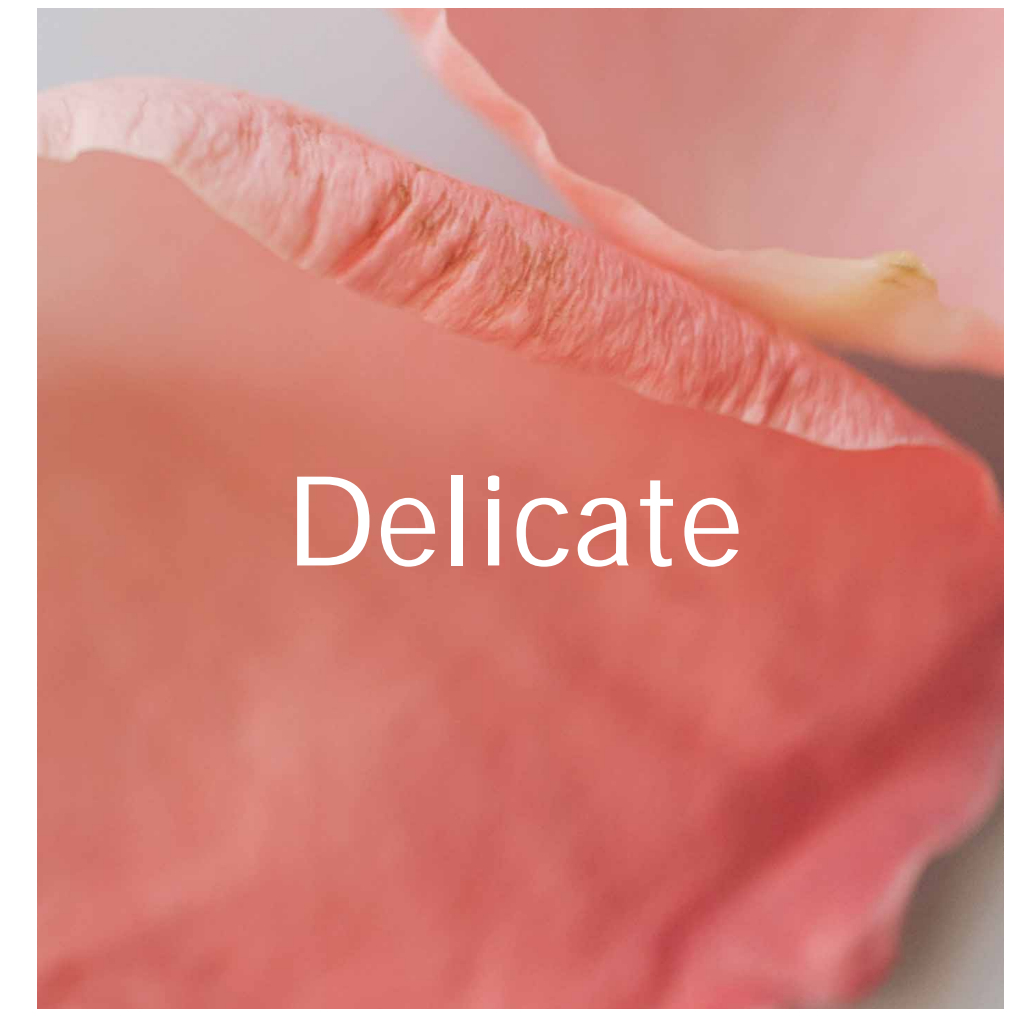
# Look and feel



# Look and feel



# Look and feel





# Meaning

The symbol from our logo is a G from the word goddess, but which goes within for the spiritual inner. That is why the circle from inside is colored like this because it express serenity, wisdom, sensitivity, protection, making the connection with a goddess. Actually this color made us to name our brand like that.

The relevance between a goddess and roses it's simple, those flowers were used for centuries not just for decorations but beauty in a variety of forms for face masks, deodorant, eyeliner and blush when the nature was the first helper.









# Colors

Calm  
Refreshing  
Wisdom  
Serenity

CMYK 66 0 24 0  
RGB 60 193 200  
HEX #3CC1C8

Feminine  
Warmth  
Passion  
Optimism

CMYK 4 74 53 0  
RGB 232 102 103  
HEX #E86667





# Typography

AaBbCc

**Butler**

**Bold**

AaBbCc

Century gothic

Regular



183 x 108 mm | A3



130 x 82 mm | A4



148 x 94 px | Web



22 x 14 mm | A5



76 x 48 px | Mobile









# Positioning



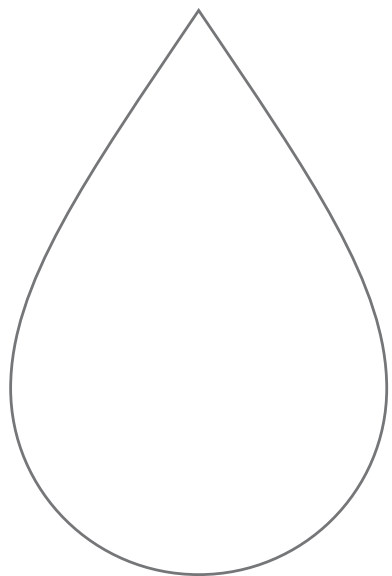
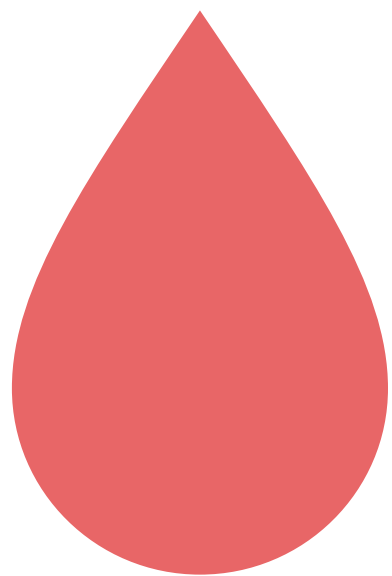
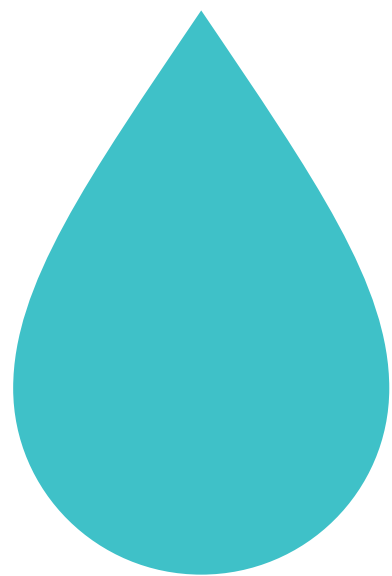
# Logo on images





# Common errors





Stationery

Roboto  
Regular  
Light

Sell sheets

Roboto  
Regular  
Light  
**Bold**  
Medium

Packaging

Roboto  
Light  
Playfair display  
Bold

Outdoor and  
Indoor materials

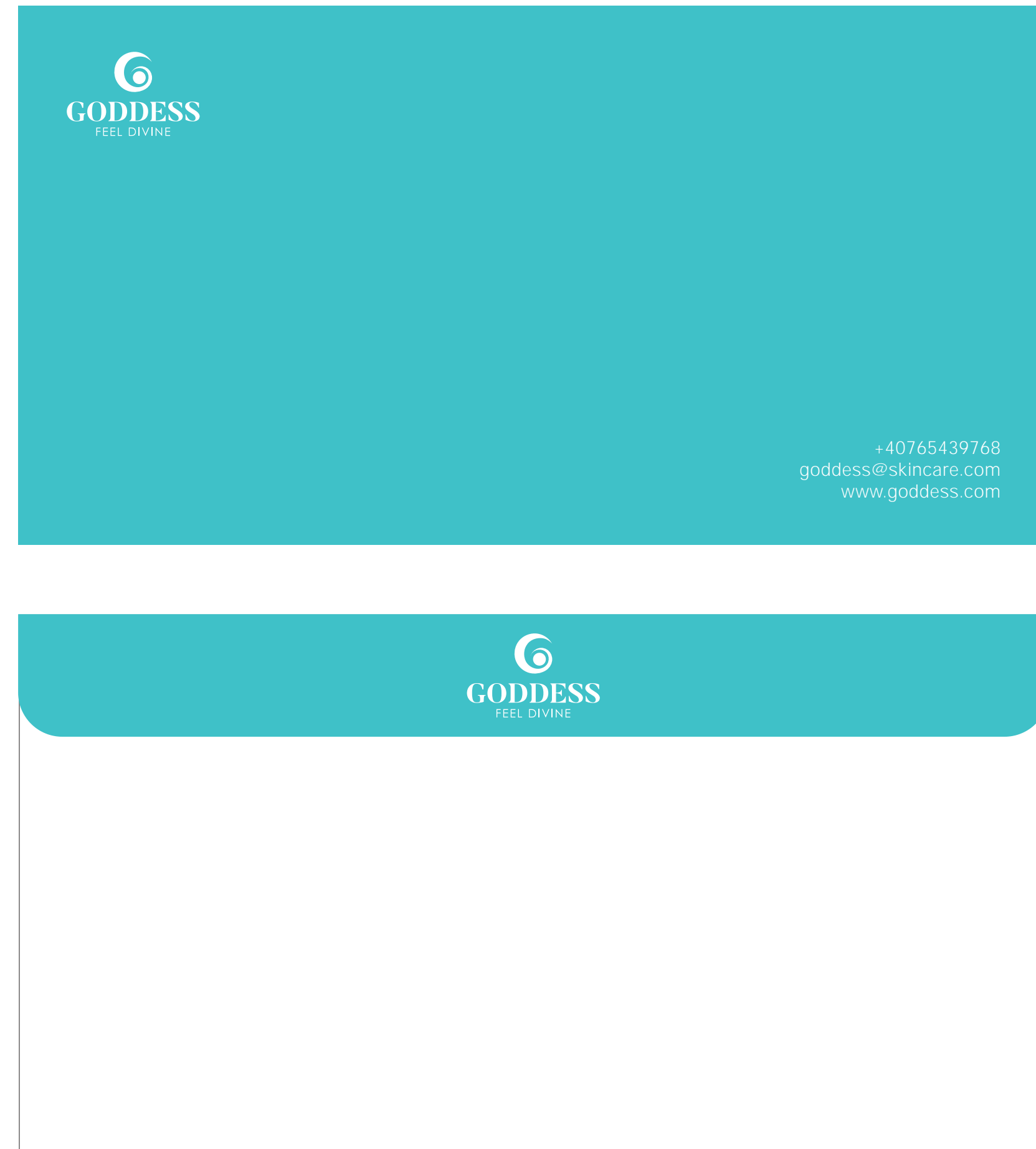
Mermaid  
Bold  
Simplicity  
Regular

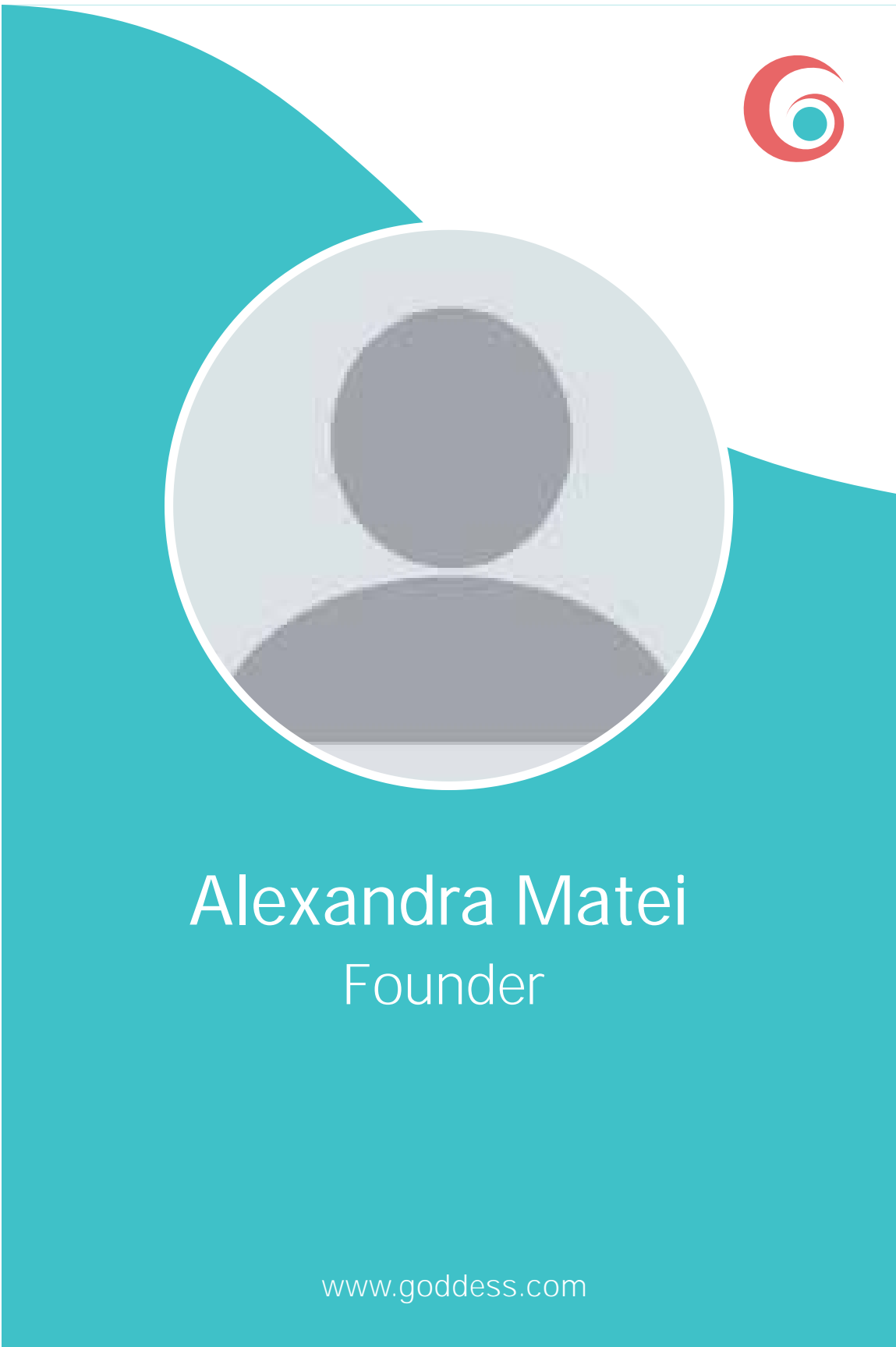




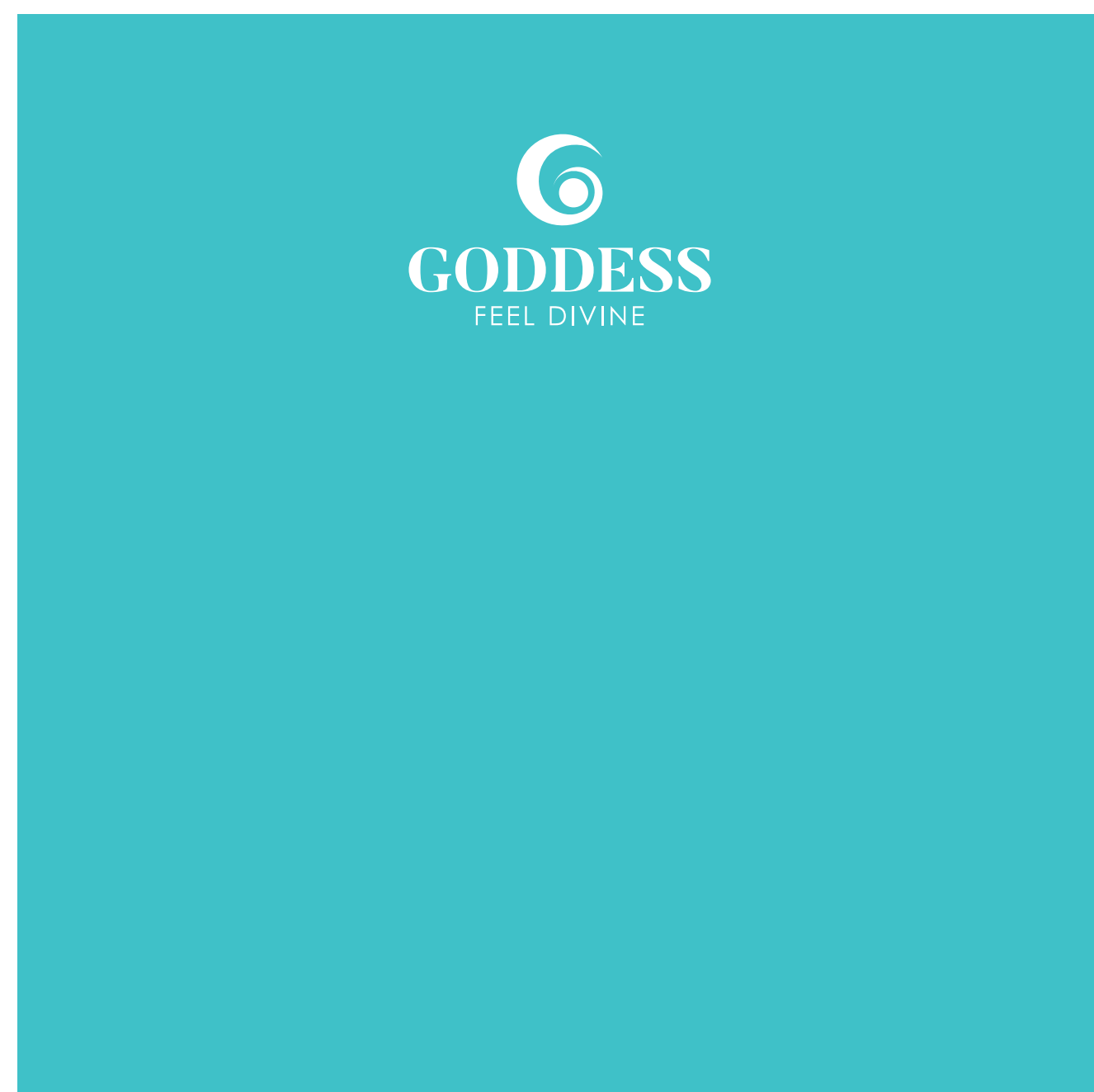








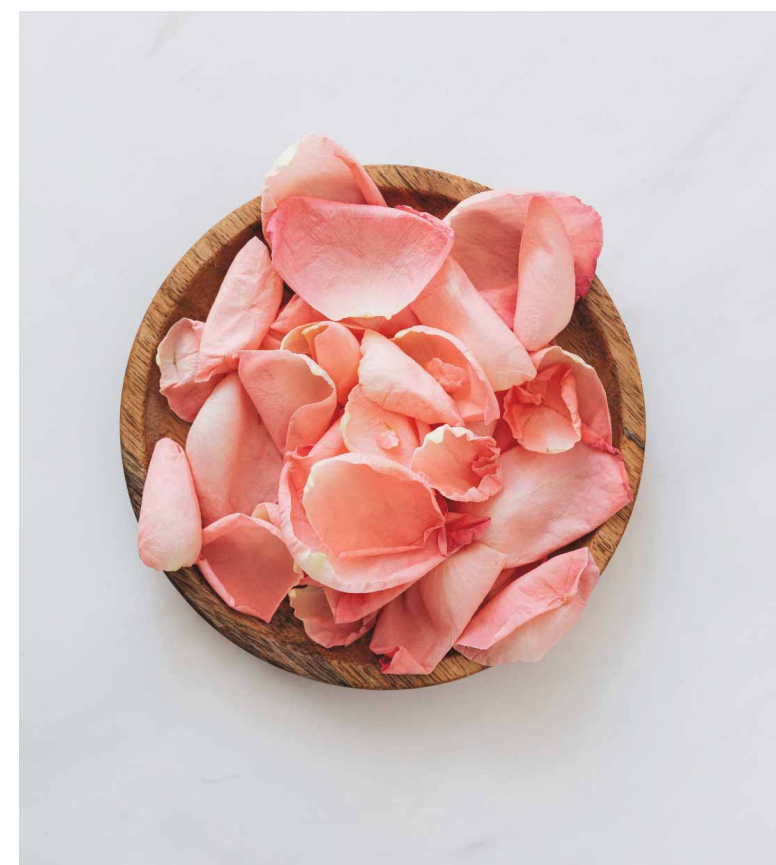
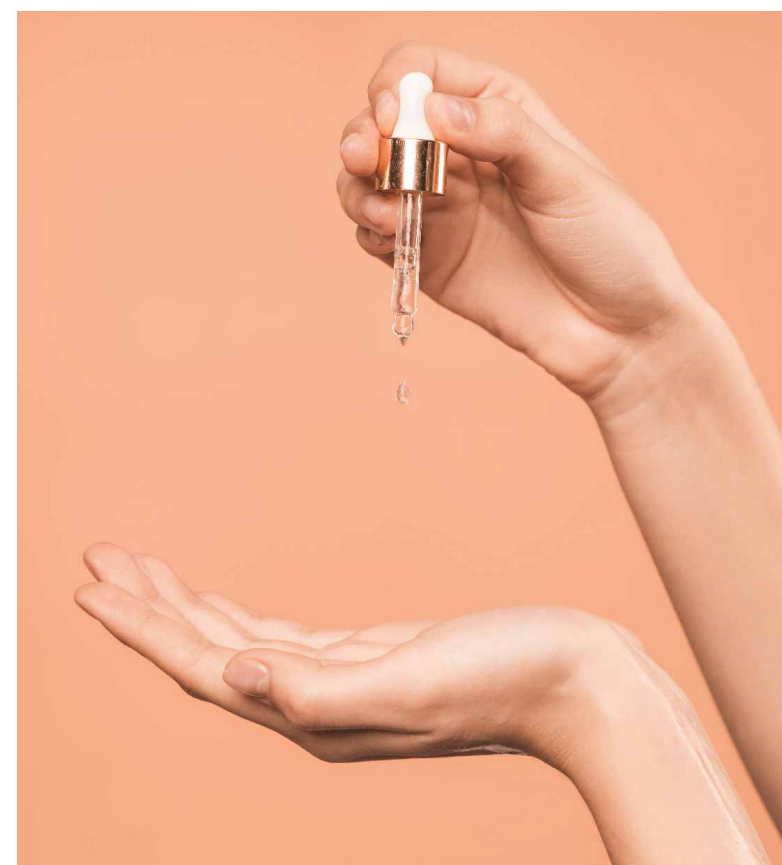




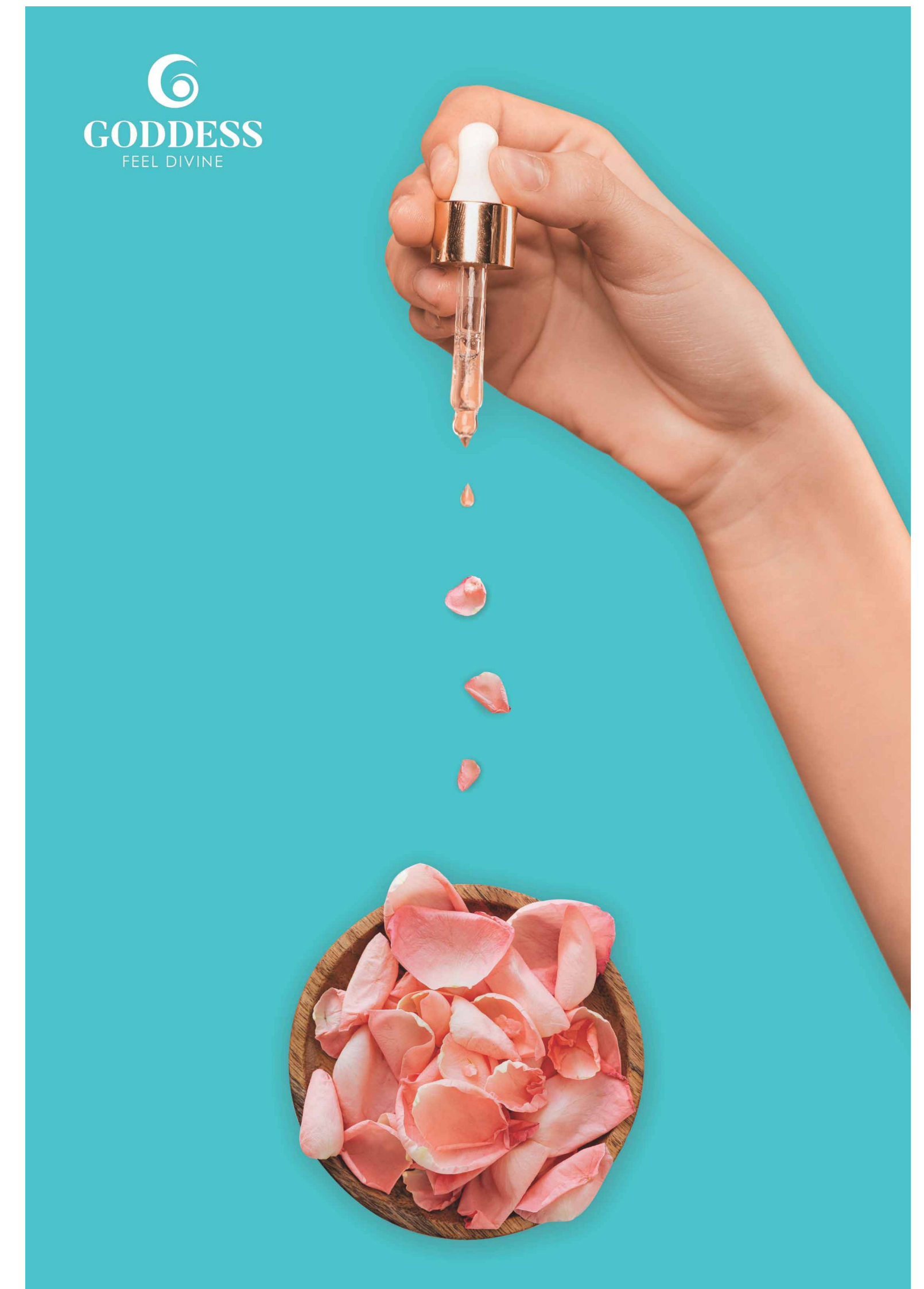
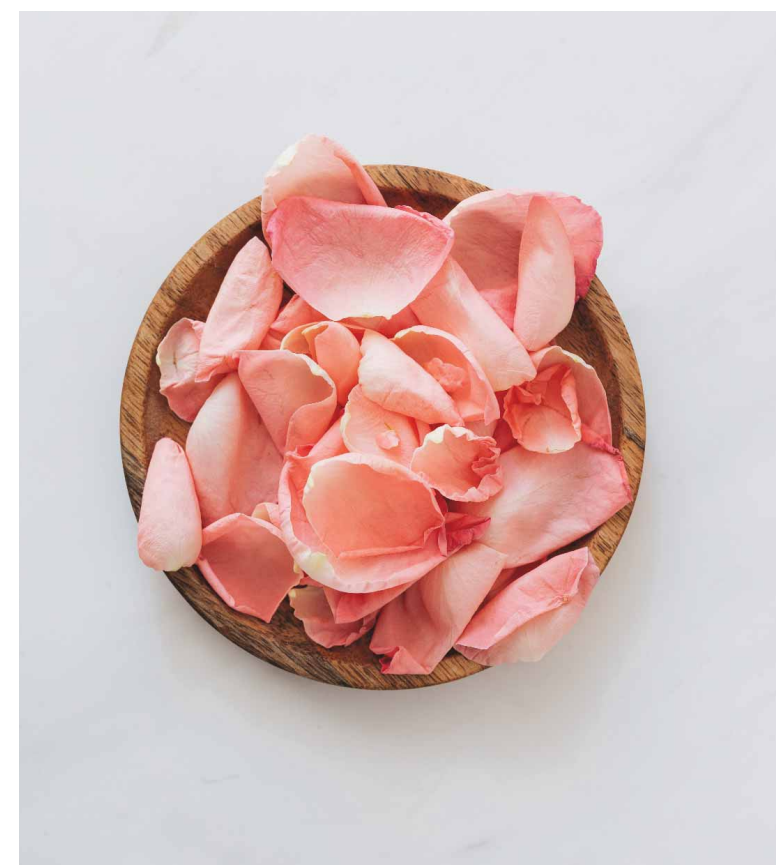


















# For us, it's not about **rushing** to be first, but about **giving you our best**

We never lower our standards (and neither should you). We conduct significant evaluation and testing to ensure the safety and exceptional performance of every product.





## Happy clients


*I absolutely love this products! I suffer from extremely sensitive skin, gets super dry in winter. I also get a lot of redness. My skin feels so soft and smooth now. Definitely recommend it.*

Beth R.

## Our products are

Alcohol free

Synthetic fragrance free

Parabens free

## Roses for skin

- ✓natural antiseptic
- ✓anti-inflammatory
- ✓antibacterial powers
- ✓hydrating and soothing abilities





# The new face serum

Discover now the benefits of roses in skincare and why you can take advantage of them with our new product



# Just feel divine





+40765439768  
goddess@skincare.com  
www.goddess.com

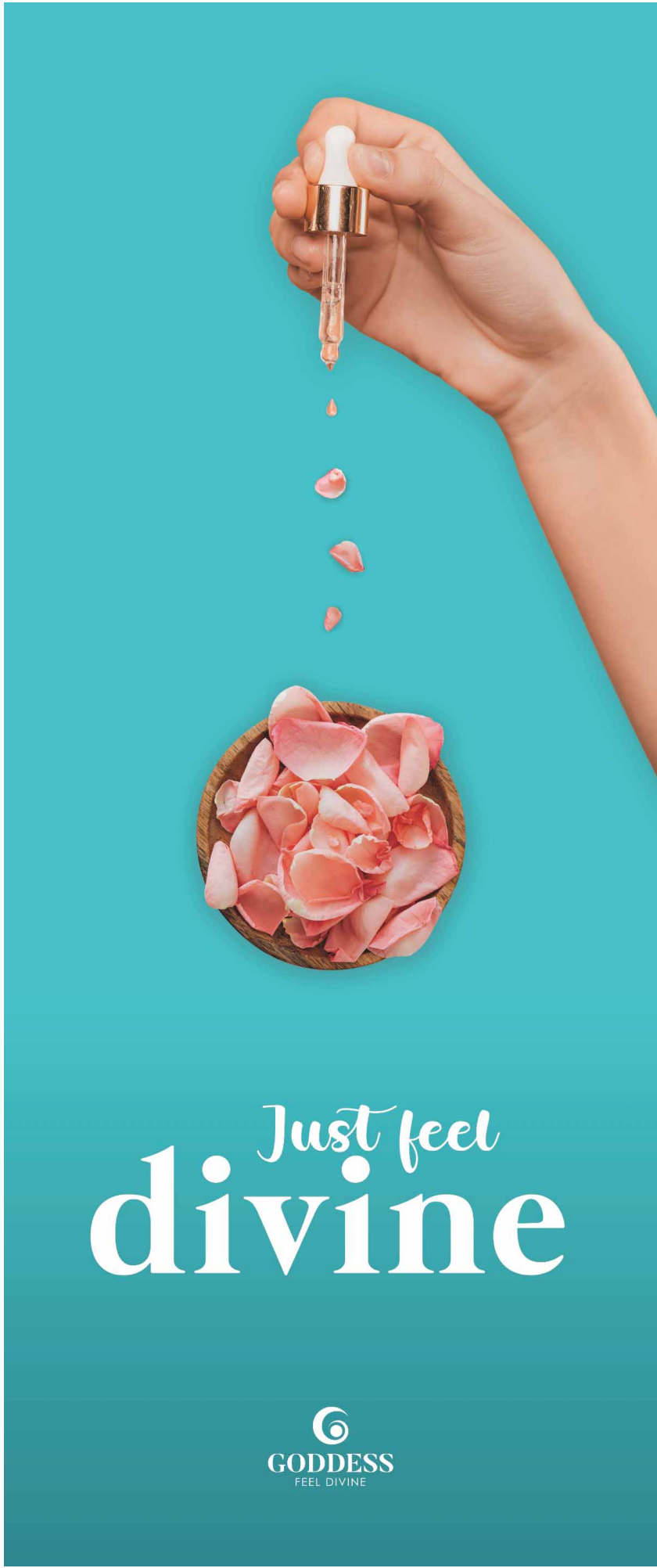
\*Sign up to our newsletter and get  
15% off your first order











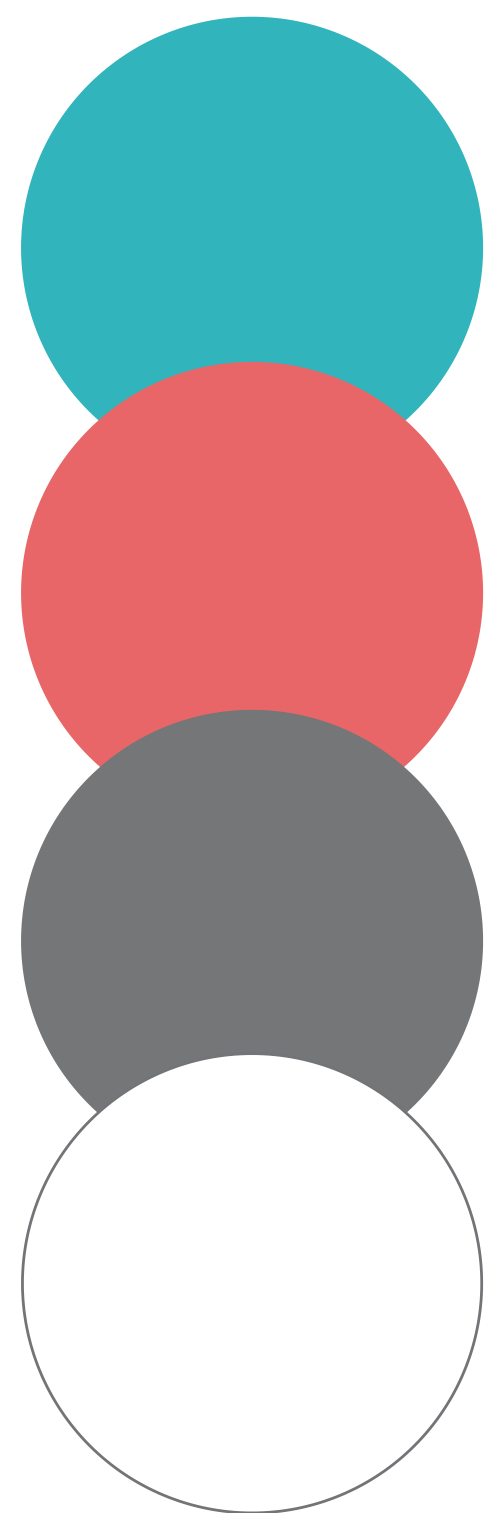












— #32B5BC

— #E86667

— #727272

— #FFFFFF

AaBbCc

ROBOTO

Regular

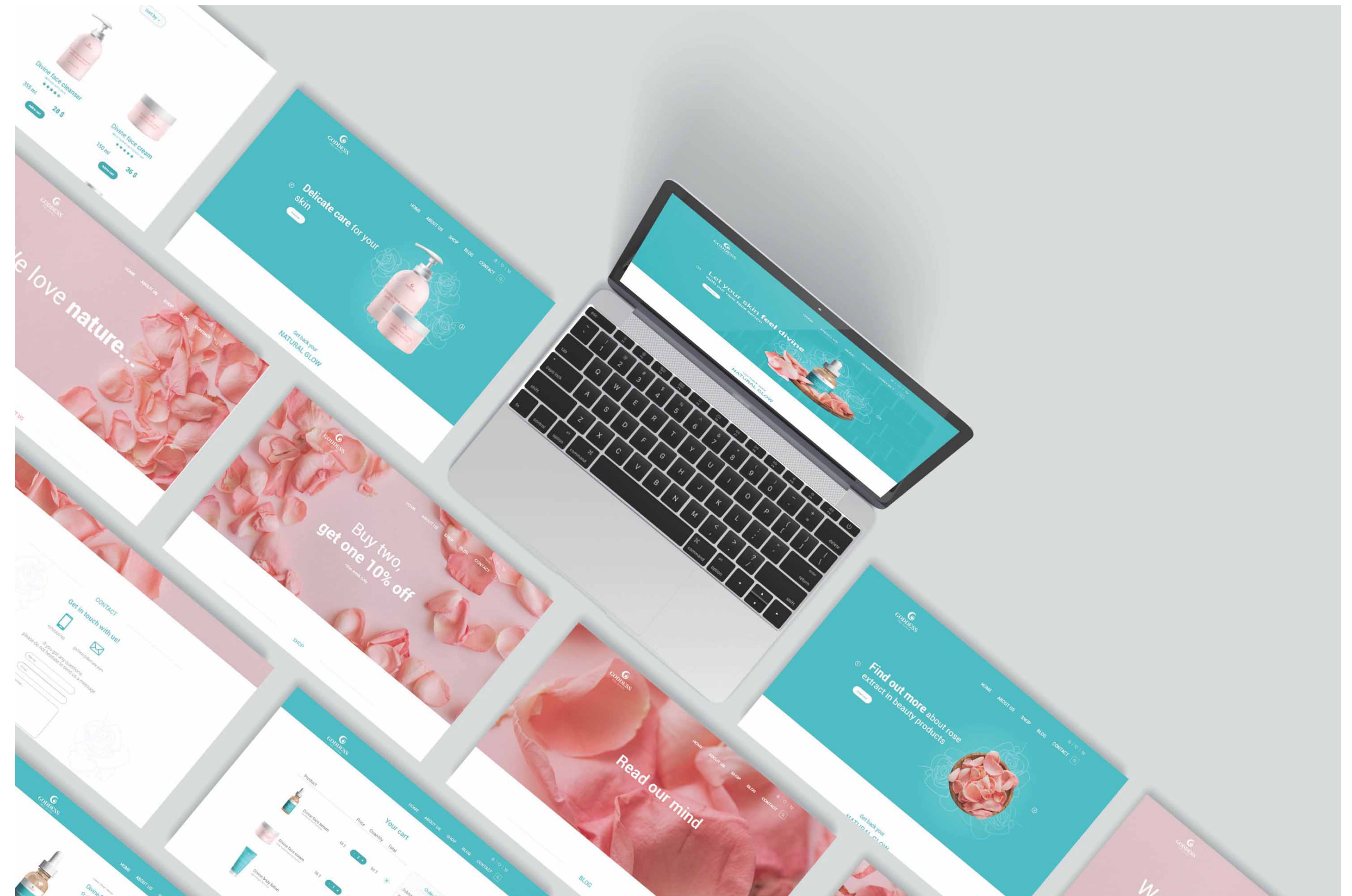
Light

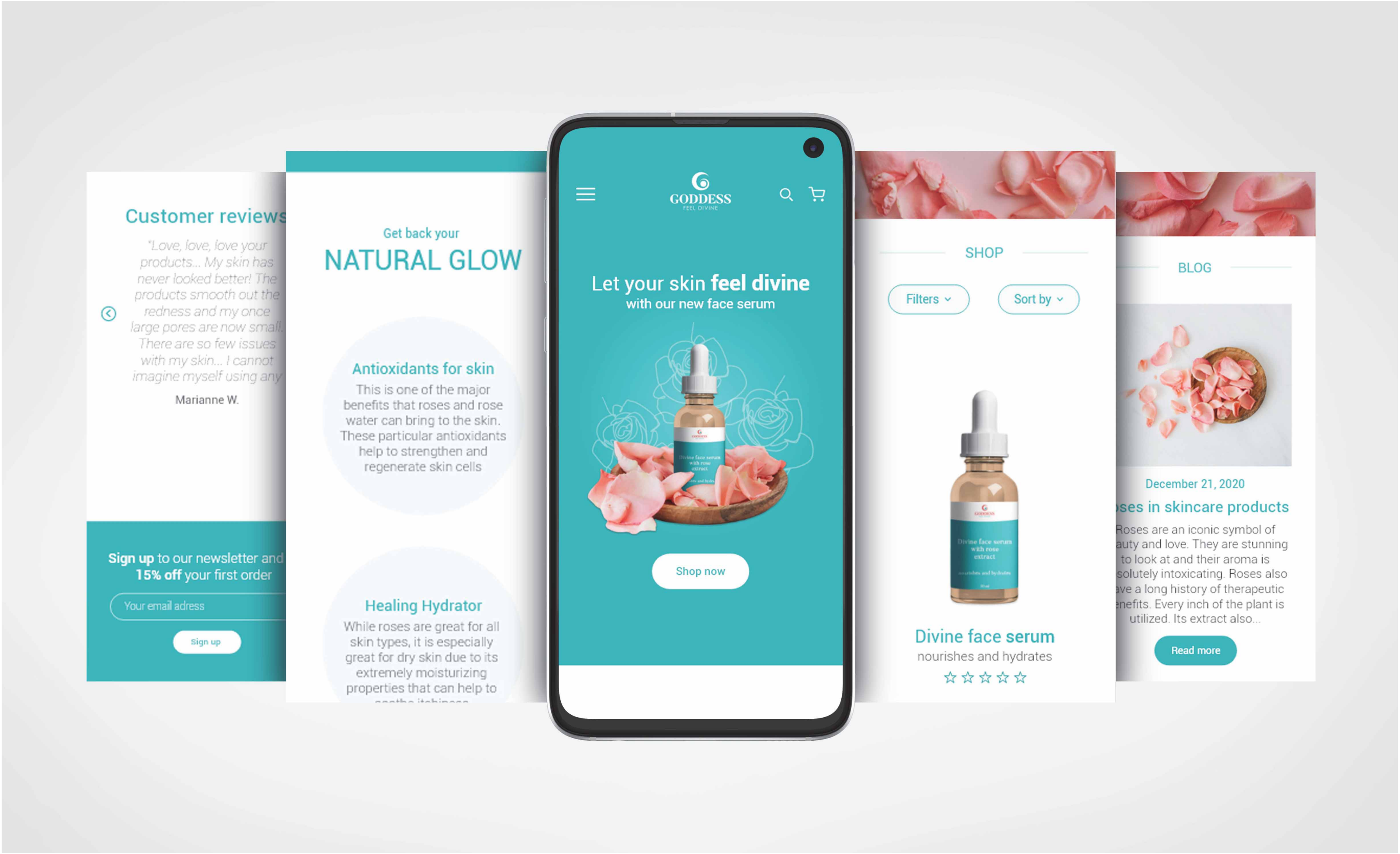
**Bold**

Medium

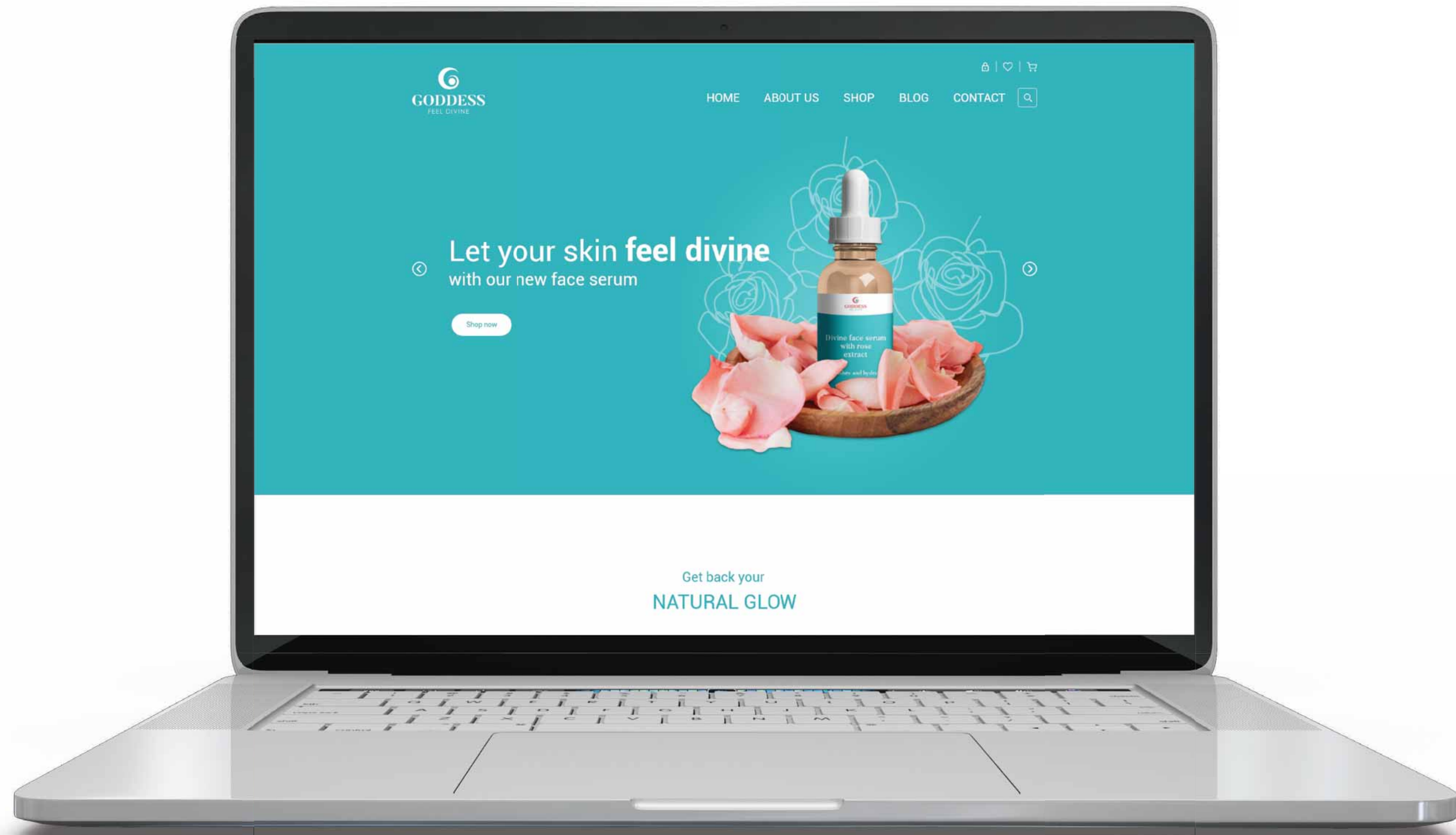


# Get digital

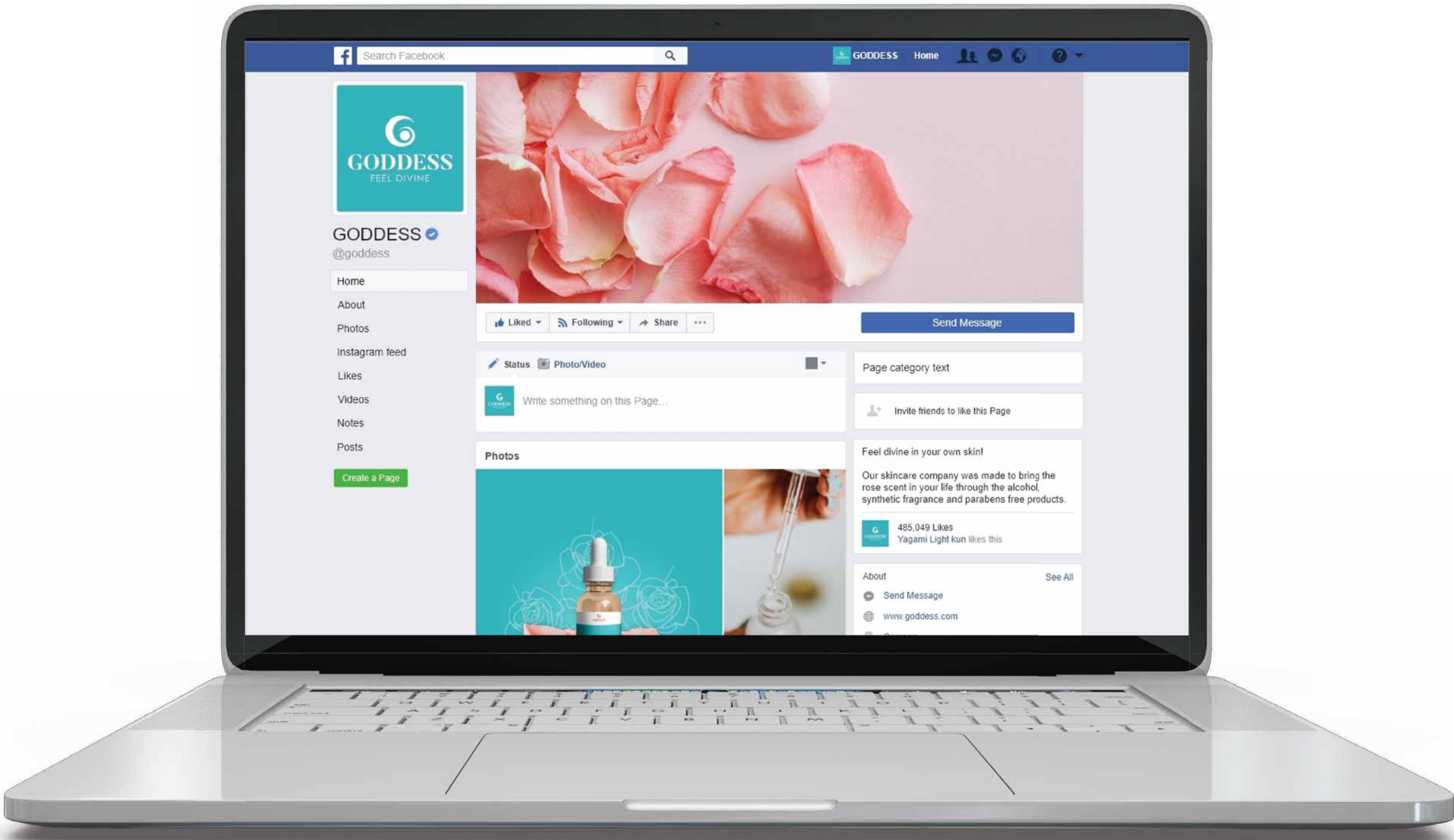


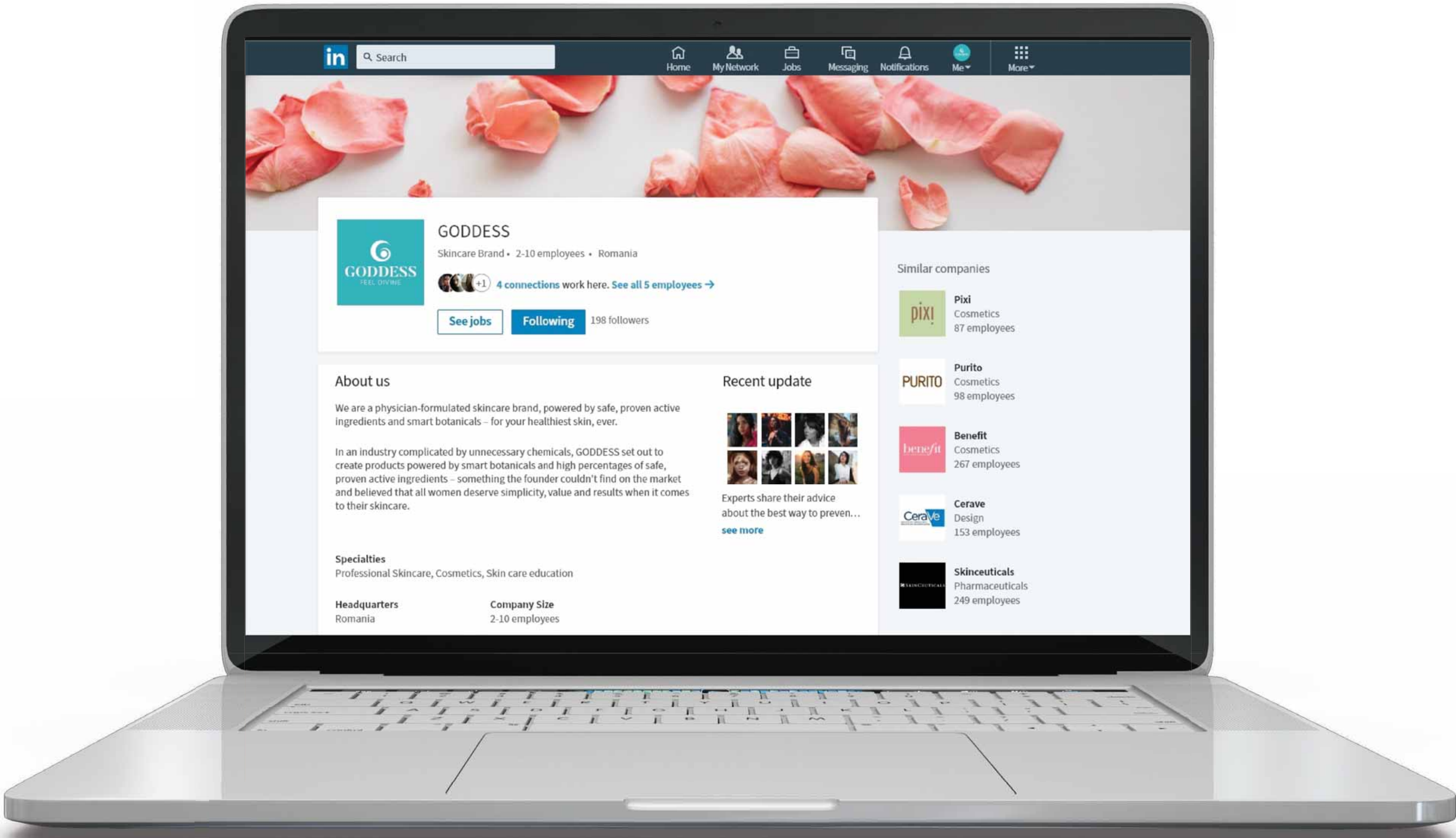




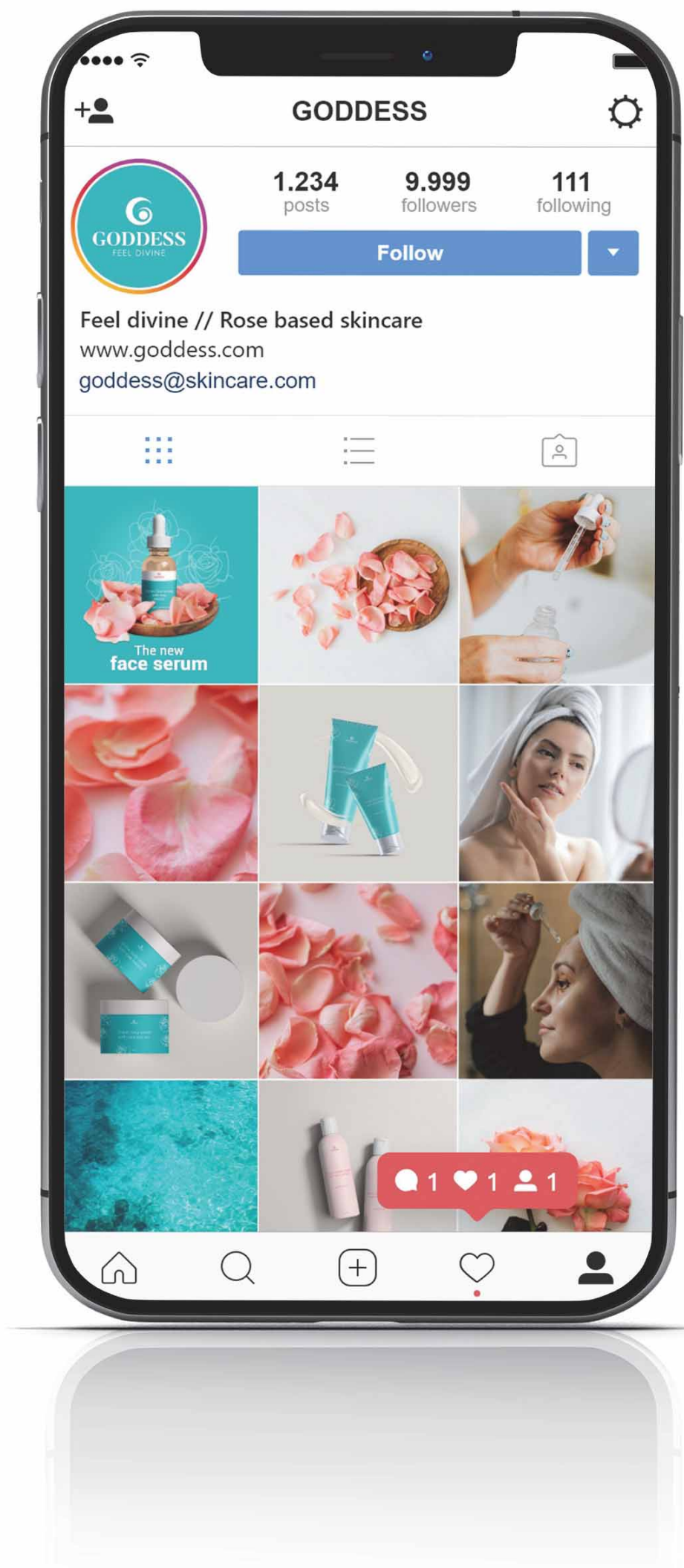


















**GODDESS**  
FEEL DIVINE

# Let your skin feel divine

with our new face serum

Shop now



\*Sign up to our newsletter and get 15% off your first order




**GODDESS**  
FEEL DIVINE

# The new face serum

Shop now






**GODDESS**  
FEEL DIVINE

# 15% off your first order

Shop now





**GODDESS**  
FEEL DIVINE

# The new face serum

Shop now





**GODDESS**  
FEEL DIVINE

# 15% off your first order

Shop now





**GODDESS**  
FEEL DIVINE

# The new face serum

Shop now





**GODDESS**  
FEEL DIVINE

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**GODDESS**  
FEEL DIVINE

# 15% off your first order

Shop now






**GODDESS**  
FEEL DIVINE

# 15% off your first order

Shop now





**GODDESS**  
FEEL DIVINE

# The new face serum

Shop now






**GODDESS**  
FEEL DIVINE

# 15% off your first order

Shop now








# The new face serum

Shop now








## Wake up and smell the roses!

Treat your skin using our new face serum with rose extract!  
The sugars and natural oils found in rose petals trap moisture in your skin, making it look smoother and softer, just like the beautiful petals themselves!

Discover

Free shipping on orders \$99+





# The new face serum




Shop now

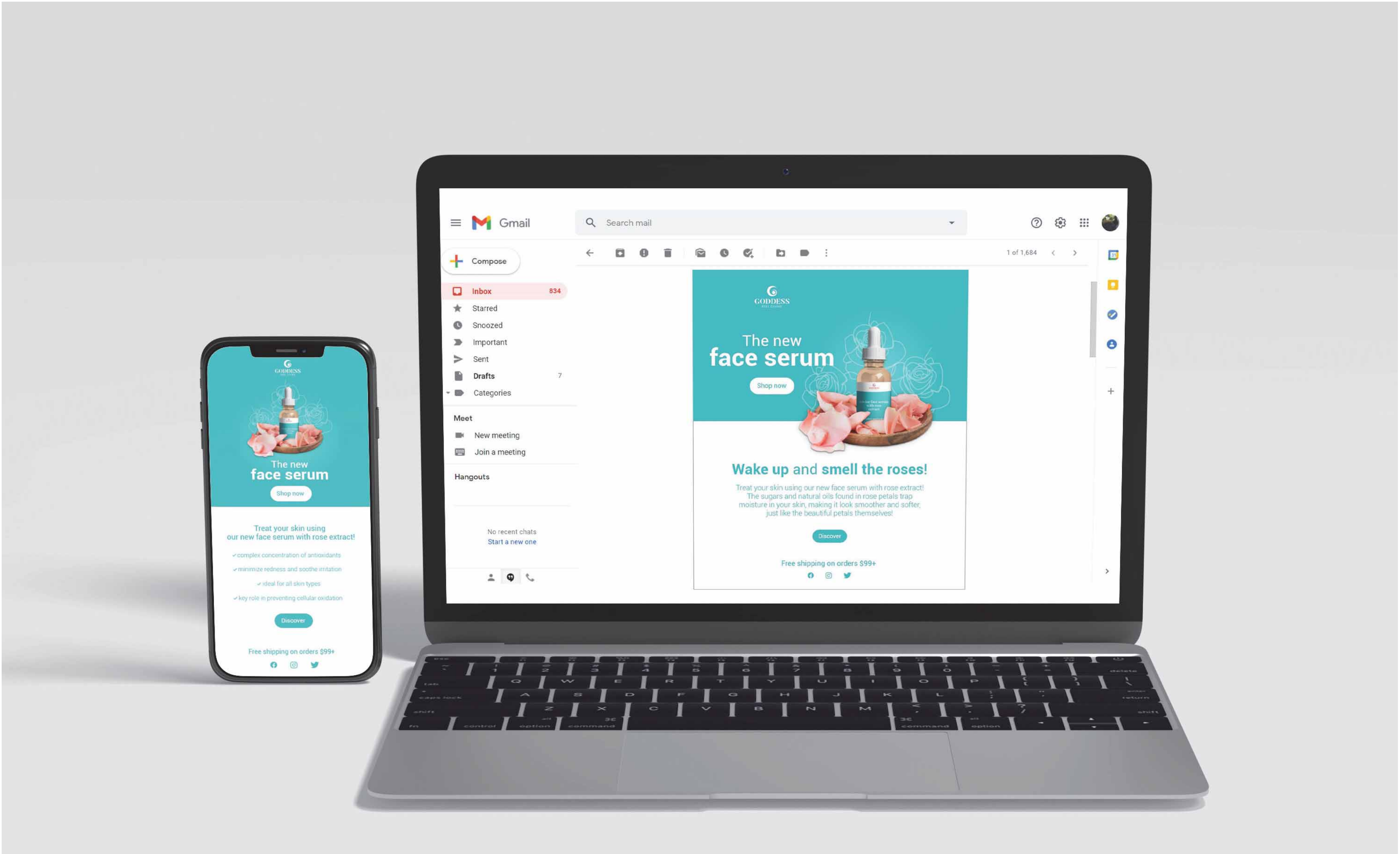
Treat your skin using our new face serum with rose extract!

- ✓ complex concentration of antioxidants
- ✓ minimize redness and soothe irritation
- ✓ ideal for all skin types
- ✓ key role in preventing cellular oxidation

Discover

Free shipping on orders \$99+







# Iconography



# Pattern



## Friendly

- we sell our products to people who love skincare as much as we do
- we respond to comments and messages in a personal way, using emojis
- if we declare that we stand for something, we won't take any actions that would contradict our words

## Helpful

- you can be confident about being rely on our services and support
- we can explain clearly on your questions about our products
- we offer our help for every situations you are not decided with your products

## Honest

- we give you details about production and ingredients
- not afraid to answer if you adress a question about us
- when we establish a solid reputation you must deliver on your promises

## Clinical

- in descriptions we give clinical details but we can easily explain in a easiest way
- scientifically supported, as the ingredients chosen have been backed by clinical research
- it means we can talk about our products in appropriate terms including the scientific ones



# Communication style

## Connector

Approachable

Empathic

Intuitive

Subjective

Considerate

**We love nature  
because it offers us**



# History inspiration



## Ancient egyptians

- used roses for beauty balm with healing properties
- scented oils to cleanse and protect their skin against harsh dry desert winds



## The romans

- used roses for beauty balm with healing properties
- scented oils to cleanse and protect their skin against harsh dry desert winds



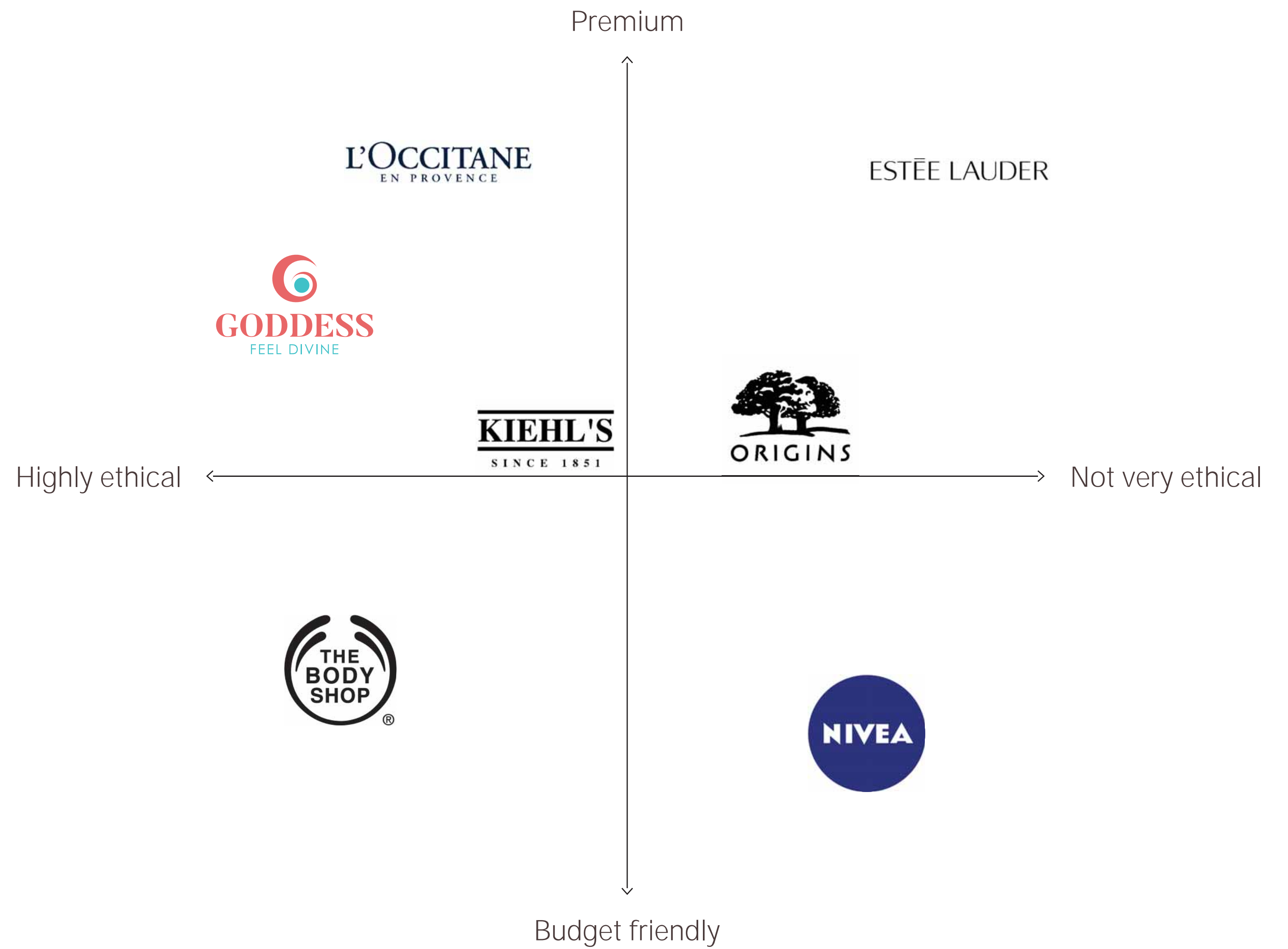
## Persians

- discovered a new way to extract the goodness from rose petals called steam distillation





# Our position



# Balance

## Strenghts

- High presence in online
- Broad product range
- Free shipping for orders 99\$+
- Interaction with customers
- Giving a lot of details about products

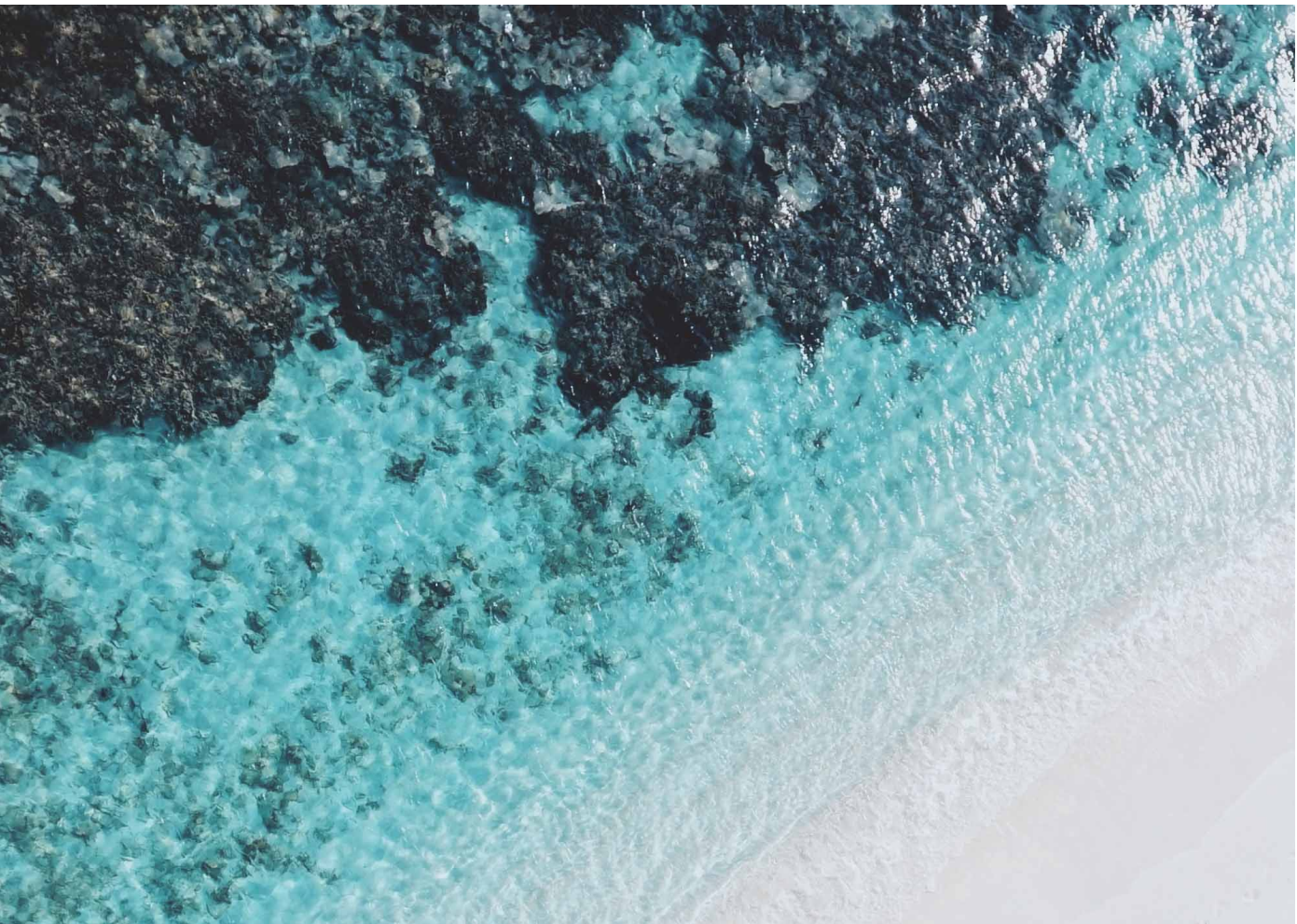
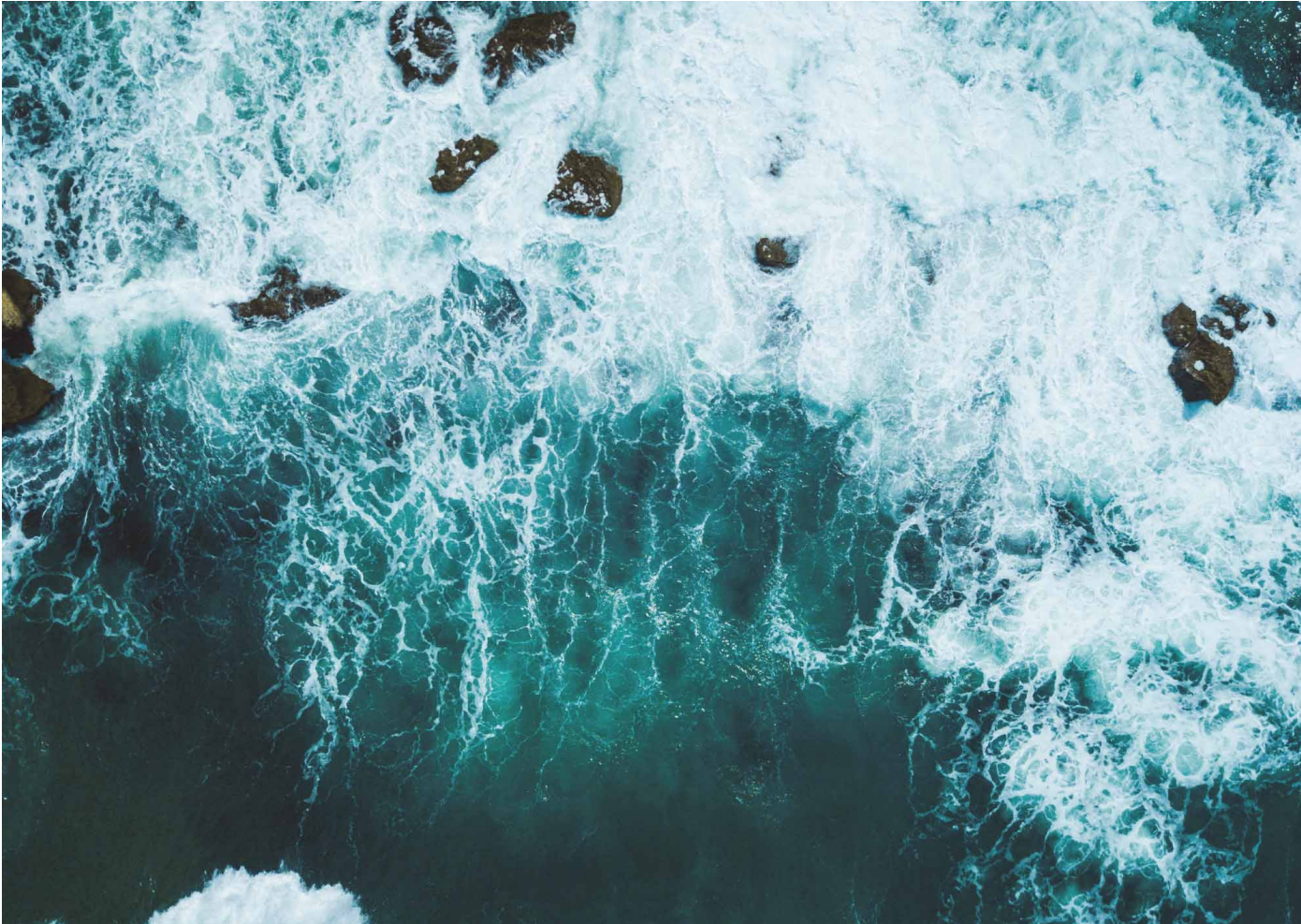
## Weaknesses

- Online consumers cannot try before order
- No physical stores opened
- No special products for men
- Lack of promotions





MOODBOARD





**Stay divine**  
and do your skincare



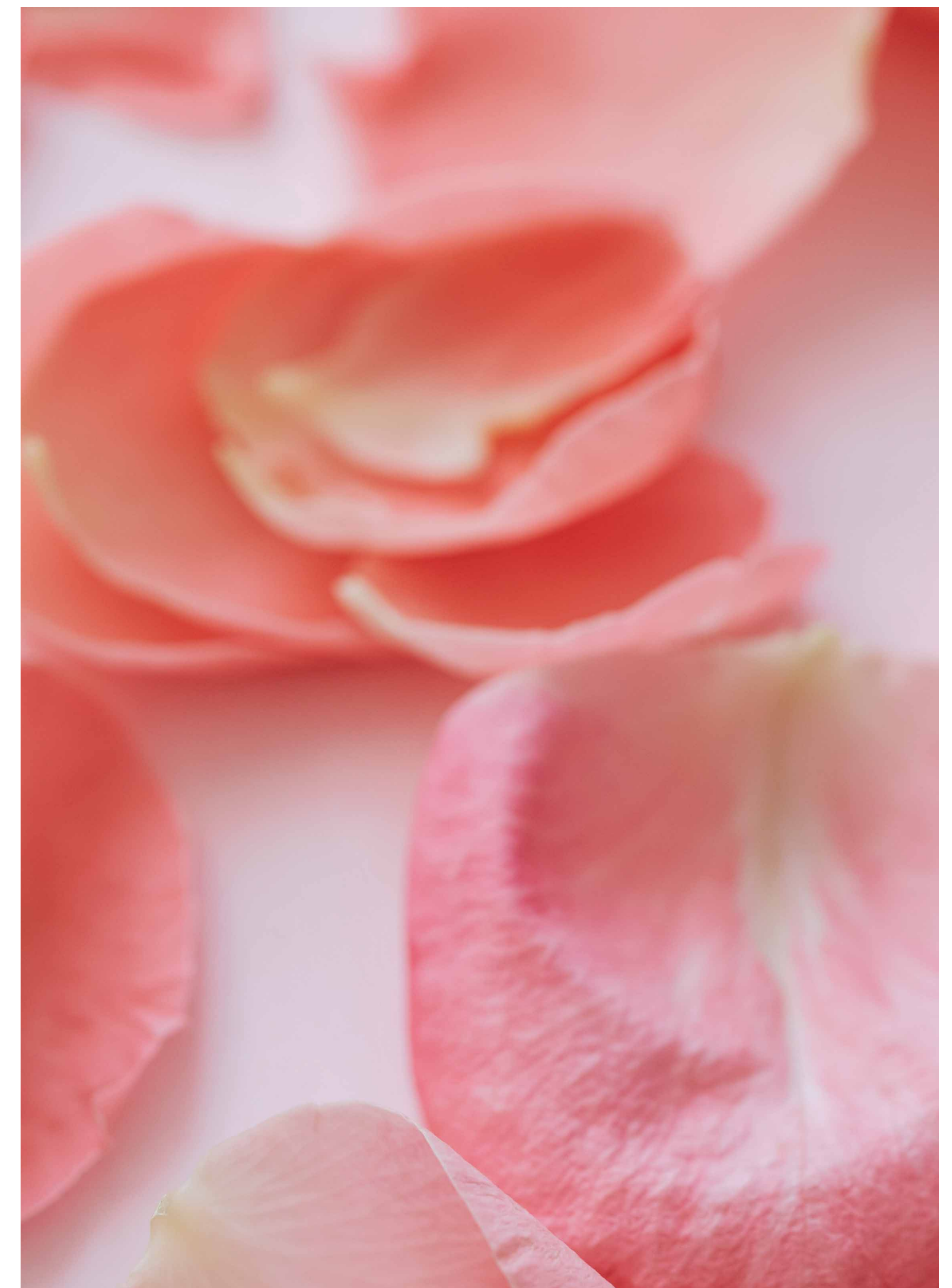


# Resources

**our website**  
[www.goddess.com](http://www.goddess.com)  
products details  
shipping methods  
frequently questions

**social platforms**  
events  
collaborations  
new releases

**photo library**  
moodboard





## Get in touch with us!



[www.goddess.com](http://www.goddess.com)



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