

PÜR™

*Beauty, PÜR & Simple*

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*Skincare Re-Design Launch*

PHOTOGRAPHY GUIDE SPRING 2023

## *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 helps our customer better understand our products.

## *Where Will These Be Used?*

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

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

**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*

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A look into the mood, props, lighting and background colors for the skincare category.

# Mood

Our imagery should help our customers better understand our products by showcasing the new packaging in a clean appealing way. We do this by allowing the new products and packaging to be the focus; using fresh ingredients to show our good-for-your skin formulas. Our goal is to show how our products allow you to be your best self on a daily basis by using lifestyle imagery.



### Tropical C Real Results

- 96% noticed skin tone appeared brighter
- 91% noticed skin appeared less dull
- 91% noticed a visible improvement in skin firmness



\*In-house perception study after 28 days with 44 participants. Results may vary.



# Props

Minimal props may be used to help tell the product story but the products and swatches should be the main focus of the imagery.

Lifestyle props may include: fresh ingredients, stone trays, small mirror, white textured towels, magazines, etc.

Lifestyle props should be minimal and simple. Props should make sense for the category and help tell the product story. Jewelry should not be used in skincare imagery.

Risers for products may be lucite, frosted lucite or small white risers. Please avoid larger white risers that take away from the products.



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

# Background Colors

Variations of white, cream and pale green may be used. Background colors should be used mindfully to ensure products stand out in an appealing way.



FFFFFF

F3EBE8

EBF1F0

# Lighting

Lighting should be directional and set the tone. Lighting should help bring products to life and not be over exposed or flat.

Shadows should be intentional and not be placed over product name or logo.



Lighting brings product to life without feeling sterile



Lighting adds dimension to the products



Lighting sets tone for a clean bathroom environment.



Intentional shadows add depth and don't cover the product

## Things to Avoid

- Colorful backgrounds to take focus away from products
- Fake ingredients
- Lack-luster layouts
- Too many props that take away from the product
- Muddy shadows





## *Content Categories*

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In an effort to better communicate the brand visually the photography is broken into 3 categories:

- PUR & simple (packaging + component imagery)
- Good-for-your skin ingredients (ingredient + results imagery)
- Be your best self (lifestyle imagery)

*Bucket 1:*  
*PÜR + Simple*  
*(Packaging Imagery)*

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**OBJECTIVE:** Help people understand our new packaging by showcasing the refreshed design.

**SOLUTION:** Visuals speak to new components, folding cartons and overall simplicity of the new aesthetic.

**PROPS:** Minimal props. Allow products and the packaging to shine.

**LIGHTING:** Lighting should be natural yet direct to show off the simplicity of the new packaging.

**BACKGROUND COLORS:** White, cream or green.

Background color options

FFFFFF

F3E8E8

EBF1F0



*Bucket 2:*  
*Good-for-Your*  
*Skin Ingredients*  
*(Ingredient Imagery)*

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**OBJECTIVE:** Show how we use good-for-your skin ingredients to create skincare products that deliver results.

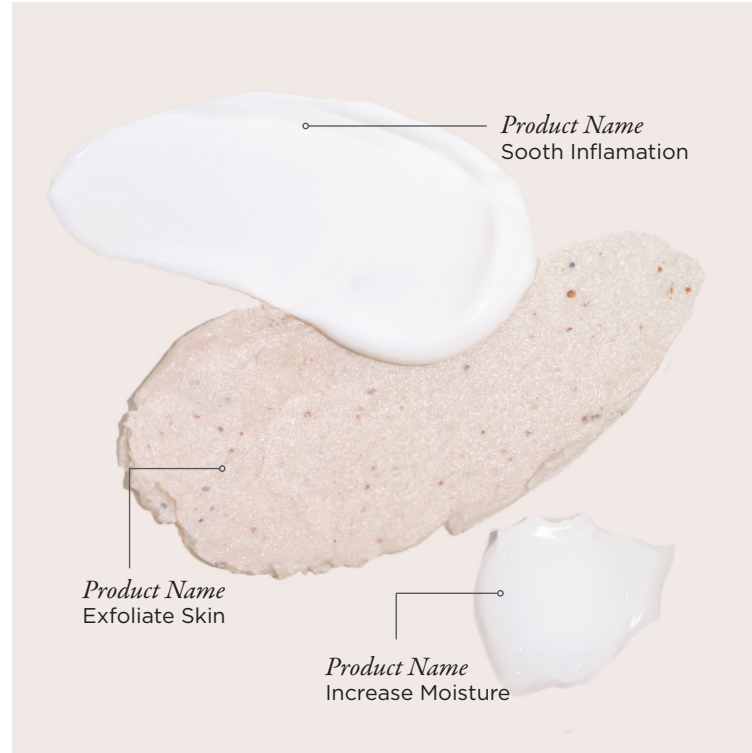
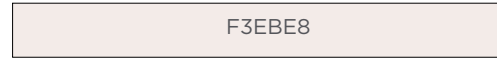
**SOLUTION:** Visuals speak to ingredients, formulations and results - what skin looks like after use.

**PROPS:** Fresh ingredients. Use graphics to call out benefits.

**LIGHTING:** Lighting should be natural yet direct to show off the simplicity of the new packaging.

**BACKGROUND COLORS:** White, cream or muted green.

Background color options



*Bucket 3:*  
*Be Your Best Self*  
*(Lifestyle Imagery)*

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**OBJECTIVE:** Show how we meet the need of someone who is looking for intentional skincare products that help you be your best self on a daily basis.

**SOLUTION:** Visuals speak to lifestyle, product texture and in-situation usage.

**PROPS:** Minimal lifestyle props: stone trays, bathroom counter, towels, etc.

**LIGHTING:** Lighting should create dimensionality and set the tone.

**BACKGROUND COLORS:** White or lifestyle backgrounds.

Background color options

FFFFFF

Props should be used to help tell the product story and not take away from the product focus



*End*

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