

New logo

TOO FACED+

New statement

At Too Faced cosmetics we believe in real, raw beauty. That is why we decided to release a makeup line for everyday life. With ingredients that nurture and protect, we want to help you love the skin you're in. We have new improved packaging and cruelty-free formulas that stand the test of the real world. Let us take care of your look, so you have more time to enjoy life. Whether it is as an ally to activism, a working parent, or a busy student; we believe our products will quickly become enhancers for your natural beauty.

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Design #1

- Promotes an all-inclusive target market.
- Makes space for men who want to wear makeup.
- Shows carefree, candid living.
- It might be controversial, but this brand supports everyone who likes makeup.
- “soft boy” meets “urban fashion” aesthetics

Message next to it could be:

- “ For when it’s boys night.”
- “ Pairs well with anti toxic masculinity.” *
- “ Be your real self. Tattoos and all.”
- “ for late night snacks and zoom parties.”
- “ this is how a role-model looks during a lunch break.”

Product Sample #2

- Estimated price: \$40 for 30mL
- Show how this is a new formula for foundation because it looks like a hairspray bottle
- - say it looks airbrushed
- First launch of the product give out towel headbands as limited edition.



Extra
Moisture in a
Lightweight
formula.

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Design #2

- Soft colors and blooming flowers to promote happiness and radiate self-love.
- Promote a diverse group of models and influencers
- This ad could be used in the back to school season.
- Pairing it with back to school can open a lot of collaborations.
- This is for highlighting your natural beauty.
- This design is all about 'sweet' and 'cottagecore' appeal with undertones appealing to student.

Message next to it could be:

- "Smile ready. Education ready. Photo ready."
- "highlight your notes, and your face."
- "*Feeling like the main character in a novel*"

Product Sample #1

- Estimated price: \$25 for 22mL
- Keep it minimal, simple and accessible.
- Talk about the benefits of a primer with SPF.
- Make packaging eco-friendly out of recycled plastic

Love,
Nurture
&
Protect
the skin
you're in.

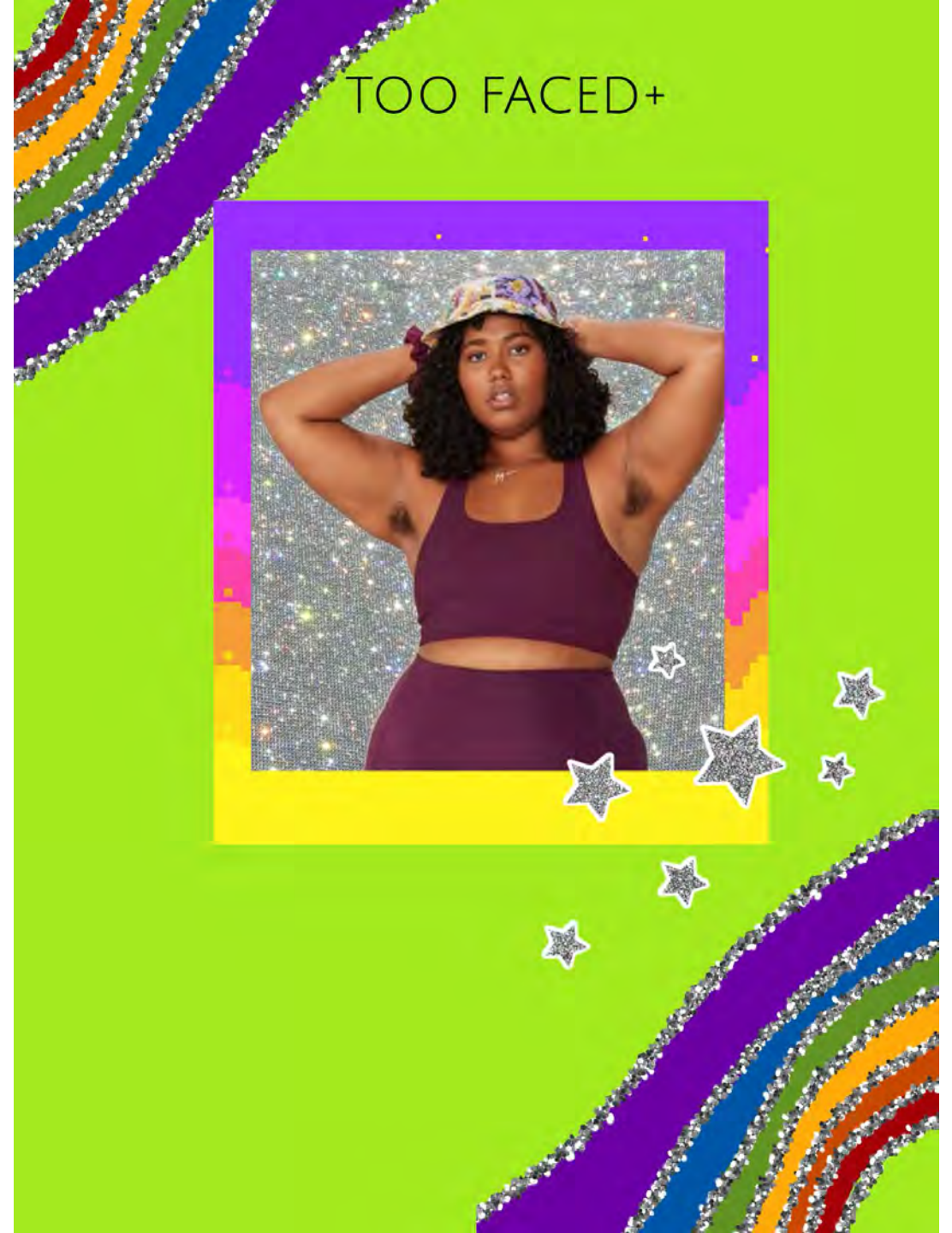


Design #3

- Pride month ad.
- Be an active supporter of the LGBTQ+ Community so people forget what happened with Nikki Tutorials.
- Promotes body positivity and diversity.
- The body hair on a woman alone will cause a lot to talk about.
- Create a hashtag, #ProudestMoment on social media to share coming out stories or times you were an ally. This is to show support during Pride Month.

Message next to it could be:

- “ For all the colorful occasions in life.”
- “ Dismantle the patriarchy one glittery photo at a time.”
- “ Society’s body standards? I don’t know her.”
- “ No bad vibes beyond this point.”



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Design #4

- Elegant and youthful aesthetics
- Could be targeted for younger audiences
- Open for collaborations
- Advocates cruelty-free makeup
- Promotes the idea that we should stay eco-friendly

Message next to it could be:

- “Free as a bird away from product testing”
- “Makeup for the eco-friendly queen.”
- “Cruelty-free. Stress-free.”