CAMILLE MATCHA MAKEUP

by

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Submitted in partial fulfillment of the

requirements for Departmental Honors in

the Department of Graphic Design

Texas Christian University

Fort Worth, Texas

May 2, 2022

CAMILLE MATCHA MAKEUP

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Abstract:

This project involves the design, marketing, and branding of a luxury makeup company with a unique selling point of matcha. Extensive research into the cosmetic and skincare industry, FDA regulations, and matcha tea will be researched. Descriptive research was conducted to understand the design process and marketing strategies of makeup brands. All sources researched went into the decision-making for the target market demographics, marketing and promotional strategies, cosmetic package design, and brand identity of makeup brands. The results of this project include the brand identity, collateral, packaging, social media, and web design.

Introduction:

Ever since I was younger, I have had to visit one store every time I go shopping: Sephora. I love all the displays, colors, and illustrations. But even when I was younger, I understood that a pretty package does not always equal a great product. So, I started doing research. I watched many product reviews, videos on what colors I should wear for my skin tone, and tutorials on wearing makeup for my face shape. Over the years, I have noticed two significant problems in the makeup industry: skincare and shade matching. And as far as branding goes, how do you make your brand stick out in an over-saturated market. This is the research, marketing, and branding of Camille Matcha Makeup.

Thesis Statement:

Branding a clean, sustainable makeup brand focused on the care of the consumers and brand loyalty takes much research. The industry is over-populated with various approaches ranging from bold typefaces, color, and patterns to soft pastel, script type, and muted patterns. Brands with high brand loyalty and praised packaging and branding were researched. The final project will include the brand identity, collateral, packaging, social media, and a responsive website.

<u>Methodology:</u>

Case studies, websites, and social media were studied during the research portion. Scholarly articles and books were read to discover the answers to companies and the industry's decisions. The sources provide solutions to brand identity, marketing, target audiences, and promotional strategies.

Case Studies

Tarte Cosmetics

Tarte cosmetics was chosen as a case study due to the high praise of its design and packaging. Tarte is also very welcoming to its influencers and loyal consumers. The brand utilizes social media as the main factor in advertising and connection to consumers (Tarte Cosmetics: Makeup, Skincare & Beauty Products).

Milk Makeup

Milk Makeup was chosen as a case study to get insight into their modern, eye-catching, and memorable brand. Milk is a new makeup brand with a strong, loyal following and recognizability among those who have not tried it. They have impacted the already saturated makeup world ("Who We Are").

Kopari

Kopari was chosen as a case study to study how a company is branded around one essential ingredient, or unique selling point. Kopari is a skincare and makeup brand with coconut oil as the main ingredient in every product ("Active-Powered Coconut...").

FDA and Dermatologist Recommended

The FDA and Dermatologist Recommended makeup brands were chosen as a case study to understand the rules and regulations of branding within the cosmetic industry. It is important to know what makes your company credible in the eyes of the consumer and regulators.

Green Tea

Green Tea, and its influence on art and branding, was chosen as a case study to ensure that the branding of a matcha makeup company aligned with the reverence of the traditional Japanese green tea ceremony.

Articles

A case study written by Alisa Marie Beyer investigates the use of social media for beauty branding. Social media is a vital part of everyday life now – especially in the beauty industry. Trends are constantly changing, so understanding how social plays a role in a brand is essential.

In an article written by Brooke Shunatona, dermatologists Dr. Christine Choi Kim and Dr. Michele Green were interviewed on their knowledge of the effects of green tea used topically on the skin. They provide scientific research into the ingredients found in green tea and matcha and how those ingredients benefit the skin.

In an article written by M. Collins, print advertisements for the beauty industry were researched. Collins stated trends from ads and what worked and what didn't.

The Food and Drug Administration, FDA, states its policies for the public to read. They laid out their regulations on the cosmetic industry and the reason behind these regulations.

In a New York Times article by Gardiner Harris, Harris covers the new regulations of sunscreen claims placed by the FDA. Research into previous rules on claims and explanations about the new rules and consequences for not following the claims are stated.

In an article, Fonts and Luxury Brands: Chapter One Beauty, the opportunity to branch away from the typography most makeup brands use was researched. The brand must rely on color, imagery, and type to use a new typeface in the industry.

In a case study by INSITE, the outdoor ad signage of the brand Charlotte Tilbury was studied. Large billboards to showcase a new line by Charlotte Tilbury drew consumers' attention. While social media ads are mainly used these days, effective outdoor signage can help a brand.

In a case study by IIDE, the marketing strategy of Maybelline was researched. Maybelline's brand focus is on the target market and how the brand can suit that target market's needs. The brand is an example of how focusing on a specific target market and executing it well can make a brand successful.

The National Archives and Records Administration releases the Code of Federal Regulations stating the legal actions regarding all aspects of business.

In a case study on Sephora by Out Front Media, Sephora showed how to use outdoor signage effectively. To be a top seller of makeup brands, studying the brand, and seeing what they do with their brand, is essential.

In an article by 100% Pure, beauty certificates are explained. The company states which certifications they have, and the requirements and processes needed to receive specific

certifications. 100% Pure backs up their statements with sources and reasoning for each certification.

In a case study on Sally Beauty transitioning to online sales, Sally Beauty was able to save its business during covid while doing better than ever now. They utilize tutorials for their at-home products that people use (especially during covid.) Those consumers are now loyal to Sally Beauty and will continue to use their products after the pandemic.

Design & Branding

Brand Identity Essentials: 100 Principles for Building Brands logos are studied to show how brands connect to consumers using different design principles. Since most makeup brands use typographic logos, illustrative logos were explored.

In Palette 03 Gold and Silver: New Metallic Graphics, the use of silver and gold was explored. Many makeup brands use these metallics, but it was never explained why. Cheung dives into how the user responds to metallics and how the metallics expand a brand.

In the book, Minimalist Packaging: Enhancing Creative Concepts, minimalist packaging was researched as tarte and Milk use much bolder typefaces and patterns on their packaging. Minimalist packaging almost stands out more than the brands trying to stand out.

The book, The Language of Cosmetics Advertising, was researched to understand the deep-rooted femininity throughout the industry. Brands must be cautious about the copy used within the industry.

In the book, How Product Aesthetics Cues Efficacy Beliefs of Product Performance, packaging within the beauty industry was researched. Sundar argues that the packaging draws the consumer in, but it does no good if the product is bad. The focus needs to be equally on packaging and formula to create a loyal consumer base.

CASE STUDIES:

Tarte Makeup Case Study

Background/History of Tarte Makeup:

Tarte's founder, Maureen Kelly, put all her focus on the ingredients in her makeup. She created the cheek stain out of her NYC apartment. She used all-natural ingredients like acai, acerola, maracuja, goji, and pomegranate in the cheek stain. The company blossomed from there. Tarte has been in business for 20 years due to its ability to adapt and learn. They strive to learn about the best ingredients to make the best product for their customers.

Along with using "thoughtfully sourced" ingredients, they give back to communities. They launched heart to tarte, a non-profit organization that gives donations to social causes such as anti-cyberbullying, environmental conservancy, and disaster relief.

They have taken several initiatives to give back to groups that mean a lot to them throughout their business. They have empowered communities of women to farm the maracuja oil, hosted female leadership summits for 13-18-year-old girls, and sponsor a turtle from the Sea Turtle Conservancy (part of their tarte sea collection.)

Tarte consists of many subsidiary brands, including shape tape, tarte sea, and tartelette.

Marketing & Promotional Strategy & Target Market:

Tarte is sold direct-to-customer. Consumers can make purchases online, through social media, or in stores like Ulta and Sephora. Tarte relies on its Instagram and returning customers to continue making purchases. To catch the eyes of new customers, they use attractive packaging

and makeup displays that draw the customer in. They are a very inclusive brand showcasing all of the color variations within their makeup – perfect for any skin shade.

Tarte brands itself as a high-quality, vegan, kind, approachable brand. Their target audience is all ages but reaches mostly 18–35-year-old women. Tarte focuses on using clean, "pronounceable" ingredients. One of their main ingredients is Amazonian clay. It is used for "better, longer, truer wear." Tarte highlights throughout their brand that they are formulated without parabens, mineral oil phthalates, triclosan, sodium lauryl sulfate, and gluten (Tarte).

Tarte places a considerable portion of its branding and marketing into its social media influencers. They are always hosting trips to places like Bora Bora for the influencers to get together and try the products (and take pictures to post on their social.) Tarte also does giveaways on their socials to drive up interactions with their accounts. Tarte stands out above the other makeup promotors with its promotional packaging sent to influencers to try out the products. They treat the influencers like family and curate trips, gifts, and products specific to the brand. Using influencers is to create brand lovers that will last a lifetime. These are the people that will speak to the brand in high volumes. And more likely than not, the influencers' followers are consumers of the market ("Botello).

Design Materials Breakdown: Advertising, Branding, Packaging:

Besides the word-of-mouth advertising tarte pays for with their influencers, tarte uses social ads, specifically on Facebook and Instagram. Being owned by the same company, anything shared on Facebook can be instantly shared on Instagram and vice-versa. They have split their target market ads into two categories to better connect with them. The two categories are "connected" and "prospect." This makes the consumer feel heard and seen. If you are a loyal brand consumer and see ads to try tarte, you are not being targeted correctly. Tarte's digital rates are through the roof after realigning their social ads experience ("Tarte").

The brand started by being packaged-driven. The process varies whether a formula comes to life or a package design is made. Tarte is always striving to stay relevant with trends all over

the beauty and design industry. They cater to what people are into at the time, and large

companies say the next up-and-coming. For example, they always keep an eye on the Pantone of

the year to make sure they incorporate it into a line ("Tarte Cosmetics: 'the Whole Package'").

The packaging varies from plastic to metal – and even some wood. The items are branded

according to their subsidiary brand or tarte. Some of the same devices (like compacts) use

multiple different closures. Some use snap closures, and some use magnet closures. Their

foundations even stray away from the typical pump bottle. Some are squeeze bottles, and some

utilize a dropper.
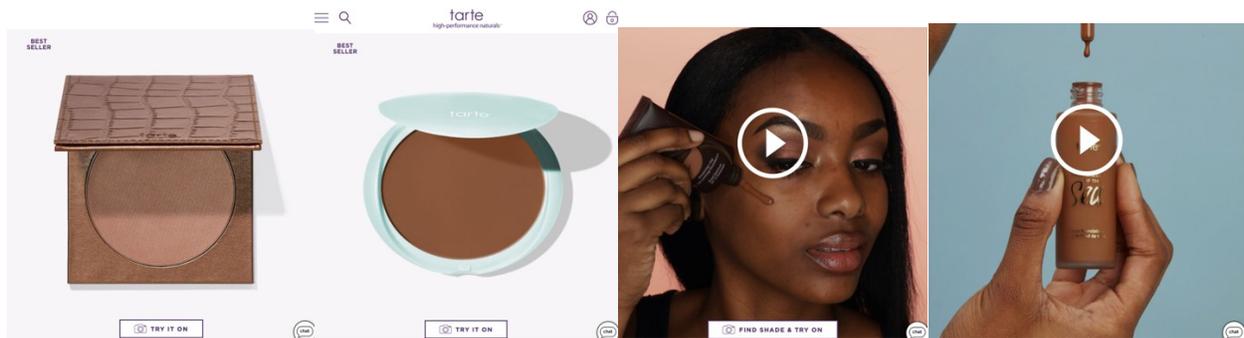
Information Related to Type, Color, & Imagery:

Tarte's structure of type and color allows the brand to grow beyond just its typical designs.

Design concepts are continually growing and changing with the times, but the basics are

lowercase, sans serif type, and the iconic purple.

Tarte's Typography:

Tarte uses an all lowercase monoline sans serif typeface. The founder and CEO said this about

the decision to create tarte with all-lowercase typesetting, "I've always wanted it to feel fun and

laid back, just like the brand itself—and lowercase letters helped demonstrate that informal and

approachable vibe that tarte stands for ("Tarte Cosmetics: 'the Whole Package'")." Tarte's

typeface embodies the clean and simple ingredients, while the packaging speaks to the fun nature of the brand. Depending on the product, they utilize the script as a header, subheader, or description. The script is a handwritten typeface that uses organic shapes as if someone wrote it on each package. This notes the personal connection tarte wants to make with its consumer.


Tarte's Color:

Tarte uses a dark purple color complemented by lilac and pale pink in their branding.

Tarte's subsidiary brands use other colors, and the brand's purples and pink. The tarte sea collection uses a complementary pale blue to show the cleanliness and connection to the ocean.

In contrast to other clean beauty brands, tarte uses bold, vibrant colors rather than the softer pastels and greens other brands use. Tarte uses the purples to highlight a specific line instead of focusing on it. People recognize tarte's packaging and purple, but they do not need the purple all over the place ("Tarte Cosmetics: 'the Whole Package'").

Tarte's Icons:

Tarte uses thin icons on their website to mimic the thin typeface. The brand focuses primarily on photography to sell its products.

Tarte's Imagery:

Tarte primarily utilizes many beauty shots of products mixed with well-thought-out, positioned product shots and images of a model using the makeup. Tarte's imagery shows heavy art direction to achieve their looks. The serious attention to detail shows how detailed they must be with the ingredients in their products.
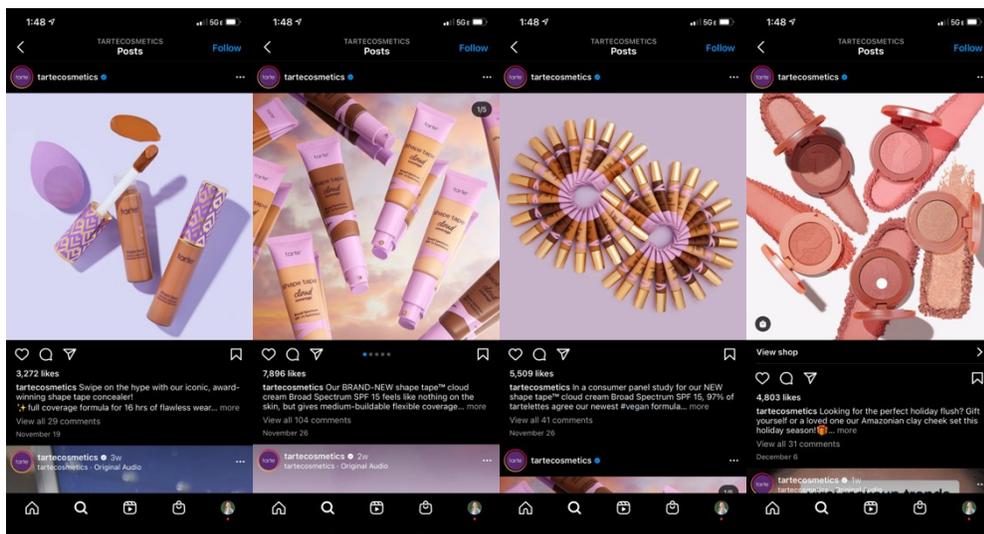
Photography/Brand Imagery:

Their Instagram shows the different shade ranges and products with their ingredients. Their Tik Tok showcases other beauty trends and how to use their products. They are short videos that get to the point. Their YouTube videos go into more extended details about their products and ways of applying them. The Twitter and Facebook pages share their Instagram and Tik Tok posts

promoting products and sales. Everything is linked for purchase.

Conclusion:

Tarte focused on building a brand full of natural products and processes to build a loyal customer base through influencers, packaging, and social media. The art direction of their photography and packaging is a standard of the brand that consumers have come to know. They started with a strong brand foundation that they can now branch out of their standard designs and still be recognizable.

Milk Makeup Case Study

Background/History of Milk Makeup:

Milk Agency out of New York created Milk Makeup. Milk Makeup was founded by Mazdack Rassi, Dianna Ruth, Georgie Greville, and Zanna Roberts Rassi. Ruth is the product developer and COO, Greville is the creative director and "Milk Girl," and Zanna Roberts Rassi is an editor and E! News correspondent.

Milk Makeup is cruelty-free, paraben-free, and %100 vegan. A" blacklist "of ingredients is on the website to show the ingredients the brand is consciously staying away from .They are a very transparent brand that will not hide anything from you. The blacklist includes no animal testing, no talc, and no phthalates, to name a few (Milk).

Marketing & Promotional Strategy & Target Market:

Milk Makeup is sold direct-to-consumer. Consumers can make purchases online, through social media, or in stores like Ulta and Sephora. They mainly promote on their social media, primarily Instagram. They rely on the word of mouth of their loyal followers to draw in consumers. They have a very cohesive design across the website design, social media, and advertising. Social

media shows images of the products, the products on the models, and videos of people using the products. The videos show consumers how easy the products are to use to get them to use the products themselves.

Milk Makeup targets "Milk Girls." Milk Girls are fast-paced millennial women who do not have time for an entire makeup routine – nor do they need a whole makeup routine. They are the kind of women, or men, who put their makeup on in the car on their way from one meeting to the next. They are also very conscious about what is in the ingredients of their products (Octoly).

Milk Makeup says they are more invested in the impact you leave while wearing their products instead of solely how you look in their products. Because of their commitment to stay "clean "with their products and packaging, Milk is very committed to a positive impact with their products and through their target market (Milk).

Milk has targeted men from its very start .Greville, a co-founder of Milk, told Vogue that was the plan from the beginning. Greville said its packaging is what attracted the men to their products. The packaging design is very unisex and easy to use (Indvik).

Design Materials Breakdown: Advertising, Branding, Packaging:

Milk Makeup advertising emphasizes its stance that makeup is for everyone. The models are branded for everyone. Milk wants its target audience to see themselves in the advertising. The advertising and social media show the product on the model and in the hands of the model. They utilize popular influencers as well to show off their products. Milk uses modern branding with bold lines and imagery.

All of Milk's packaging is recyclable and environmentally friendly. Most products do not need outside applicators and are made for quick and easy use. The makeup packaging is translucent and allows the consumer to see the inside of the product. To balance the colors of the products, the packaging and typography are mainly white and silver. Different lines have bright pops of color but utilize the translucent material   .

Information Related to Type, Color, & Imagery:

Milk Makeup uses the hashtag "live your look." This messaging goes back to its emphasis on leaving a positive impact on the environment through its consumers. The brand uses a modern and structured type balanced with a holographic sheen and fun colors. In a way, the word "Milk" is deemphasized by the presence of color and the type of applicator. The style is bold, playful, modern, and unisex.

Milk's Typography:

Milk Makeup utilizes the same sanserif logo as its founding company, Milk Agency. It uses a thicker sanserif throughout its social media. Many types of sanserifs are seen on its website. The headlines are thicker, but some have shorter x-heights and appear fatter, while others utilize taller x-heights and appear skinnier. If a subhead is used, it is a think sanserif with very open tracking. The body copy is set in a sanserif with a tall x-height. The typography strengthens its modern branding.

Milk's Color:

Milk Makeup products use white, silver, and silver holographic colors. If a color is used on a product, it is the color of the actual product. For example, blushes use red, pink, and orange. The packaging is white with the color on the "Milk" name. All colors are used throughout different packaging and social posts. The website uses "crop marks" and "color bars" seen on exported pdf for print as secondary design elements. This helps to tie in the colors used throughout the brand. The neutral colors (white and silver) make the colors of the products pop.

Milk's Icons:

Milk Makeup reinforces its standards with its clean products by using those symbols as icons on its website. Milk primarily uses photography throughout the website, social media, and branding.

Milk's Imagery:

Milk Makeup uses up-close beauty shots of its products on its website and social media. The imagery shows the product, application, and use to the consumer. Parts of the logo are used to

make a design that is screened back on the website. The imagery throughout the brand points

back to the brand's attention to detail regarding the ingredients and packaging.

Photography/Brand Imagery:

Milk Makeup uses bright photography of the products, people wearing the makeup, or both. All

of the photography with models is very close up. The only full-size shots are of the actual

product. The product on the models' faces is emphasized to show its effects.

Conclusion:

Milk Makeup found a way to stand out in a diluted industry. Its target market is very involved in

social justice, so Milk used that in its brand to appeal to those people. Makeup has many colors,

and Milk's branding and typography work with any color. Milk showed that a brand does not

have to be soft and mute to allow the colors and products to stand out.

Kopari Case Study

Background/History of Kopari:

Kiana Cabell and Gigi Goldman founded Kopari. They saw a void in the beauty space and created Kopari, "a coconut-oil-based beauty products" company. Bonding over their love of coconut oil, the two started developing processes of growing coconuts and making their products. They started the business solely on digital but are now in stores like Sephora (Fryer.) Kopari has only been around since 2015.

Kopari was made for people to use coconut in a way that was not greasy, smelly, or made with fillers. The coconuts are from farms in the Philippines. Kopari products are certified sulfate-free, phthalate-free, paraben-free, vegan, and cruelty-free. The company is very informative about how good coconut oil is for the body and skin. Coconut oil is full of Vitamin E, which is an antioxidant. Antioxidants help "to keep kind ageless and protect against from drying ("Active…".")

Marketing & Promotional Strategy & Target Market:

Kopari targets millennials. They have researched millennials to know that they enjoy sustainability and green ingredients. Millennials are very much into self-care, which Kopari targets. They also include their audience in some decision-making, like what kinds of scents and products they would like to see Kopari make in the future (Fryer.) Kopari sells direct-to-consumer through digital and social platforms. Kopari keeps things transparent with the audience to create and keep brand loyalty (Fryer.)

Kopari is partnered with TerraCycle to recycle its products. TerraCycle is a company that collects close to, if not all, items people have touched through their clients. They work to recycle

and reuse everything that has already been produced. They work with companies and individuals to recycle ("Recycle…".) For Kopari, the consumer requests an envelope from TerraCycle to ship the products ("Active…".)

Design Materials Breakdown: Advertising, Branding, Packaging:

At the start of the business, Kopari advertised mainly to their email list. Their approach primarily began as non-personal via SMS. They switched to SMS after finding that most users access Kopari on a smartphone. Kopari adapted to COVID, sending more community-based messages versus marketing messages. They also sent out a summer beach Spotify playlist with a high click-through rate ("Kopari…".)

Kopari advertising started by placing a lot of emphasis on influencer marketing. They market a lot on social media, mainly Instagram. Social media marketing requires much research into what the consumers are engaging with. These insights allow Kopari to curate content that the audience is reacting to (Chang.)

Kopari branding mainly comprises of the logotype and flat, bright colors. The logotype is found on every item in the matching color or reversed in white against the color. Most items only have one color. The items with multiple colors are specialty items or utilize a different color to highlight a particular feature.

All Kopari packaging is recyclable and environmentally friendly. Most of Kopari's packaging are plastic and glass jars. This allows the consumer to scoop out the desired amount of product. Some products come in a tube with a pump or squeeze function. The packaging consists of flat color designs – mostly in pinks, blue greens, and creams.

Information Related to Type, Color, & Imagery:

Kopari's branding is very vibrant and beachy. It is very colorful – as opposed to the color of its main ingredient, coconut. The images are clean, beauty shots.

Kopari's Typography:

The Kopari logo is a wide, round logotype. The descender of the K and A swoop under the letters. The swoop is reminiscent of waves and is shown in the secondary design element. A rounded sanserif is used for the body copy. Parts of letters in both the logo and body copy are incomplete. The K, A, and I have dots to finish the stroke. The strike of the lowercase t does not go all the way through the form in the body copy.

Kopari's Color:

Kopari products use bright teals, corals, pinks, and purples. All the colors are flat and are mainly used by themselves. White is used as background or type color. The bright, vibrant colors remind the consumer of the summer. The website is full of the products' colors, but the Instagram uses mostly corals, creams, and lighter hues.
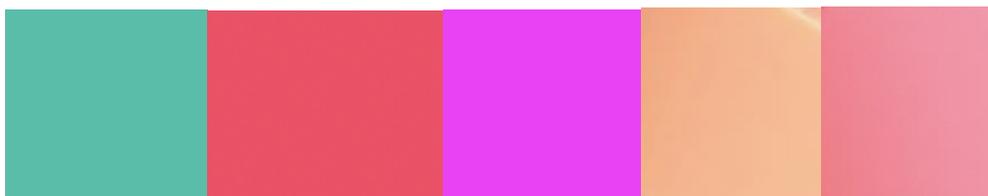

Kopari's Icons:

Kopari uses icons to show benefits or certifications.

Kopari's Imagery:

Kopari uses art-directed product shots. The photos show the packaging surrounded by the product itself or essential ingredients/scents found in the product. Models are shown with the product, but more emphasis is placed on the product versus the user. Gifs are used to show how the product is used. The gifs catch the viewers' attention more than the still images.
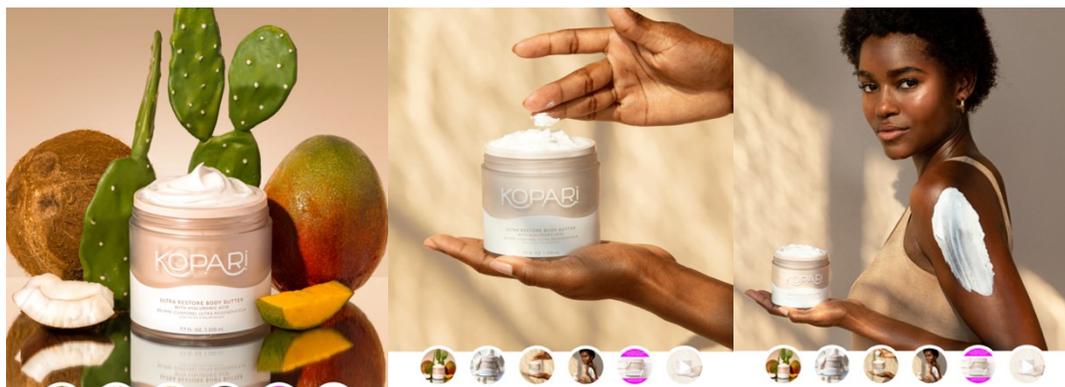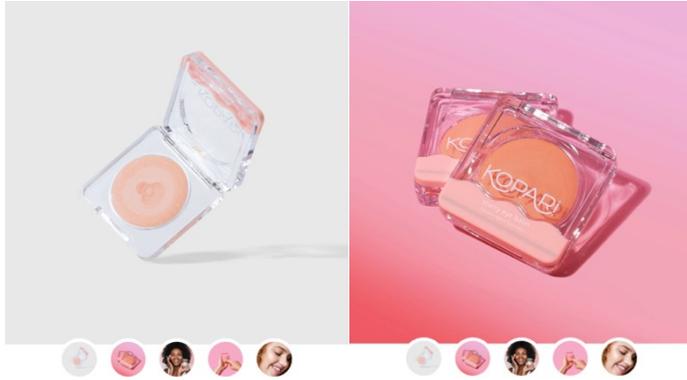
Photography/Brand Imagery:

Kopari photography is shot in a studio setup. The product shots are very light to see the product well. Photos with models vary and experiment with light and shadow. Because Kopari uses digital marketing, the content needs to be professional and eye-catching.
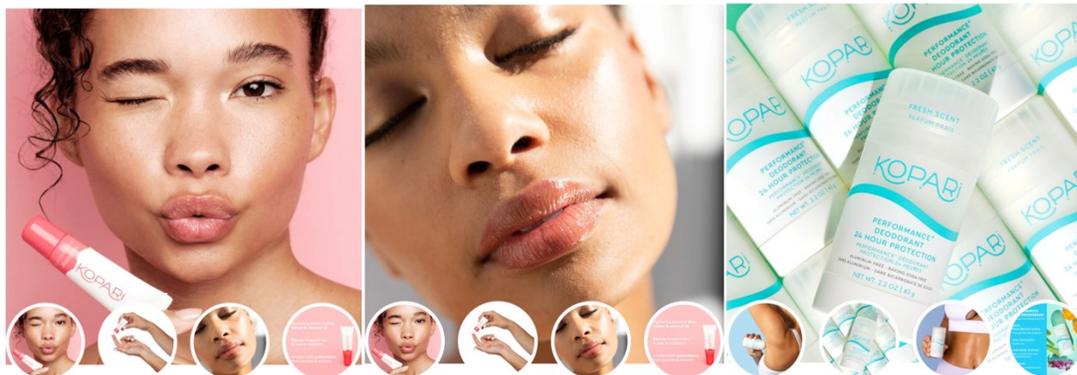
Conclusion:

Kopari made a successful company focused on one main ingredient. They found a way to use coconut in so many ways. Each product has a specific color. The bright colors contrast the white to allow the text to be seen. The brand is very vibrant without being in your face. They balance eye-catching with laid-back ambiance.

FDA and Dermatologist Recommended Case Study

Background/History of FDA and Dermatologist Recommended:

The FDA is not required to approve cosmetics before they hit the shelf. The exception to this is soaps and cosmetics treating specific ailments, making the product a drug. However, the FDA does have requirements for cosmetics – mainly with the marketing of the cosmetics. These requirements fall under two categories: adulteration and misbranding. Adulteration refers to the composition of the cosmetic. The FD&C Act prohibits any ingredient that could endanger the user, such as a toxic/harmful ingredient. Misbranding refers to anything that is considered false advertising or misleading. Cosmetics are still required by law to provide all safety information and ingredients to keep transparency about the product with its consumers. Cosmetic companies can place anything on shelves if they follow these instructions. If any of these regulations are broken, the FDA can act against the company ("FDA Authority over Cosmetics…").

The FDA does not require testing or regulation on cosmetics but doing so strengthens the reputation of the brand and product. This helps save the product from being recalled if it violates one of the regulations. The FDA does not personally recall the product (the company does this) but has a role in recalling a product. The FDA or the firm announces to the public. The FDA also

aids in the strategy to move forward with the recall and make sure the product is terminated/redone ("FDA Recall Policy for Cosmetics").

If a cosmetic includes an ingredient/ingredients used to treat/prevent disease or alter the structure or function of the body in any way, it is considered a drug as well. A product can act as both a cosmetic and drug – only needing regulation for the drug part of the product ("Cosmetics Safety Q&A: Personal Care Products."). For example, any product, including sunscreen, must follow all rules and regulations the FDA provides for sunscreen – and must be tested. This regulation clears up misconceptions about sunscreen products, and dermatologists now know which products to recommend (Harris).

Marketing of Warning Labels:

Labels must include any warning that the consumer must be aware of. These warnings must be legible and stand out against the rest of the information. The size of this information cannot be smaller than 1/16th in height and must be contrasting from its background. Specific warnings regarding cosmetics include: if the safety of a product has not been determined, self-pressurized containers, feminine deodorant spray, coal tar hair dyes, and suntanning products ("ECFR: 21 CFR…").

Clean Beauty Certifications:

Due to cosmetics not needing to be federally approved, companies seek outside approval of their products. With companies able to make claims without proof, it is crucial for companies to receive authoritative approval. These certifications are made by companies that review and test the products. Certifications include cruelty-free, organic, eco-friendly, and dermatology

recommended. The certifications prove what the company claims about their product to be true ("What Do Clean…").

Background/History of jane iredale:

Jane iredale claims to be the #1 dermatology and plastic surgeon-recommended makeup brand. The company is also recommended by The Skin Cancer Foundation for seven of their SPF products and has the following certifications: cruelty-free and ECOCERT natural and organic. Jane iredale, founded by Jane Iredale, seeks to make makeup that is beneficial for the skin. Iredale worked with actors and actresses whose wear of heavy makeup affected their skin greatly. The company was created to provide the same results as makeup without compromising skin health.

Marketing & Promotional Strategy & Target Market:

Jane iredale utilizes both direct-to-consumer and business-to-consumer business models. The only direct-to-consumer option is through the eCommerce website. All in-store options are solely business-to-consumer. Jane iredale sellers range from hairstylists to dermatology offices. Orders are available through the eCommerce site as a one-time buy or subscription.

Jane iredale targets young to older women. With its skin health benefits, jane iredale is said to help those who suffer from acne, rosacea, and sun damage. It is also said to help protect against sun damage ("JANE IREDALE MAKEUP:…).

Jane iredale utilizes email campaigns to reach its target market. They balance promotional emails with storytelling emails to connect with consumers instead of constantly pushing for sales (Mroczkowski).

Design Materials Breakdown: Advertising, Branding, Packaging:

During the COVID-19 pandemic, jane iredale turned to augmented reality ads for consumers to virtually try on different makeup shades – specifically lipsticks. Seeing the success of lipsticks, jane iredale changed part of their ad spend to target new consumers with their primary product – foundation. Knowing it is an essential piece of people's makeup routine, AR should help new consumers switch to jane iredale. People are very brand loyal when it comes to foundation – making the switch can be scary and frustrating. The idea behind AR is to remove some of that frustration and apprehension when purchasing a new foundation (Williams).

Jane iredale products strive to minimize plastic use and be reusable or recyclable. The products come in various containers, including compacts, pump bottles, and fine mist atomizers. Some products allow the consumer to see the product inside, while others use an opaque covering. All packaging uses the very muted color scheme of jane iredale.

Information Related to Type, Color, & Imagery:

Jane iredale utilizes all types of typefaces. The logo is set in a handwritten script paired with a monoline sanserif, while the website includes a serif. The colors are very muted – with some exception of a bright red.

Jane iredale's Typography:

The logo is a lowercase, handwritten typeface. The stroke weight varies and even has some "imperfections" in the style. Some letters are connected while others lead from one to another. The tagline is set in an all-caps monoline sanserif. This choice balances the unevenness of the logo.

The website uses the contrasting serif for headlines and the monoline sanserif for subheads and body copy. The serif has some of the same foundational elements of the handwritten type without being super close to the actual type. The serif is not used on packages due to the large logo placed on each package.

Jane iredale's Color:

Jane iredale has a very neutral color scheme. The packaging uses a muted metallic, the shade being between gold and rose gold. The company emphasizes its clean, pure, beneficial ingredients reinforced through these neutral, clean colors. Some packaging is clear or frosted glass to allow the product's pigment to shine.

Jane iredale's Icons:

Jane iredale iconography is used to show the benefits of their products. They are designed with the differing stroke weights of the logo.

CRUELTY-FREE   NO SYNTHETIC PRESERVATIVES   SENSITIVITY TESTED   NON-COMEDOGENIC   NO SYNTHETIC FRAGRANCES

Jane iredale's Imagery:

Jane iredale uses a mix of close-up beauty shots, product shots, and pigment-focused shots. The images balance showing the product and showing the packaging. The images are very bright with contrasting, stark shadows.

Photography/Brand Imagery:

Jane iredale uses professionally shot models with the makeup and consumer experience with the brand. Most of their photography is videos of people putting on or using the product. The brand is very personable while also showing the professional nature of the brand.

Conclusion:

Regulations of the cosmetic industry get pretty muddy, but outside certifications ensure the legitimacy of the company's claims. Jane iredale built her company around cruelty-free claims and beneficial ingredients for the skin. The branding is very eye-catching in that the consumer knows it is jane iredale. Jane iredale led the way for skin-benefiting makeup.

Green Tea Case Study

Background/History of Green Tea and the Japanese Tea Ceremony:

Green tea, specifically matcha, has a lot of influence on Japanese culture and art. The ceremony in which the matcha is prepared to drink is very orderly. While the ceremony is now secular, it originated from Buddhist Zen practices. The practices in which the tea is prepared is very meticulous. The group has dinner; then, the guests wait in the garden while the host heats and prepares the water for the tea. Once the water is heated, the guests then watch as the host prepares each individual cup of tea in a very systematic way. The Japanese tea ceremony, or cha-no-yu, takes place in a very solemn state with highly artistic movements and utensils. The authentic Japanese tea ceremony is so precise, down to the type and number of coal set in the basket to heat the water. Most people these days – especially tourists who want to partake in the history – see a more simplified version of the true tea ceremony (Bosch Reiz.)

The ceremony itself is far more than a recipe for making green tea. The ceremony has fine and applied arts, architecture, landscape design, and etiquette. It is a bonding experience for those involved in the ceremony and a bond to themselves and nature. China inspired the tradition itself. Japanese Buddhist monks initially used it to help them stay awake and alert during their meditation. The secular ceremony is credited to Murata Shuko, Takeno Jo-o, and Sen Rikyu

between 1422 and 1591 AD. The secular ceremony is known as wabi-cha (Bincsik.) Shuko

formalized the tradition, rooted in Zen ideals, Jo-o refined the art, and Rikyu established the final

form of Chanoyu. The ceremony is guided by Wa, Kei, Sei, and Jaku, or harmony, respect,

purity, and tranquility. The ceremonies can be changed to honor a special event (Chanoyu.)

Bamboo is used as tea ceremonies utensils. Bamboo is shown in grave weather conditions

in Japanese art because bamboo endures so much without ever truly breaking. The utensils used

in Japanese tea ceremonies are the tea scoop, tea whisk, water ladle, and cylindrical rest. Tea

caddies and various furnishings are also made from bamboo. The tea scoop is crafted from a

single piece of bamboo (Bincsik.)

Green Tea's Influence on Art

Green Tea Color:

The color of matcha depends on the quality. The color of green tea depends on the additives and

how the tea is prepared. Matcha should be a very bright green color. The darker, or more yellow-

brown the tea is, demonstrates that the tea contains fragments of stems and branches and is not

fresh (Gower and Mishry.)

Matcha Branding

Matcha Color

When researching matcha, the expectation for every brand was to include the bright, vibrant green somewhere in the colors. While most did, this was not always the case. The brands that did not utilize the green of the matcha used Earth tones and colors that exemplified how matcha was supposed to make you feel.

The green colors of these brands lean towards the best version of matcha – the bright, electric green. Even the darker, more muted colors are hues and tones of the electric green. The more modern brands add accents colors like red and pink. These colors stand out against the competitors that solely use green.

Typography

The typography of matcha brands mainly utilizes sanserif fonts. The style of sanserif depends on the brands' voice. The more funky and modern brands have a style to the sanserif and appear thicker in weight. Other brands utilize a clean, luxurious sanserif to show the high-quality nature of their matcha. Icons

Different types of leaves relating to either Japanese culture, or the green tea itself, are used throughout brands. Other brands use characters and other references to nature. Another common symbol used is the lotus leaf. The lotus leaf is similar to how bamboo is seen. "The lotus flower is revered in Japan for its ability to rise from the dirty, murky waters to bloom into a beautiful pure flower. This process symbolizes attaining enlightenment (Chavez.)"

Imagery

Most of the brand imagery uses product shots of the tin packaging and the powder. This shows off the powder on the inside, so the consumer knows what they are buying. Due to matcha's quality being based on color, the brands want to show off their most electric green matcha.

Packaging

The packaging for the ceremonial grade matcha (the matcha meant to drink) comes in tin cans. The packaging for culinary grade matcha is typically packaged in plastic bags lined with tin. This

is because matcha needs to be free from oxygen to be preserved. The package is designed around the sides of the tin can and on top.

Conclusion:

The green tea's meticulous ceremony helped form the Japanese culture. Rules about who can perform the ceremony, when it can be performed, and how it is served help the upkeep of the reverent ceremony. Many guiding virtues are said to lead the ceremony. All parts of the ceremony and elements are so thought-out, which is reflected in Japanese culture and art.

Literature Review

Target Market

The target market in the makeup industry has changed dramatically in the last five to ten years. Brands are now targeting those of diverse races and backgrounds more directly. Brands are also very diverse in their gender targets than in past years. Makeup is for everyone who wants it now – not just women. While these groups are becoming more targeted, girls and women ages 16 and up are still the most targeted ("Marketing Strategy of Maybelline"). Today, Millennial and Gen Z women make up the bulk of those in the makeup industry. Millennials and Gen Z have very different approaches to makeup. They are both environmentally concerned about the product, but Millennials want that natural, quick look, and Gen Zs are more explorative with makeup approaches. Millennials are more likely to grab a neutral eye palette, while Gen Z wants a pop of color.

Makeup has grown from a hidden form to a very prominent form of self-expression. Women hid their makeup from their husbands, hoping to be seen as natural, no-effort, flawless women. That is not the case today. While beauty standards change and people are still "envied,"

people stress that everyone is beautiful in their own way. The "natural look," a small amount of

makeup to hide imperfections but appear natural, is envied today. When people wear "out-there"

makeup, they express themselves for the world to see. They are experimenting with colors and

techniques. They are making makeup their own.

Marketing & Promotion

Collateral (Brand Extension)

Web Design

Makeup website designs act as both informational and as eCommerce sites. Consumers go

straight to the brand's website as their source of information when shopping if they do not ask a

sales associate. People also might not fully believe a sales associate trying to make a

commission. The website is also there for those who are online shopping. It is a way for them to

buy multiple items from one or more brands (if they are using a site such as Sephora.) Makeup

websites should promote their products to make consumers want to purchase the product. By

adding information such as ingredients and environmental efforts, consumers feel they can trust

the brand. The website allows users to search for the product in a store near them. Some sites

have now started to incorporate AI for the user to see what the product would look like on them

from the comfort of their own home.

Covid has impacted consumers' buying habits and pushed sales even further into the

online world. Sally Beauty Supply completely shifted its strides to its online platform. Sally

Beauty launched "new digital shopping options, educational experiences to help prevent DIY

disasters and support for its professional stylist community (ZACZKIEWICZ)." Sally Beauty

learned first-hand how important information and tutorials are when selling beauty products.

Consumers' trust in a brand grows with helpful tutorials of a product. People are less likely to follow a tutorial and use a different product – it is much easier to use the product in the video. Sally Beauty took this further and increased consumer communication through social media and email (ZACZKIEWICZ).

Brochures or Other Publications

One might suggest that print is on the way out the door, while others deny that print is out the door. After research, individuals will pay for print, and not only pay, but pay attention to print. Users who subscribe to a magazine believe what a magazine tells them. If a beauty brand is in there, as an advertisement or an article, the consumer is more likely to research it and try it out. Much research goes into ad placement, and correct ad placement boosts a brand's credibility. "Magazine" no longer applies to print anymore either. People are more exposed to magazines than ever through social media and the internet. Apps such as Snapchat have an easy way to view stories on brands quicker than ever. Snapchat has consumers going from influencers to brands at the click of a button.

Package Design

Package design is one of, if not the essential part of makeup branding. Packaging is what the consumer is holding and interacting with when deciding what to purchase. In multiple studies, aesthetically pleasing packaging is crucial for new and returning customers. New customers are more likely to pick the more beautiful packaging because the product is supposed to make them more attractive. Beautiful packaging = beautiful results in their mind. Returning consumers with higher rates of market knowledge are less influenced by the packaging but will still be turned away by non-appealing packaging. It is essential for the packaging to be appealing, but this consumer relies more on brand trust and knowledge. The packaging draws the consumer in, but

the product ultimately gets the consumer to stay (Sundar).

When thinking about makeup packaging, designs from every aspect exist. This leads to minimalist packaging almost sticking out more than bold and busy designs. "Minimalist packaging design helps consumers to focus on what's important. Without superfluous design elements that distract consumers from the central focus, products with minimalist packaging designs tend to stand out from the competitors (Huang)." The makeup industry is overwhelmed with packaging design options. This may be a situation where less is more. If the consumer is new to a brand, minimalist packaging communicates information faster than a busy design. The use of metallics helps a simplistic design stand out. "Metallics bring a layer of depth and luxury that can add to the personality of a brand (Cheung)."

Advertising

Print Advertisement

Makeup brands rely a lot on print advertisements. Some people still flip through magazines at nail salons, doctors' offices, and grocery stores. Having an eye-catching print advertisement works wonders if you can stand out. The ad shows the model using the product. The ad wants the consumer to feel envious of the model but empowered to achieve that look (Collins).

Historically, advertisement language in the beauty category led to the talk of femininity and the need to fix it. Makeup was used to hide one's appearance, whereas today, the change is seen as enhancing. This goes further than just the language of beauty. The rhetoric in makeup is rooted in the language of gender – both masculine and feminine. Femininity was rooted in "aging is bad… fat is bad… bare face… is bad (Ringrow)." The challenge advertisers face in the makeup industry is how to combat years and years of deep-rooted feminine language when the

outlook on this language is taking a significant change.

Outdoor Advertisement

Traditional outdoor advertisements such as billboards or signage are common ways of advertising. Most often, the designs showcase a campaign the company is running. Strategically placing ads where those in the target market will see the ads is the main priority. Sephora utilized a train station to promote an opening of a new store. The ads showed three different women with three different styles to represent the majority of whom Sephora wanted to target ("Sephora")

Charlotte Tillbury showcased a new line with eye-catching phrases to attract the same target market Large billboards drew in consumers (INSIGHT).
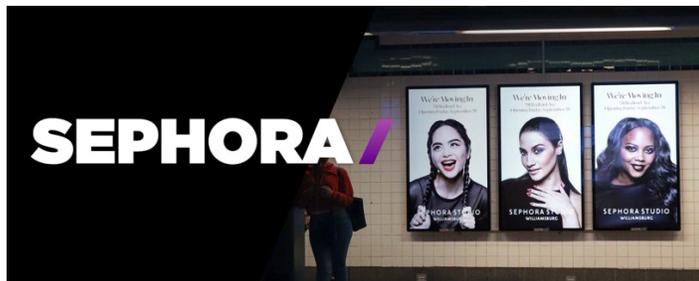
INSIGHTS
RESULTS

51%
OF COMMUTERS WHO NOTICED
THE LIVEBOARDS RECALLED
SEPHORA'S AD

54%
OF THOSE WHO RECALLED THE
AD ARE LIKELY TO RECOMMEND
SEPHORA

46%
OF THOSE WHO RECALLED THE
AD ARE LIKELY TO PURCHASE
PRODUCTS

Social Media

Social media has taken over the world, consumer and non-consumer. Consumers rely on the brands they are interested in to have a cohesive social media page showing their identity. This means offering products, colors, users, how-tos, and more for the makeup industry. It is "The fastest and most effective way for a brand to reach its consumers in a world where new modes of communication seem to appear every day (Beyer)." High-definition photos and videos and communication between the page and the consumer are paths that lead the consumer to an ultimate purchase. Brands hope that building this line of communication and trust will have the consumer return for more product purchases. Jabot understood before launching that they were already behind other brands' fanbases. They decided to jumpstart by making "buzz" around their launch and asking consumers to sign up for more information, hosted airtime of HSN pushing its pages, and having giveaways and contests when launching. Jabot was able to have a successful and smooth transition into the social media world due to its social media strategy (Beyer). Brands also utilize influencers on social media to promote their brand. Some viewers might see this as ingenuine because the brand is paying the influencer to promote the said brand, but others have built trust with the influencer. This trust has the consumer saying, "I know this influencer would not promote any brand he/she does not use or like." Either way, using influencers gets the company name out to more people.

Brand Identity

Design Considerations

Color

Color within makeup brands generally showcases the product's color, making sense. If a company will be showing a lot of similar colors throughout the products, why not incorporate them into a brand. These colors tend to be in the brown, nude, pink, and red spectrum. One might argue that having brand colors that contrast and complement these colors makes them stand out to consumers.

In a study on natural beauty makeup brands, the colors white and green were most used. White stands for pure and cleanliness, and green stands for environmentally friendly and healthy. Pink was used very highly as a secondary and tertiary color. A natural-makeup brand uses white, green, and pink to showcase cleanliness, healthiness, and femininity. Other colors like orange and yellow bring a sense of youth and fun to a brand — the colors of a business show what they want a consumer to feel (Dallmeier).

Type

Most makeup brands use a typographic logomark for their brand. Typographic logos are easily identifiable. The name is read, and the connection is made. The wordmark relays the feel of a brand very quickly. A tall serif with high contrast communicates luxury or high fashion. A monoline sanserif communicates modern.

Makeup brands utilize sans serif. Makeup brands with serif typefaces showcase luxury over makeup as their voice. Sans serifs have a more welcoming approach than most serifs. While using sans serifs, brands can still achieve a feel of luxury. Brands even use all-caps throughout the industry. They primarily use one kind of type, but they all use it similarly. So how does one stand out? That is the question these brands are asking. An opportunity exists for a brand to branch away from using type the same way as in the past within the beauty industry. Branching away must be done very carefully and thought out. The brand must be executed precisely with the right balance of color, type, and imagery to stand out elegantly in the makeup industry – not as a sore thumb (de Rozario).

Imagery

Imagery is expressed through logos, design elements, and photographs the brand uses. Symbolic, illustrative logos help communicate the service the brand is offering. The consumer does not need to think as much. Illustrative logos may be interpreted very quickly, but the connection to the company may not be apparent – for example, apple (Budelmann). Most makeup brands use a typographic logo. The imagery comes into play in secondary design elements and within the photography used by the brand. Makeup imagery shows both the product and the user. It must make that connection that the consumer can see themselves using this product. Without this connection, the sale is lost. Color within the imagery reinforces the brand. If a company uses mainly pastels of pink and purple, the image should not have forest green. The disconnect would lead to the consumer distrusting the brand. The imagery should not fight the brand but reinforce it.

Actions Taken

Brand Identity

Naming

The name "Camille" comes from the scientific name for the matcha tea leaf Camellia Sinensis. Camille was filtered down to lessen the chance of being pronounced wrong. Using a common name like Camille makes the brand more personal and approachable. The pronunciation of Camille has a calming presence – which relates to the calming presence of matcha in the products.

Typography

Camille utilizes two complementary sanserif fonts. Halva is a tall monoline sanserif that large

will serve as the headlines. The subhead and body copy are set in Mr Eaves Mod OT regular and

book. Mr Eaves Mod OT has subtle weight changes that complement the weight changes in the

serif and the monoline heading.

HEADING   HALVA

SUBHEAD   MR EAVES MOD OT REG

Lorem ipsum dolor sit amet, consec-
tetuer adipLorem ipsum dolor sit
amet, consectetuer adipiscing elit, sed   MR EAVES MOD OT BOOK

Color

Camille uses monotonous greens that sharply contrast with a luxurious, rich purple. Greens are

used in the cosmetic industry to show the clean and sustainable aspect – but usually, only one

shade of green is used. The greens are a nod to the stages of the tea leaf growing and being

harvested for matcha. The deep, rich purple contrasts the greens but matches in hue to be

pleasing to the eye.

#799671

#3C2949

#6F745E

#98BB7C

#BBC78A

#DBDCC5
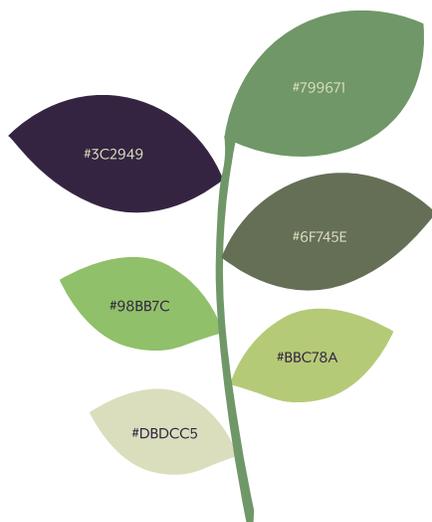
Logo

Choosing to have the primary logo be a logotype was made early on. Most makeup brands use a logotype to connect the name and brand. It is very easily recognizable and understandable in a saturated market. Camille's logotype has some recognizable forms made into a logomark for collateral and marketing materials. The tagline, matcha makeup, informs the consumer of Camille's USP right away. Set in a tall, bold sanserif, the tagline adds a touch of modernness and power to the brand.

Imagery

Camille uses high-quality, bright imagery. Photos of products are clear to the consumer, and beauty shots use bright, white light – giving the brand an editorial feel. Having clean pictures reminds the viewer of the cleanliness of Camille's products.

Packaging

Packaging of the products is almost what sells makeup to consumers. The boxes come in the signature green with lighter greens and purple to emphasize the vital information. The packaging is easy to read with important information accessible. Camille wants consumers to feel like their best selves, so encouraging notes are found throughout the packaging.

Website

Having an eCommerce website is a must. The consumer needs to connect to the display they see in the store with all the necessary information. The product page is sleek, with only the essential information and beauty shots. The website is embedded with AR technology for the consumer to virtually try on the product.
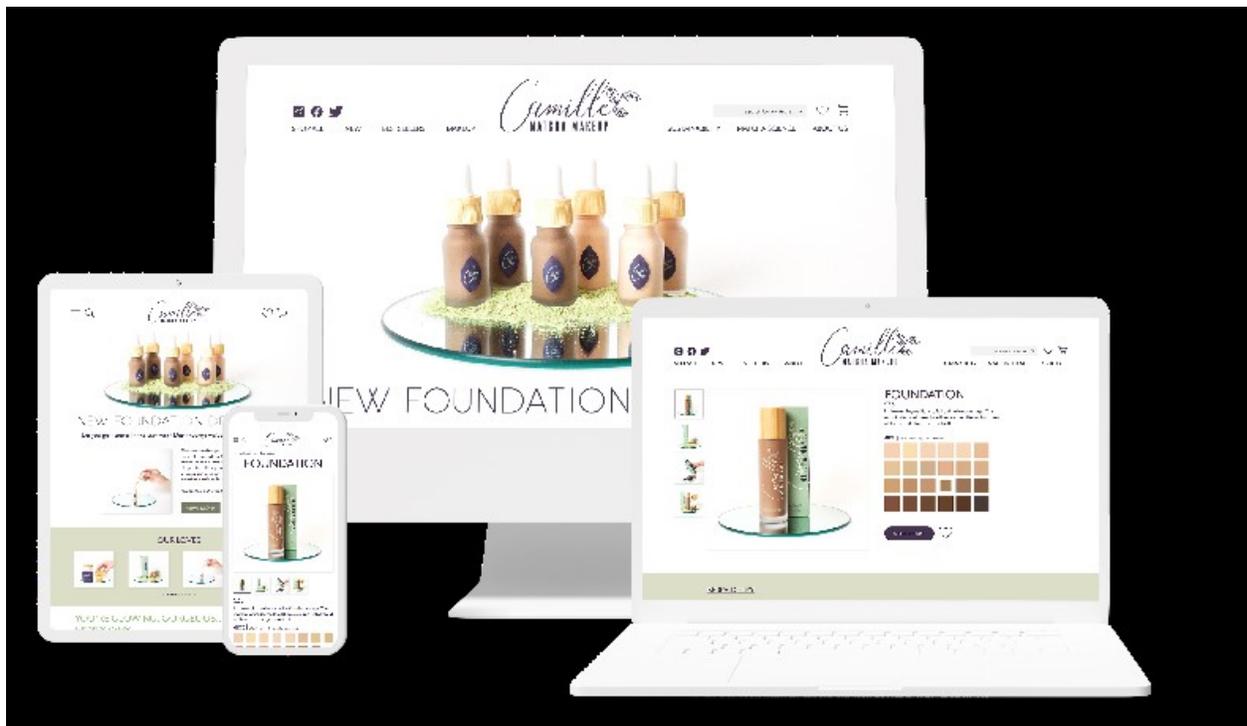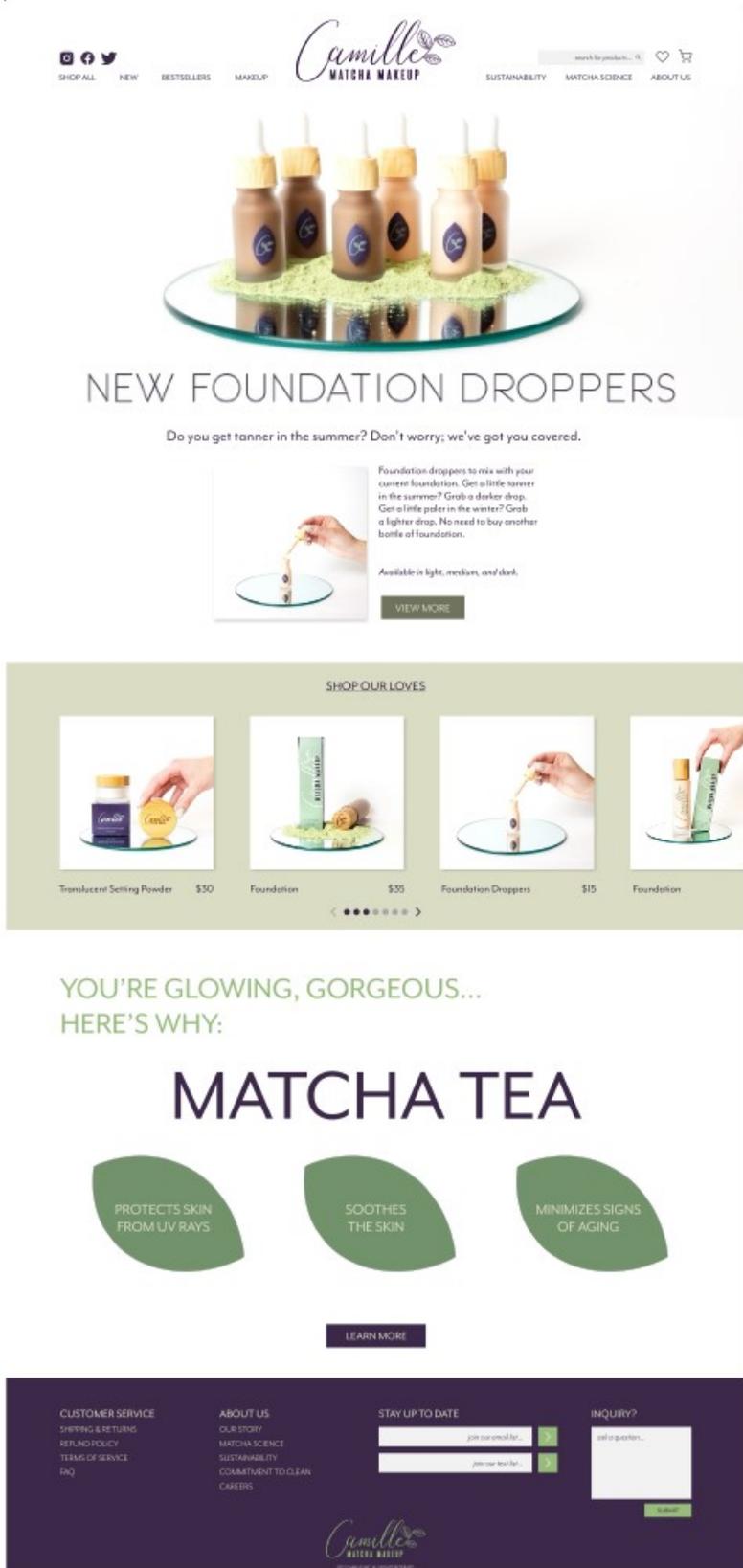
Figure 1: Desktop Landing Page

Figure 2: Mobile Landing Page



*Figure 3: Mobile Product Page*
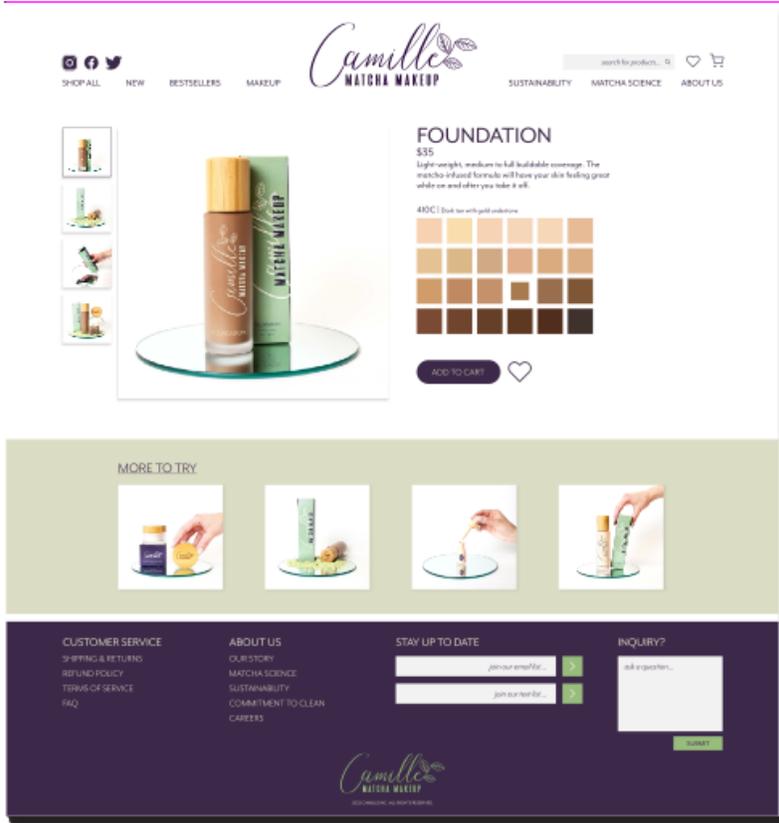
Figure 4: Desktop Product Page
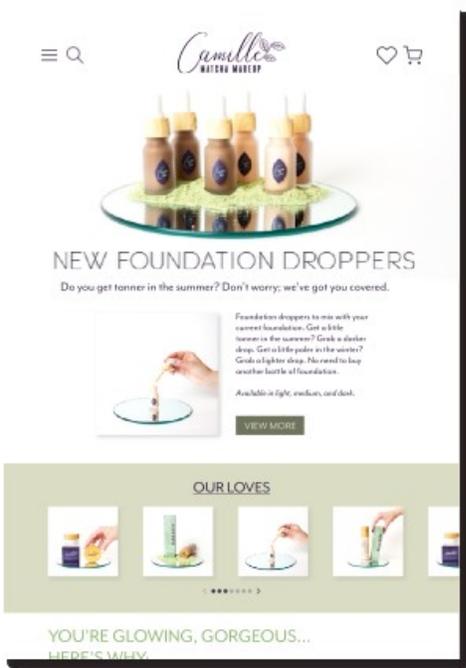
Figure 5: Tablet Landing Page
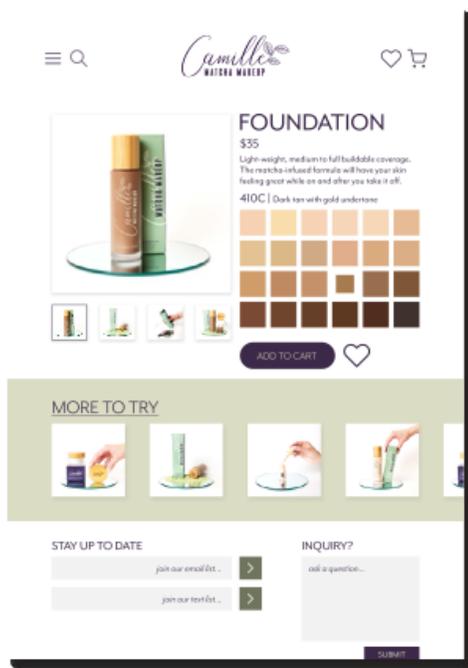
Figure 6: Tablet Product Page

Advertising

Advertising for new consumers shows the benefits of using Camille after catching the consumer's attention. Both print ads and a social media campaign gain the attention of consumers. Social media proved to be the most efficient for the cosmetic target market.
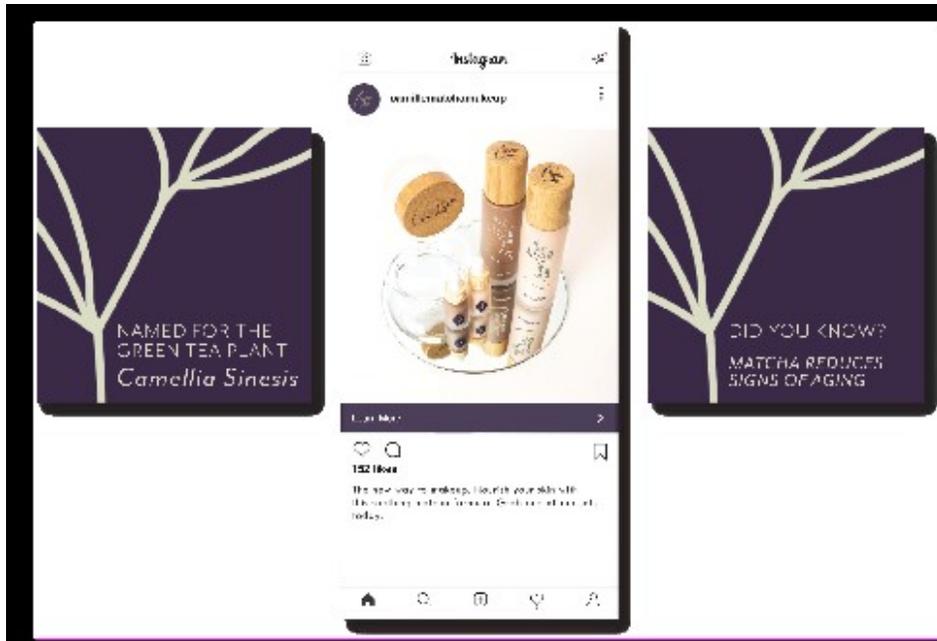
Collateral

Collateral for Camille contains, but is not limited to, bags, totes, makeup brushes, makeup remover towels, stickers, and shirts. Camille cares about more than just the product on the face, but how the user takes care of their face with the product. Offering the suggested applicators and removers allows Camille to aid in the consumer's routine.

Conclusion

Camille was created to fill gaps in the makeup industry through extensive research. Research into popular makeup brands was conducted to show why the brand is successful. Further research was conducted into the legal side of selling makeup to understand what needs to be present on the packaging. The founding of Camille was made with the concern of skin health and finished look in mind.

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