

Dermatologist

Look and Feel Exploration



Inspiration Boards



Organization

References


- [American Academy of Dermatology](#)
- [American Society of Plastic Surgery](#)
- [The Aesthetic Society](#)



Inspiration Boards

BECAUSE
CLEAR SKIN
STARTS HERE

Proactiv® Solution targets the root causes of acne—bacteria, oil production, and dead skin cell build-up—to clear acne blemishes and help prevent new breakouts.



Product

References

- [Dermalogica](#)
- [Dermstore](#)
- [Proactive](#)
- [SkinCeuticals](#)

35%
Increase in ROAS



DERMSTORE

the power of pro-
skin



ask
dermalogica

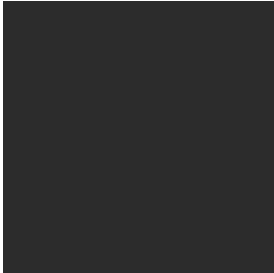
AMAZING
NEW



Identity Design

Overall Look & Feel

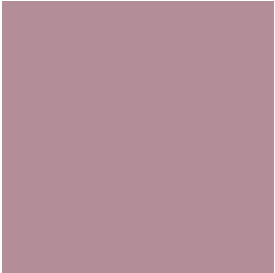
Color Palette



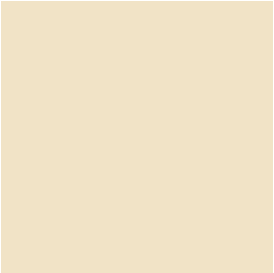
Charcoal
#2c2c2c



Opal
#a3c4c9



Pink Lavender
#B38D97



Champagne
#F1E3C6



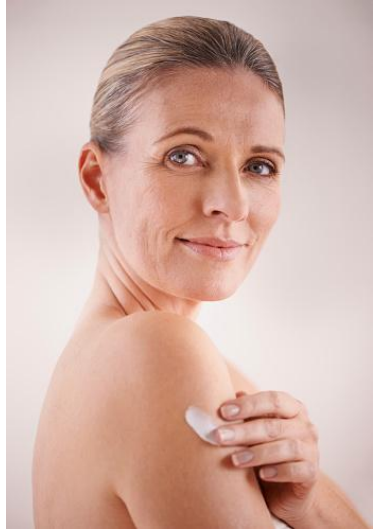
Aegan
#137398

Wellevate Cerulean

Image Style



Image Style



Landing Page Progression



Go Virtual

More Dermatology and Aesthetic Practices are using a **Wellelate Virtual Dispensary** to integrate a passive income stream and complement or replace their in-office dispensaries.

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