

BEARDWOOD&CO

40 Wooster St., 4th Floor, New York, NY 10013
tel: 212.334.5689 email: julia@beardwood.com

Contact: Judy Kalvin
Kalvin Public Relations
jkalvin@kalvinpr.com
914.693.0123

Natural Beauty Industry Leader Desert Essence Unveils New Look and Products

Beardwood&Co. redesigns beauty brand with focus on nutrient-rich botanicals

New York, NY – July XX, 2010 – Desert Essence, a pioneer and leader in the natural beauty industry for 38 years is re-launching and expanding its brand during summer 2010. Responding to consumer demand, eight new products will be added along with the re-launch and redesign of Desert Essence’s facial skin care, hair care, body care, oils and dental care products.

According to market research company [Kline & Co.](#), the market for natural personal care products has stayed strong through the recession, posting double digit gains in 2009 around the world. Overall growth in the naturals industry is expected to average just 12% through 2014.

“Desert Essence has continued to be a leader in the natural beauty industry for almost 40 years simply because the products work. The brand’s packaging needed polishing to make it relevant for today’s consumer,” says Vice President of Sales and Marketing for Desert Essence, Wendy Cockayne Lucas. “Just because a product is natural doesn’t mean that it shouldn’t have beautiful packaging.”

Brand, insight and innovation firm, Beardwood&Co., based in New York, was tapped to provide a new identity system for the brand that includes over 60 sku’s, along with the development of a new tagline, sales materials and the product photography style.

In its 38-year history, the brand had undergone a couple of minor updates, but no major redesign. “Desert Essence has been around since the ‘70s, so one of the biggest challenges was to retain loyal customers while bringing in new ones to this rapidly expanding natural market,” says Julia Beardwood, founder, Beardwood&Co.

Many of the product’s ingredients are nutrient-rich botanicals from the desert including tea tree oil, jojoba and aloe. “While in the past, the products were aligned by these key ingredients, we created a system tied to product benefits that allow consumers to easily shop within a line and across product categories,” says Beardwood. We retained the one element of the brand identity that customers recalled, the familiar sun logo, but updated it to make it more prominent and powerful. Bold caps and a handcrafted look make it stand out on the packaging and is designed to help grow brand recognition and awareness.

Another major challenge was capturing the healing renewal of these ingredients without over emphasizing the parched environment they inhabit. The new tagline: “Beauty Blooms in the Desert,” further reinforces this idea. “In order for botanicals to survive the harsh climate of the desert, they have to be packed with nutrients. While many associate the desert with its dry, desolate landscape, we focus on the beauty and power found within,” says Ryan Lynch, Managing Partner, Beardwood&Co.

Vibrant desert colors of orange, green and yellow were used for the packaging to evoke the richness of the botanical ingredients and are color-coded by skin type (green for oily/combination skin; orange/normal, light green/dry skin). Lush, large photographs of these botanical ingredients capture the idea of harnessing the healing power of the desert.

Eight new face care products will be introduced with the redesign and will start rolling out during summer 2010. The oils, deodorant and oral care will be available early fall while hair care will ship late fall.

ABOUT BEARDWOOD&CO.

Beardwood&Co. (www.beardwood.com) are problem solvers that connect brands with people on a human level. Comprised of strategists driven by creative potential and designers inspired by human insights, Beardwood&Co. focuses on brand, insight and innovation. The high-level team has earned long-term clients including national and global brands like Westin, Lego, La Senza, and Bath & Body Works, entrepreneurs and cultural brands including TerraCycle, CBGB, American Museum of Natural History and Seaport Museum New York.

Credits:

DE Client – Wendy Lucas

B&Co Team Leader – Julia Beardwood

B&Co. Strategist – Sadie Dyer

B&Co. Creative Director – Sarah Williams

Sr. Designers – Kristin Sabena and Kelly Carambula

Copywriter – Ryan Lynch



Additional pages