

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

New Specific Beauty Skincare Collection, A First for “Multi-Hued” Skin Tones Beardwood&Co. Infuses Collection with Modern Apothecary Aesthetic

New York, NY -- July 26, 2010 – Specific Beauty, a first-of-its kind skincare line designed for African American, Latina and Asian women launched this week. Developed by prominent dermatologist Dr. Heather Woolery-Lloyd, Specific Beauty turned to New York-based brand, insight and innovation firm, Beardwood&Co., to design the striking new packaging for this mass-market line.


“My specialization in “multi-hued” skin tones, which refers to the range of tones including tan, olive and brown skin, coupled with my determination to create an effective skincare line that would deliver radiant, even skin at a price point accessible to all women was the driving force behind the creation of Specific Beauty,” said Dr. Heather Woolery-Lloyd, who developed Specific Beauty. “The packaging needed to inform women about the products’ function, reassure them that the formulas are based in the science of dermatology and convey a sense of serious beauty,” she added.

The Specific Beauty regimen consists of five products that are formulated for use together, resulting in a more even skin tone, improved skin texture and a complexion that is bright and radiant.

The Beardwood team, led by creative director/partner Sarah Williams, bucked design convention. They eschewed traditional cues for beauty products targeted for the ethnic market, such as rich color palettes, and instead designed clean packaging inspired by the apothecary.

The Beardwood&Co team designed bright bold blue bottles topped with serious-looking black pumps. The sophisticated logo features a custom bronze typeface (an important cue for radiant skin tones), surrounded by a blue and a purple circular seal that indicates precision and focus. Each blue bold bottle is fixed with simple, white medicinal labels that highlight the function of each product and its role in relation to the total skincare system. Dr. Woolery-Lloyd’s prescription pad was the inspiration behind the design of the regimen charts found below the logo. The overall effect is premium and serious.

“As drug stores are upping the level of premium products and improving the overall shopping experience, it was important to create packaging for the mass marketplace that could stand out



and compete in this environment with its modern, clean and fresh graphic treatment,” said Beardwood&Co’s Williams.

The collection will initially launch with five products:

- *Daily Gentle Cleanser* – an ultra gentle cleanser designed to maintain and replenish the skins’ natural hydration.
- *Exfoliating Cleansing Cloths* – dual-sided to carefully exfoliate the skin, while providing a deep clean to remove impurities, all without the need to rinse with water.
- *Daily Hydrating Lotion SPF 30* – daily moisturizer that provides broad spectrum protection against UVA and UVB rays with SPF 30.
- *Night Treatment Complex* – lightweight skin brightening formula that helps improve skin texture while you sleep.
- *Skin Brightening Serum* – a special multi-benefit complex of licorice, antioxidants, retinol and niacinimide - to provide the skin with the ultimate brightening benefits.

These new products will fill a void in the skincare market for women of “multi-hued” skin tones. The line ranges in price from \$6.99 to \$24.99 and will be available initially at www.specificbeauty.com, www.drugstore.com, and www.beauty.com.

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.

BEARDWOOD&CO