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DDX181.1

Design Process & Rationale



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Overview

In this project I will be looking into designing a logo and style guide for a personal care B-corp.



B-Corp- Tangelo Beauty

Topic: Personal Care

Product/Service: A company that produces organic, cruelty free and environmentally conscious skincare products.

Research

Common ethical concerns within the Personal Care industry:

1. Greenwashing- a form of marketing spin in which green PR and green marketing are deceptively used to persuade the public that an organisation's products, aims and policies are environmentally friendly. When in actual fact what's really going on behind the scenes isn't so green. (Smedley, 2022)
2. Animal Testing: different countries have different regulations about how companies prove that products are safe for people to use (An Introduction to Animal Testing Policies | Ethical Consumer, 2022)
3. Microplastics used in personal care products like shower gel, skincare and shampoos (microbeads) and also synthetic liquid polymers. (Microbeads: The Hidden Plastics in Your Cosmetics | Ethical Consumer, 2018)
4. Palm Oil used in personal care products, with it's production leading to serious consequences, with forests being destroyed and turned into plantations, displacing people and wildlife and releasing greenhouse gases. (Palm Oil and Cosmetics | Ethical Consumer, 2020)
5. Unsafe and unethical mining of mica: workers with repeated exposure to mica can suffer from pneumoconiosis, affecting lung tissue and findings of child labour used in this process. (The Problem with Mica | Ethical Consumer, 2018)
6. Excessive plastic waste, it is estimated that the global beauty industry is responsible for a mind-boggling 120 billion units of packaging each year. (Gibbs, 2023)
7. Perpetuation of unrealistic beauty standards through product advertisements using photoshop, airbrushing and other digital alterations. (The Dark Side of the Beauty Industry, 2023)
8. Accessibility/usability of products: From hard-to-open lids and brushes with no grip, to unidentifiable products in aisles, the design of a product holds a huge weight when it comes to usability and many products are inaccessible to those with disabilities. (Mohamed, 2024)
9. Safety of product ingredients: There are over 10,000 ingredients which are commonly used in beauty products, and of those only 10% have any safety data (Devereaux, 2016).
10. Inclusivity: While the beauty industry has made strides to become more inclusive, there is still room for improvement. According to the latest research from Mintel, almost one in five (17%) US consumers feel left out of beauty advertisements, rising to a quarter (25%) of Gen Z consumers*. (Demand for Inclusivity in Beauty Gets Louder, 2024)



Moisturisers

Made for multiple skin types

Bright and fun

Colours: Orange and yellows

different formulas for different hair types

inclusive advertising

Focus on eco packaging



Vitamin C



Face

Organic Hair Masks

Shampoo and conditioner bars

Colours: green and brown

Hair

Personal Care B-Corp Brand Ideas

Body

Makeup



Organic Exfoliating scrubs



Lip balm



Primer and Foundation

Coffee

Raw sugar

Salt

eco packaging: compostable

Beeswax = not vegan

Multiple shades

Different formulas for different skin types



Business Details

Ideas for what our business does:

- Skincare brand with a focus on vitamin c products
- Inclusive and unisex advertising
- Uses organic non-irritant ingredients
- Eco packaging (either reusable/recyclable product packaging)

User Research

Who is it for?

- Eco-conscious consumers
- Vegans
- Skincare enthusiasts
- Unisex
- Consumers dealing with skin conditions

- Skincare brands wanting to cater to a wide audience need to develop different products to cater to different skin types: meaning brands would need to segregate users according to their skin types and embrace and acknowledge their diversity in skin tones (Mishra, 2024)
- Different skin types: (Mishra, 2024)
 - Normal- gentle cleansing, restoring hydration and preserving natural oils
 - Oily- lightweight moisturisers and non-comedogenic products to prevent clogging of pores
 - Dry- rich, hydrating formulations that lock in moisture and keep the skin nourished
 - Combination- keep skin hydrated in dry areas whilst controlling sebum in T spots, products with gentle hydration such as lightweight cleansers and moisturisers.
- Consumers are looking for quick results with minimum engaging time (Mishra, 2024)
- Becoming more environmentally conscious when looking into brands: searching for organic products using sustainable ingredients. Meaning a natural inclination towards earthy and organic products and eco-friendly packaging that does not use harmful chemicals and pollutants.(Mishra, 2024)
- Vitamin C has become a popular ingredient in the past few years, sparking around lockdown in 2020. It is the best-studied antioxidant to be used in skincare products. (The Beauty Industry's Rise of Vitamin c in Skincare, 2023)
- A huge 72.4 percent of consumers are using mobile devices to search for vitamin-C related skincare products. One reason for the dominance of mobile could be that users' queries are influenced directly after viewing social media content, for instance on Instagram, which is notably mobile-dominant. (The Beauty Industry's Rise of Vitamin c in Skincare, 2023)
- In the United States, the top three markets for natural skin care sales growth are young professionals, new mothers, and women 65+...and each of THOSE areas is just the tip of the target market iceberg. (Glaser, 2024)
- Over half of male and female consumers preferred to purchase skin care products that were classed as natural or organic. Almost 70 percent of U.S. consumers aged 18 to 29 stated that they preferred natural and organic skin care products, in comparison this figure stood at 60 percent for consumers falling within the 30 to 59 age group. (Skin Care, Statista, 2017)
- Millennials and Gen Z are the main consumer demographic driving the trend, showing more interest in organic and natural beauty products than the average consumer. (ESW, 2022)

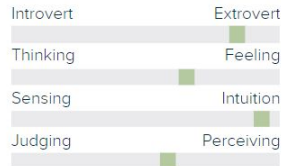
Lola Kessler



"I want to find a skincare company that I can trust shares the same values as me."

Age: **26**
Pronouns: **She/Her**
Work: **Retail Sales**
Family: **Engaged, no kids**
Location: **Sydney, Australia**

Personality



- Eco Conscious
- Vegetarian
- Creative
- Mindful

Goals

- Find a skincare product that works for her
- To reduce waste in everyday life
- Support brands that promote environmentally friendly products/services

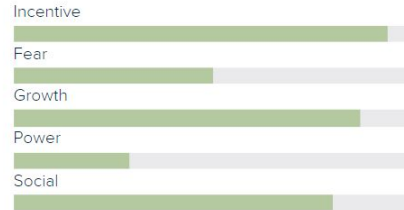
Frustrations

- Greenwashing
- Hard to locate certified organic products in physical stores
- Unsustainable packaging of beauty products

Bio

Lola is a 26 year old women who wants to find a new skincare brand for her daily routines. In the past she's found that brands that have advertised themselves as 'natural' ended up not being the case due to lax regulations. She's committed to reducing waste in every aspect of her life and wants to be able to enjoy a daily skincare routine knowing it is also helping the planet. Lola is on the lookout for a brand that shares those values, and is not connected to parent companies that may not be eco-friendly/cruelty free.

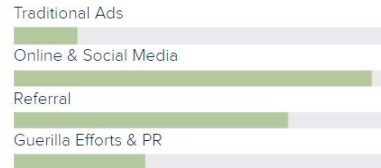
Motivation

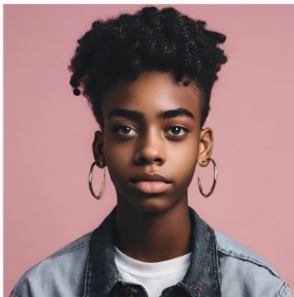


Brands & Influencers



Preferred Channels

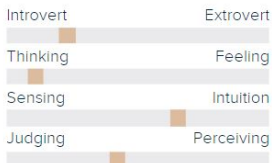




"I want to find an inclusive and reliable skincare brand with products to help with my acne and keep my skin moisturised."

Age: **18**
 Pronouns: **They/Them**
 Work: **Student**
 Family: **Lives with parents**
 Location: **Melbourne, Australia**

Personality



Gaming Activist Curious Authentic

Goals

- To find products with natural ingredients that don't irritate their skin and cause further breakouts
- Support brands that promote inclusivity as well as environmentally friendly products/services

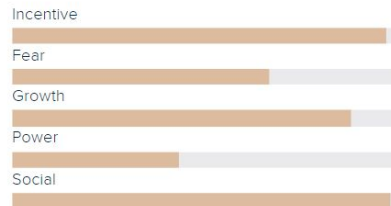
Frustrations

- Difficulty finding brands with inclusive branding/advertising.
- Sensitive skin breaking out due to harsh chemicals in products labelled 'natural'
- Finding affordable eco-friendly products

Bio

Taye is an 18 year old non-binary teenager who is currently studying full time. Passionate about sustainability and environmental activism, they are keen on aligning all aspects of their life with these values, including their skincare routine. Taye values inclusivity in product ranges, hoping to find a brand that embraces diversity in its marketing and product development. They are interested in discovering skincare solutions that are gentle yet effective, free from harsh chemicals and synthetic additives.

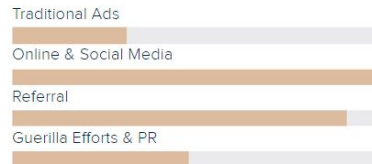
Motivation



Brands & Influencers



Preferred Channels



Brand Words

- Glowing
- Bright
- Vitamin C
- Citrus
- Hydrating
- Organic
- Sustainable

Name Ideas

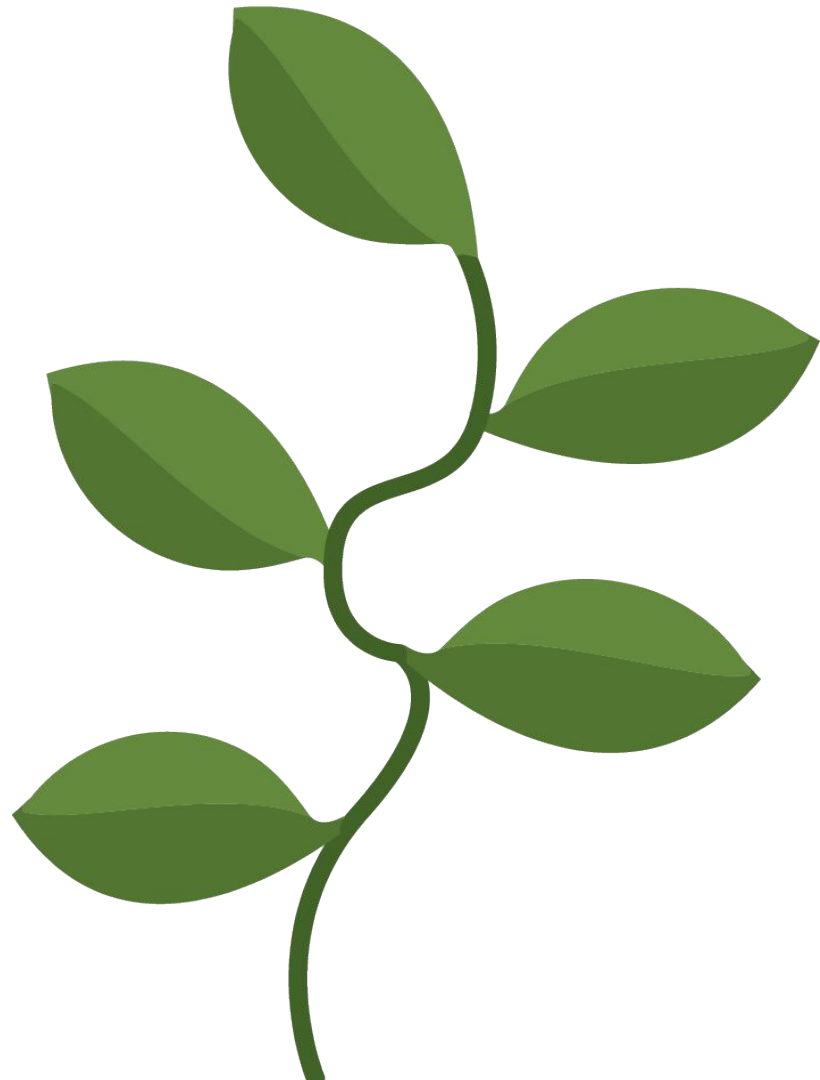
- Citrussium
- Clementine
- **Tangelo (Tangelo Beauty/TB)**
- Citrus Shine
- LumiC
- Citrus Bloom
- C Me Glow

Brand Story

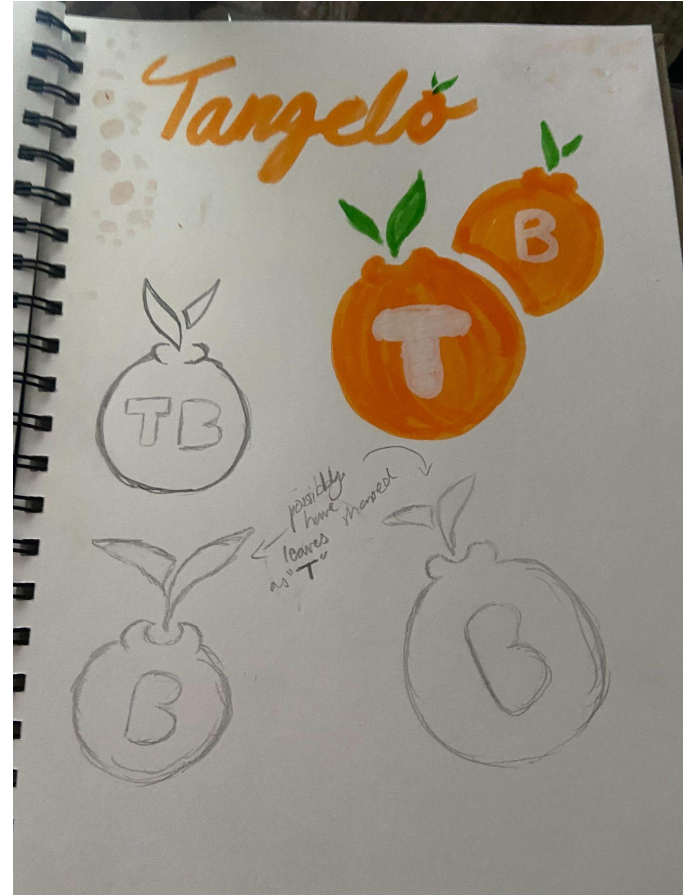
Tangelo Beauty is dedicated to creating a brighter future for not only our client's skin, but the environment. Our passion for sustainability drives every aspect of our business, from our careful selection of ingredients to our eco-conscious packaging solutions.

We pride ourselves on using only organic ingredients such as Vitamin C derived from the Tangelo fruit in our range, hence the name. Our products are packaged in recyclable bamboo containers, reinforcing our dedication to a low-waste lifestyle.

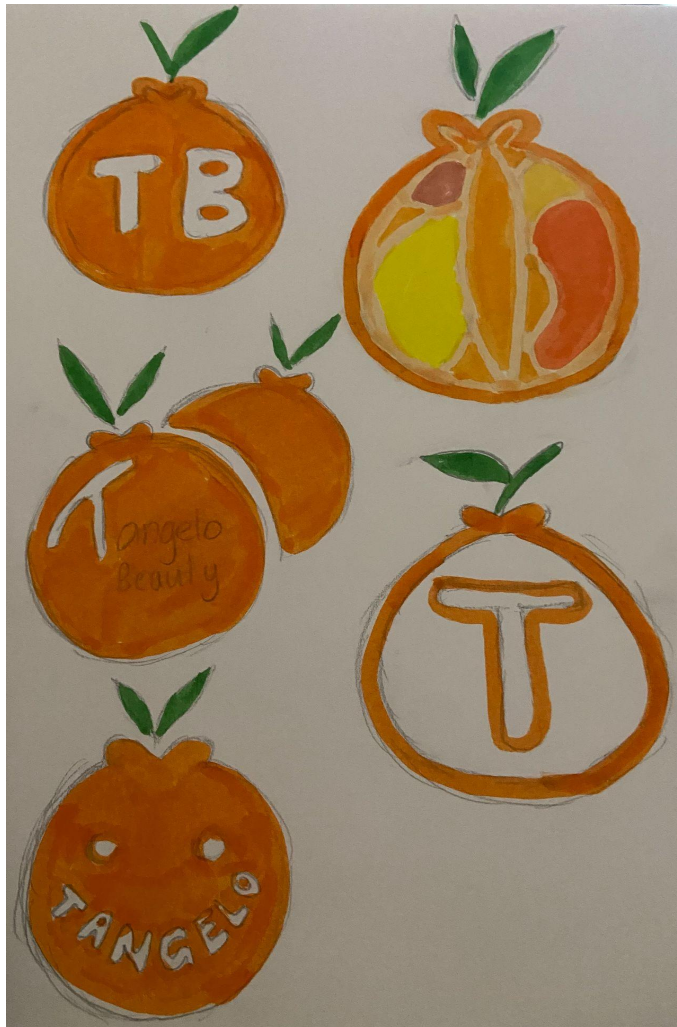
Tangelo Beauty believes in empowering everyone to feel confident in their own skin, celebrating diversity and inclusion. We advocate for healthy skin as a universal right, and are dedicated to fostering a safe, inclusive community where everyone can thrive. We hope make a positive impact on the world, one beautiful complexion at a time.



Sketches



Roughs



Mood Board



Competitor Research

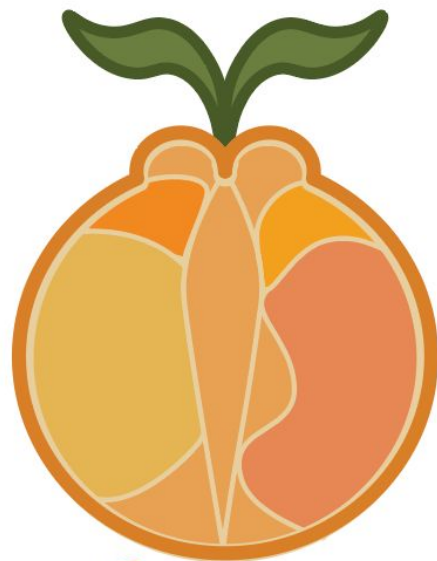
Link to document: [Link Removed](#)



Genre Considerations

- People also commonly describe the color orange as bright, happy, and joyful. Orange is the color of bright sunsets and fruits like oranges and tangerines, so many people might associate the color with the beauty of the setting sun or the refreshing taste of citrus. (Cherry K., 2023)
- Research also suggests that consumers respond to the color orange in a number of different ways. It is perceived as a playful, friendly color when used in consumer marketing and products.
- Associations like: exciting, mystic, jovial, cheerful, peaceful, melancholy, youthful correlate to red, purple, **orange, yellow, green**, blue, and white (Birren, F., 1961)
- Illustrated graphic elements such as plants, birds and outside landscape elements feel friendly and natural. Line work is curved and organic. Smiles on the faces of “real” people in photographs enhance the sense that this brand is ethical and cares about the livelihoods of the people represented in the images. (R. Shea, 2022)

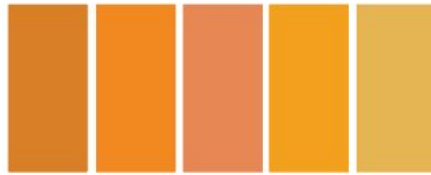
Logo Development



Logo Refinement



angelo Beauty
TANGELO BEAUTY



Colour

**Burnt
Citrus**

RGB- 216, 127, 39
CMYK- 12.55, 58, 100, 1.18

Tangelo

RGB- 241, 135, 33
CMYK- 1.82, 56.61, 100, 0

**Morning
Smoothie**

RGB- 229, 135, 82
CMYK- 7.06, 56.06, 74.25, 0.14

Glowzone

RGB- 241, 160, 31
CMYK- 3.31, 42.26, 100, 0

**Clementine
Shine**

RGB- 230, 181, 83
CMYK- 9.85, 28.27, 78.88, 0

**Dandy
Mandarine**

RGB- 232, 160, 82
CMYK- 8.01, 41.12, 77.33, 0

**Lemon
Tart**

RGB- 231, 206, 159
CMYK- 9.49, 16.52, 41.16, 0

**Lime
Time**

RGB- 99, 138, 60
CMYK- 66, 28, 100, 9

**Leafy
Grove**

RGB- 82, 117, 49
CMYK- 66, 28, 100, 27

**Verdant
Stem**

RGB- 66, 98, 39
CMYK- 66, 28, 100, 42

**Textbook
Orange**

RGB- 216, 143, 54
CMYK- 0, 41, 85, 15

**Deep
Grapefruit**

RGB- 203, 100, 25
CMYK- 0, 66, 100, 19

**Paperback
Beige**

RGB- 241, 225, 198
CMYK- 0, 6, 18.6, 5.4

Typography

Headings: *Bookeyed Nelson Regular* (Size 54, VA 30)

Logo: *Bookeyed Nelson Regular* (Size 54, VA 30)

Sub Headings: *Aisha Latin Bold* (Size 34, VA 30)

Body Copy: *Amaranth Regular* (Size 15, VA 0)

Pull Quotes: *Aisha Latin Bold* (Size 32, VA 30)

Captions/Small Print: *Amaranth Regular* (Size 13, VA 5)

Image Tone



DO'S



DON'TS

Business Card Development



First Iteration:

- Accidentally made the design too small thinking the cropping was different
- Didn't like the harshness of the flat line
- Felt that modern businesses targeted to gen z/millennials may not be as inclined to have Facebook

Second Iteration:

- Changed placement of lines and turned curved them instead
- Changed FB username to a phone number
- Experimented with placement of icons and text
- Felt too cluttered and awkward

Third Iteration:

- Changed the formatting and placement of icons and information
- Added one of the vines from the front design to fill out empty space and add a pop of colour

Final Design:

- Changed the thickness of the phone icon to match (feedback)
- Created a rounder email icon (feedback)
- Changed the way the phone number was written (feedback)

Letterhead Development



TANGELO BEAUTY

Address: 20 Martin Place Levels 10
& 11, Sydney, NSW, 2000, Australia
Phone: 02 5762 8348
Email: tangeloBeauty@gmail.com

Dear Christina Sheather,

We are delighted to introduce you to Tangelo Beauty, where we are dedicated to creating a brighter future for your skin and the environment. Our commitment to sustainability and organic ingredients ensures that you receive the best in skincare, all while supporting a healthier planet.

Thank you for choosing Tangelo Beauty. We look forward to helping you achieve radiant, glowing skin with our range of eco-friendly products.

Sincerely,
Yvonne Shelly

Founder, Tangelo Beauty



TANGELO BEAUTY

Address: 20 Martin Place Levels 10
& 11, Sydney, NSW, 2000, Australia
Phone: 02 5762 8348
Email: tangeloBeauty@gmail.com

Dear Christina Sheather,

We are delighted to introduce you to Tangelo Beauty, your new go-to for premium skincare products that prioritize both your well-being and the health of our planet. At Tangelo Beauty, we are dedicated to creating a brighter future not just for your skin but also for the environment. Our passion for sustainability drives every aspect of our business, from the careful selection of organic ingredients to our eco-conscious packaging solutions.

Our commitment to sustainability means that we only use the finest organic ingredients, such as Vitamin C derived from the tangelo fruit, to provide you with the highest quality skincare products. Each product in our range is crafted with care, ensuring that you receive the best in skincare while supporting a healthier, more sustainable world. We are proud to offer you a skincare experience that is as nourishing for your skin as it is kind to the Earth.

Thank you for choosing Tangelo Beauty. We look forward to accompanying you on your journey to achieving luminous, healthy skin with our range of eco-friendly products. Together, we can make a positive impact on the world, one beautiful complexion at a time.

Sincerely,
Yvonne Shelly

Founder, Tangelo Beauty



Mockups



Mid-Project Reflection

For this project I am required to use Illustrator and InDesign, which I haven't done since 2021. So far I've found it a little difficult to become reacquainted with the applications, but am slowly getting better by using tutorials online. I haven't designed a logo for awhile as well, but got some positive feedback on the thumbnails I sent in on slack from peers and my teacher.

Time management and organisation is a constant weak point for me, but I have developed methods to help keep me on track during this project. I have been scheduling times to work on different aspects of the project around my work week, using one day to focus on the research and theory aspects and another to focus on the practical.

Having another peer (Caroline) also working on a personal care brand has been helpful for the conducting research for this project, using Slack and a shared Padlet board to share our findings and discuss our own plans for what our individual B-corps would be. Sharing my thumbnails and rough designs for my logo on our classroom slack board also provided me with helpful feedback and allowed me to seek inspiration from my peer's designs as well.

Genre is an integral aspect of every creative medium, helping us to communicate with audiences using style, form, and content choices. (R. Shea, 2022) When looking into established eco-friendly personal care brands, many seemed to incorporate similar visual elements into their branding. Illustrated graphic elements such as plants, birds and outside landscape elements feel friendly and natural. The line work of graphics is curved and organic. (R. Shea, 2022).

I plan to incorporate similar elements in my design and branding to reflect on the eco-friendly aspect of Tangelo Beauty. I want the design to seem friendly using bright yet mellow colours for my logo. My B-Corp is designed around a popular skincare ingredient in the market right now, 'Vitamin C', which benefits all skin types. Social innovation is anything we create or design that can move the world forward. (Heller, S., & Vienne, V., pg 154, 2015) I plan for the brand to project an inclusivity for all, be it gender, skin type or tone, something that to this day is a widespread issue in the personal care market.

Final-Project Reflection

I am quite happy with a majority of what I've been able to achieve in doing this project. I really love the final design of the tangelo logo, even though I am aware there can be future improvements to it in future. As stated in my mid-project reflection, I had not used any of the Adobe programs since 2021 so I was anxious about how my designs would look. However, I believe I was able to relearn a lot of what I had forgotten and was surprised when receiving mostly positive feedback on my designs.

I found myself lost at certain points when working through the style guide, mainly just confused on what information and formatting it should be in, but was able to get helpful guidance through my facilitator. I also struggled a little with exporting all the files in the way asked, but managed to figure it out thanks to tutorials. I plan to keep relearning the skills I lost using Adobe and online tutorials, so that future projects can be less stressful and confusing.

My research into contemporary design work influenced many aspects of my choices for my design. I took inspiration from other eco-brands (not just skincare) and incorporated elements such as the accent leaves to enhance the organic and natural vibe to my business cards and letterhead. I wanted to make a design that aligned with relevant trends and values of our current day, sustainability and inclusivity.

Rationale

In designing the Tangelo Beauty logo, I aimed to create an identity that resonates deeply with my target audience by emphasizing sustainability and inclusivity. To achieve this, I focused on making the design feel organic and natural, reflecting the brand's commitment to eco-friendly and inclusive practices. The decision to centre the design around a fruit, specifically the tangelo, was made because of its relevance to the Vitamin C products the brand would offer, reinforcing the connection to organic ingredients.

When creating designs, we anticipate what our audiences will understand and how they will interpret our work. (R. Shea, 2022) Tangelos are relatively unknown to many, providing an opportunity for the brand to stand out as unique and intriguing. I started off with simple flat graphic designs for the logo, until it was suggested to me during the design process to possibly take inspiration from the look of a cut open tangelo. This concept immediately resonated with me and inspired me to create a more intricate and meaningful logo. By showing the distinct segments of the fruit, I aimed to symbolize the inner beauty and diversity within all of us. The asymmetry of these segments was a purposeful design decision to convey the message that perfection is not synonymous with beauty. This imperfection within the logo highlights the brand's value of individuality and authenticity. Incorporating different colours within the segments of the tangelo was another deliberate choice, with the varied hues designed to represent the diversity of people and the broad spectrum of beauty, reinforcing the brand's commitment to embracing all forms of uniqueness.

The typography for the logo and associated branding was a struggle for me. I wanted the type to look handwritten to evoke a sense of personability but found many of the handwritten fonts were difficult to read, which would have compromised the design's accessibility. Eventually, I found a font that balanced readability with a personal touch, suitable for the logo and headings. For subheadings and body text, I opted for a more standard font with a slight flair to maintain a welcoming and friendly feel.

I concluded that Tangelo Beauty would primarily appeal to Gen Z and Millennials, demographics known for their social and environmental consciousness. Therefore, the brand's visual identity needed to reflect these values. This included not only the logo design but also the overall image style and product photography. I ensured the inclusion of diverse representations in terms of gender, skin types, and tones, highlighting the brand's dedication to inclusivity.

I believe the final design outcome of the Tangelo Beauty logo perfectly embodies the brand's core values of sustainability, inclusivity, and natural beauty.

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Thank you.





TANGELO BEAUTY

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11, Sydney, NSW, 2000, Australia

Phone: 02 5762 8348

Email: tangelobeauty@gmail.com

Dear Christina Sheather,

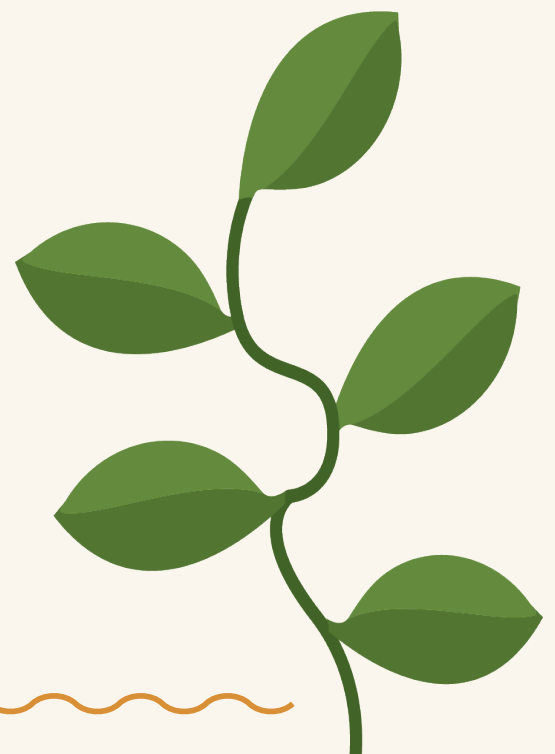
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Thank you for choosing Tangelo Beauty. We look forward to accompanying you on your journey to achieving luminous, healthy skin with our range of eco-friendly products. Together, we can make a positive impact on the world, one beautiful complexion at a time.

**Sincerely,
Yvonne Shelly**

Founder, Tangelo Beauty





TANGELO BEAUTY

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