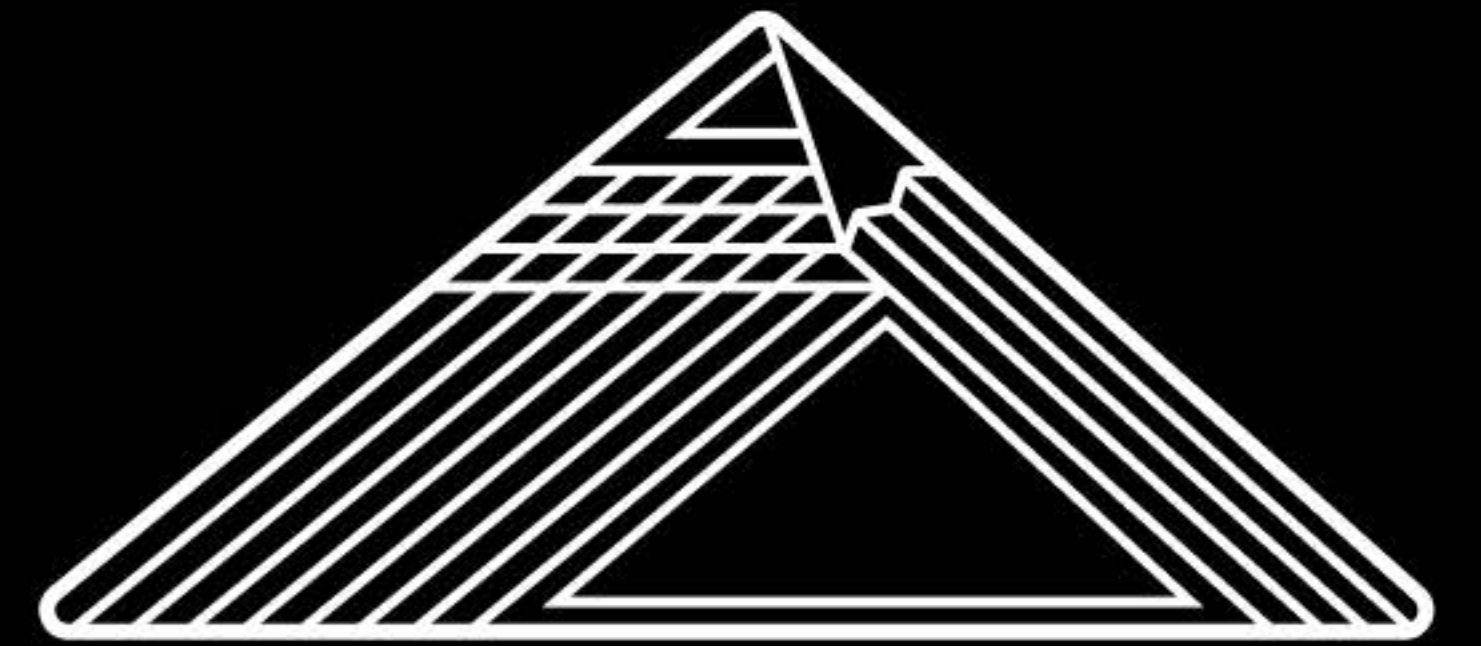


RAREPUBLIC

SHAPING VISIONS, BUILDING LEGACIES



info@rarepublic.co.uk

rarepublic.co.uk



LIVINGBEAUTY

Case Study: Living Beauty

Part of the Hypercem portfolio, Living Beauty is a leading skincare & beauty brand handling thousands of products through revolutionary customer centric eCommerce platform.

Our Responsibilities

- Market Research
- Brand Strategy
- Digital Strategy
- Content Visual Design
- UI/UX Design

Key Results

1. 1,237% Increase in organic Instagram followers over 4 months.
2. Top performing social media visuals, collectively generating 70k+ saves
3. Complex eCommerce UI/UX designs housing 5k+ skincare products
4. 73% reduction in inefficient advertising spend across paid media.

Key Challenges

At the time we joined Living Beauty, the brand was struggling with both its social presence and the development of their digital solution, the Living Beauty eCommerce store.

During our engagement, we worked directly with key-stakeholders, agency partners and content creators to not only consolidate processes, but to build strong design frameworks that best represented their brand. We also worked directly with the company to map out an effective UI/UX experience that was optimised towards providing skincare customers with a tailor-made experience to their skincare problems.

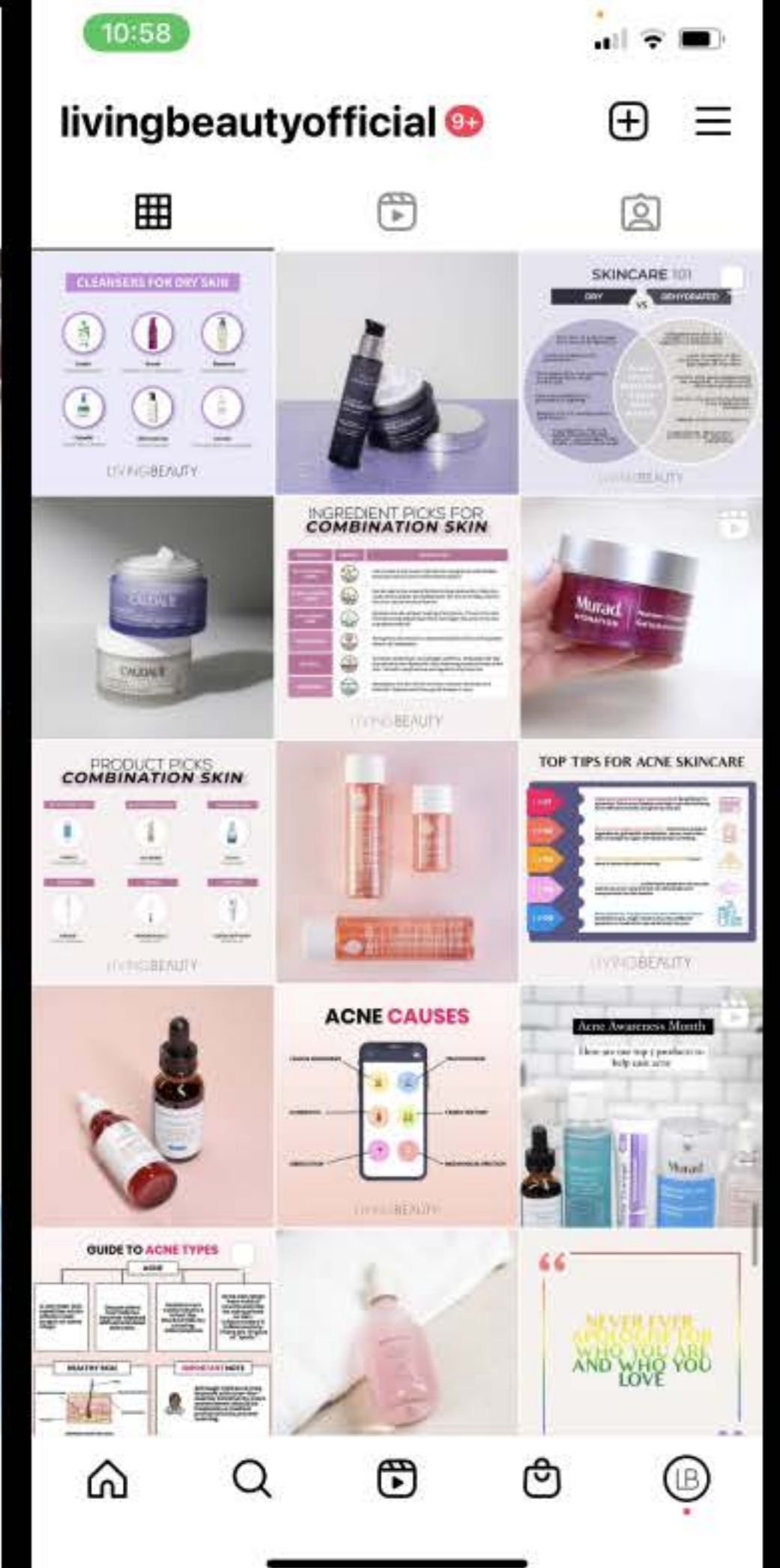
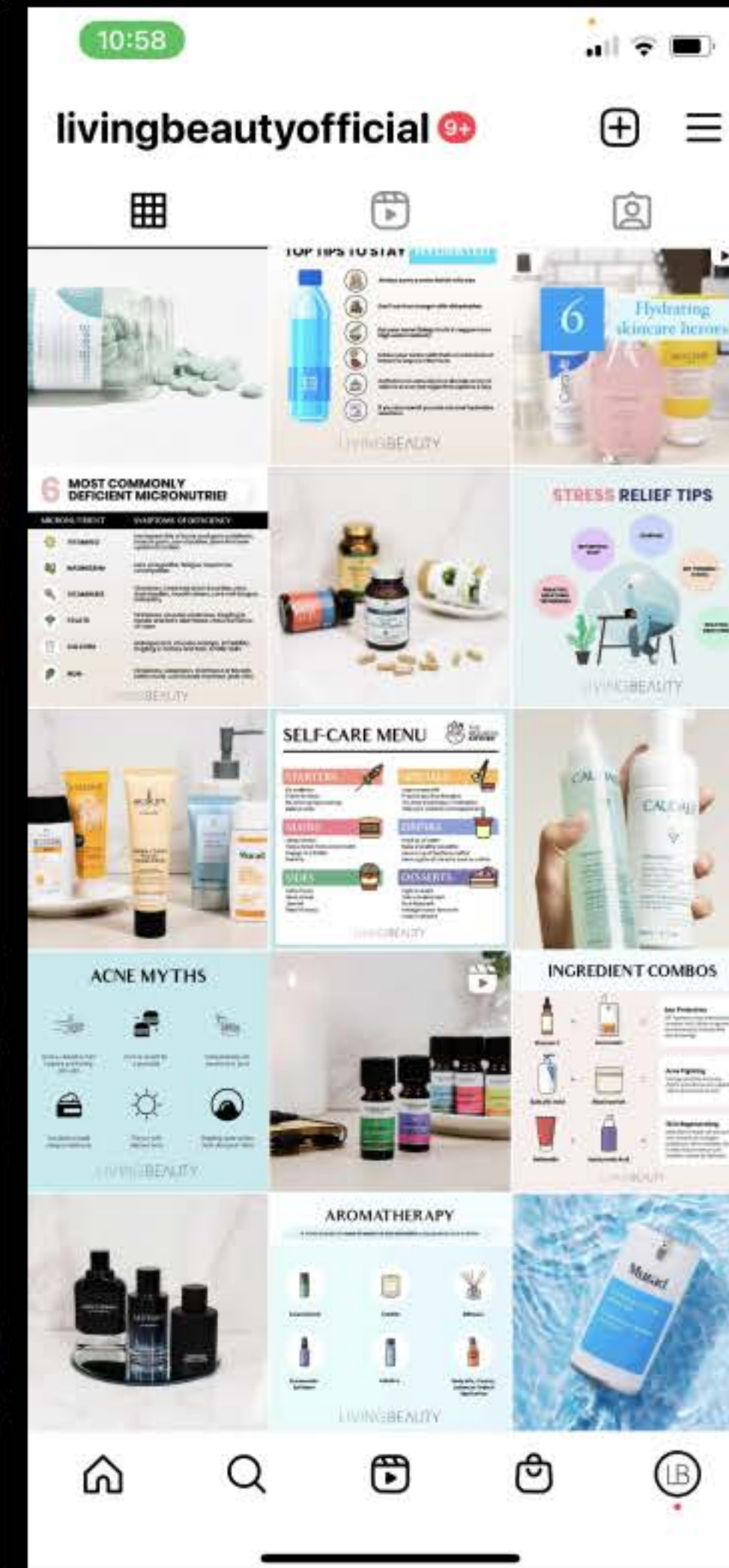
Over the course of 6 months, we were able to help the company acquire over 15k Instagram followers and helped map out a high-fidelity production ready prototype to help with the development process. We have been able to develop a strong working relationship with the brand and have also consulted regularly with their private skincare clinic, The Doctor's Method on identity design and brand development.

High Value Content

Working with Living Beauty allowed us to expand on our existing knowledge in the skincare sector through the development of high value branded material.

From crystal clear diagrams to creative illustrations, we were able to take technical, medical information and distil it down into meaningful social media content which drew in organic followers.

In the space of 3 months we had already grown by 5,000 followers which capitulated to 12,000 by month 6.



Social Media Content Samples

BENZOYL PEROXIDE

WHAT IS IT?
Benzoyl Peroxide is an oxidizing agent that is used to treat mild to moderate inflammatory acne. It works by releasing oxygen in the skin which destroys acne causing bacteria. It also has anti-inflammatory and exfoliating properties. It can cause significant dryness, therefore it is best used as a spot treatment or in facial wash. It can also cause bleaching of sheets/towels. It is used in strengths of 2-10%.

WHO CAN USE IT?
Combination, Oily, Acne prone skin

IT HELPS WITH

- Inflammatory Acne
- Exfoliation
- Inflammation
- Oil control

BENEFITS

- Directly kills acne causing bacteria without causing bacterial resistance
- Comedolytic - unclogs pores by helping slough off dead skin cells
- Reduces swelling and inflammation associated with acne
- Reduces risk of post acne marks

IT COMBINES WELL WITH
Sunscreen, Ceramides, Niacinamide (use both in low concentration), Hyaluronic Acid

Don't Mix With: Vitamin C, AHA, BHA & Retinol. Not recommended for use in pregnancy

LIVINGBEAUTY

PRODUCT PICKS DRY SKIN

AVENE REVITALISING NOURISHING CREAM Glycerin, Dimethicone, Caprylic Triglyceride, Emollient Oils	LA ROCHE POSAY HYDRAPHASE INTENSE SERUM Hyaluronic Acid, Amino Acids	MURAD HYDRODYNAMIC ULTIMATE MOISTURE Hyaluronic Acid, Coconut Extract, Shea Butter, Avocado, Sunflower & Olive Fruit Oils
HELIOCARE 360 FLUID CREAM Lipium, Arganazania, DNA repair enzymes	VICHY AQUALIA THERMAL RICH MOISTURISING DAY CREAM Hyaluronic Acid, Mineralizing Water, Shea Butter, Manrose (Apost. sugar)	WELEDA SKIN FOOD Plant Oils, Beeswax, Glycerin

LIVINGBEAUTY

LIVINGBEAUTY SKINCARE INGREDIENTS FOR POST-ACNE MARKS

AZELAIC ACID Gentle exfoliant that also inhibits melanin production, improving hyperpigmentation	RETINOL Increases cell turnover, regulates sebum production & helps distribute pigment in the skin evenly	VITAMIN C Powerful antioxidant that inhibits pigment formation, improves overall skin health & promotes even skin tone
SALICYLIC ACID Treats acne, anti-inflammatory & exfoliates dead skin cells helping to shed pigment	GLYCOLIC ACID Exfoliates dead skin cells to reveal smoother, brighter skin	NIACINAMIDE Reduces sebum production, anti-inflammatory & inhibits melanin production

LIVINGBEAUTY

EXFOLIATION

DOs	DON'TS
Do use a hydrating serum or moisturiser after you have exfoliated to prevent dryness and flaking/peeling	Don't exfoliate too frequently. This will depend on the exfoliant, your skin concerns and your skin tolerance. Start slow and build up gradually
Do use the right exfoliant for your skin concerns	Don't use rough, abrasive scrubs on your face. Scrubs are more suitable to use on your body
Do make sure to apply a broad spectrum sunscreen everyday	Don't continue using if your skin becomes red and inflamed or you feel burning and stinging.
Do be careful of using other active ingredients. Your skin may become irritated if you've not used them together before	Don't exfoliate right before or after a professional in clinic procedure E.g. laser, micro-needling, chemical peel

LIVINGBEAUTY

A GUIDE TO ROSACEA

- People aged 30 - 50
- Fair-skinned individuals, & often have blonde hair & blue eyes
- People from Celtic or Scandinavian ancestry
- Those with a family history of rosacea or severe acne
- People who have had nodulo-cystic acne

LIVINGBEAUTY

A LIVINGBEAUTY ORIGINAL SKINCARE COCKTAIL

GLOW & TONIC

NOTES OF
Brightening & smoothing

DIRECTIONS

- A pump of Murad's Vitamin C Cleanser
- A dash of Caudalie's Concentrated Brightening Glycolic Essence Vinoperfect
- A sprinkle of SkinCeuticals' C E Ferulic
- Topped with a generous helping of La Roche-Posay Anthelios Ultra-Light Invisible

LIVINGBEAUTY

HOW TO TREAT HYPERPIGMENTATION

PROTECT
Always wear sunscreen everyday to reduce absorption of UV light

PREVENT
Use antioxidants to prevent generation of reactive oxygen species and inflammation that can trigger melanogenesis.
Vitamin C | Ferulic acid | Phloretin | Green Tea | Resveratrol | Niacinamide | Tocopherol

CORRECT
Target melanin at different stages of synthesis:

Before	During	After
Block transcription of tyrosinase Retinoids	Inhibit tyrosine activity Hydroquinone (prescription only) Kojic Acid Arbutin Licorice Extract Asplatic Acid Vitamin C Tranexamic Acid Ellagic Acid	Inhibit transfer of melanin Niacinamide Retinoids Soy

EXFOLIATE
Shed pigment as it reaches the surface of the skin
Salicylic Acid | Glycolic Acid | Lactic Acid | Mandelic Acid

LIVINGBEAUTY

INGREDIENTS for oily skin

SALICYLIC ACID a beta hydroxy acid (BHA) penetrates deep into pores, helping to exfoliate dead skin cells and unclog pores, preventing blemish formation.	HYALURONIC ACID prevents skin from becoming dehydrated without looking greasy. Dehydrated skin can trigger more oil production.
NIACINAMIDE regulates sebum production and helps with post blemish hyperpigmentation.	CLAY keeps skin matte and prevents breakouts as they absorb excess oil from the surface of the skin and deep within pores. Follow with an oil-free moisturiser to prevent dehydration.
RETINOL as well as increasing cell turnover and collagen production, retinoids regulate sebum production and treat acne.	GLYCOLIC ACID an alpha hydroxy acid (AHA). It improves skin texture and brightens, while exfoliating away dead skin cells which can block pores.

LIVINGBEAUTY

Social Media Content Samples

HEALTHY VS DAMAGED SKIN BARRIER

HEALTHY SKIN BARRIER

- Free Radicals
- Bacteria
- Moisture

DAMAGED SKIN BARRIER

- Bacteria
- Water Loss
- Free Radicals
- Moisture Loss
- Melanin Production

LIVINGBEAUTY

VITAMINS IN SKINCARE

VITAMIN A RETINOIDS <ul style="list-style-type: none"> Increase cell turnover to reveal smoother, brighter skin Stimulate collagen production, improving lines & wrinkles Treats acne Improves hyperpigmentation 	VITAMIN B3 NIACINAMIDE <ul style="list-style-type: none"> Reduces redness & inflammation Strengthens skin barrier Treats hyperpigmentation Improves acne
VITAMIN B5 PANTOTHENIC ACID <ul style="list-style-type: none"> Hydrating Soothing Reduces inflammation Helps wound healing 	VITAMIN C L-ASCORBIC ACID <ul style="list-style-type: none"> Stimulates collagen production Brightens hyperpigmentation Reduces fine lines & wrinkles
VITAMIN E TOCOPHEROLS <ul style="list-style-type: none"> Antioxidant Moisturizing Prevents hyperpigmentation 	

LIVINGBEAUTY

BENEFITS OF GOOD SLEEP

WORLD SLEEP DAY

- Keeps immune system healthy
- Maintains cardiovascular health
- Improves memory & knowledge acquisition
- Prevents injury related to accidents
- Enhances athletic performance
- Reduces stress & anxiety & boosts overall mood

LIVINGBEAUTY

BENZOYL PEROXIDE

WHAT IS IT?

Benzoyl Peroxide is an oxidizing agent that is used to treat mild to moderate inflammatory acne. It works by releasing oxygen in the skin which destroys acne causing bacteria. It also has anti-inflammatory and exfoliating properties. It can cause significant dryness, therefore it is best used as a spot treatment or in facial wash. It can also cause bleaching of sheets/towels. It is used in strengths of 2-10%.

WHO CAN USE IT?

Combination, Oily, Acne prone skin

IT HELPS WITH

- Inflammatory Acne
- Exfoliation
- Inflammation
- Oil control

BENEFITS

- Directly kills acne causing bacteria without causing bacterial resistance
- Comedolytic - unclogs pores by helping slough off dead skin cells
- Reduces swelling and inflammation associated with acne
- Reduces risk of post acne marks

IT COMBINES WELL WITH

Sunscreen, Ceramides, Niacinamide (use both in low concentration), Hyaluronic Acid

Don't Mix With: Vitamin C, AHA, BHA & Retinol. Not recommended for use in pregnancy.

LIVINGBEAUTY

pH & SKINCARE

NORMAL SKIN PH IS SLIGHTLY ACIDIC - BETWEEN PH 4.7 AND 5.5

ACIDIC | NEUTRAL | ALKALINE

LIVINGBEAUTY

Christmas Day Events

- Chocolates & Bucks Fizz for Breakfast (totally acceptable)
- Getting Socks and Pyjamas as a present
- Dad having no clue what's inside a present labeled 'Love From Mum & Dad'
- Being hungover from having one too many during 'Civilised Xmas Eve Drinks'
- Christmas Songs on loop all day (and arguing over which is the best)
- Gathering around for the Queen's Speech
- Someone's fallen asleep by 8pm
- All of the above

LIVINGBEAUTY

CERVICAL CANCER PREVENTION WEEK

17th - 23rd January 2022

- Cervical Cancer is preventable.
- Almost all cases develop as a result of human papilloma virus (HPV) infection
- HPV infection can cause changes in the cells of the cervix, which if left unchecked can develop into cancer
- Cervical cancer is treatable

LIVINGBEAUTY

SKINCARE TRICK OR TREAT

VAMPIRE VENOM (Anti-Aging) Retinol & Peptide	WITCH'S BREW (Acne) Salicylic Acid & Niacinamide	GHOST'S GOBLET (Pigmentation) Tranexamic Acid & Azelaic Acid
FAIRY GLOWMOTHER (Sun Protection) Sunscreen & Vitamin C	MOISTURE MUMMY (Dry Skin) Ceramides & Hyaluronic Acid	ICE QUEEN (Skin Texture) Glycolic Acid & Salicylic Acid

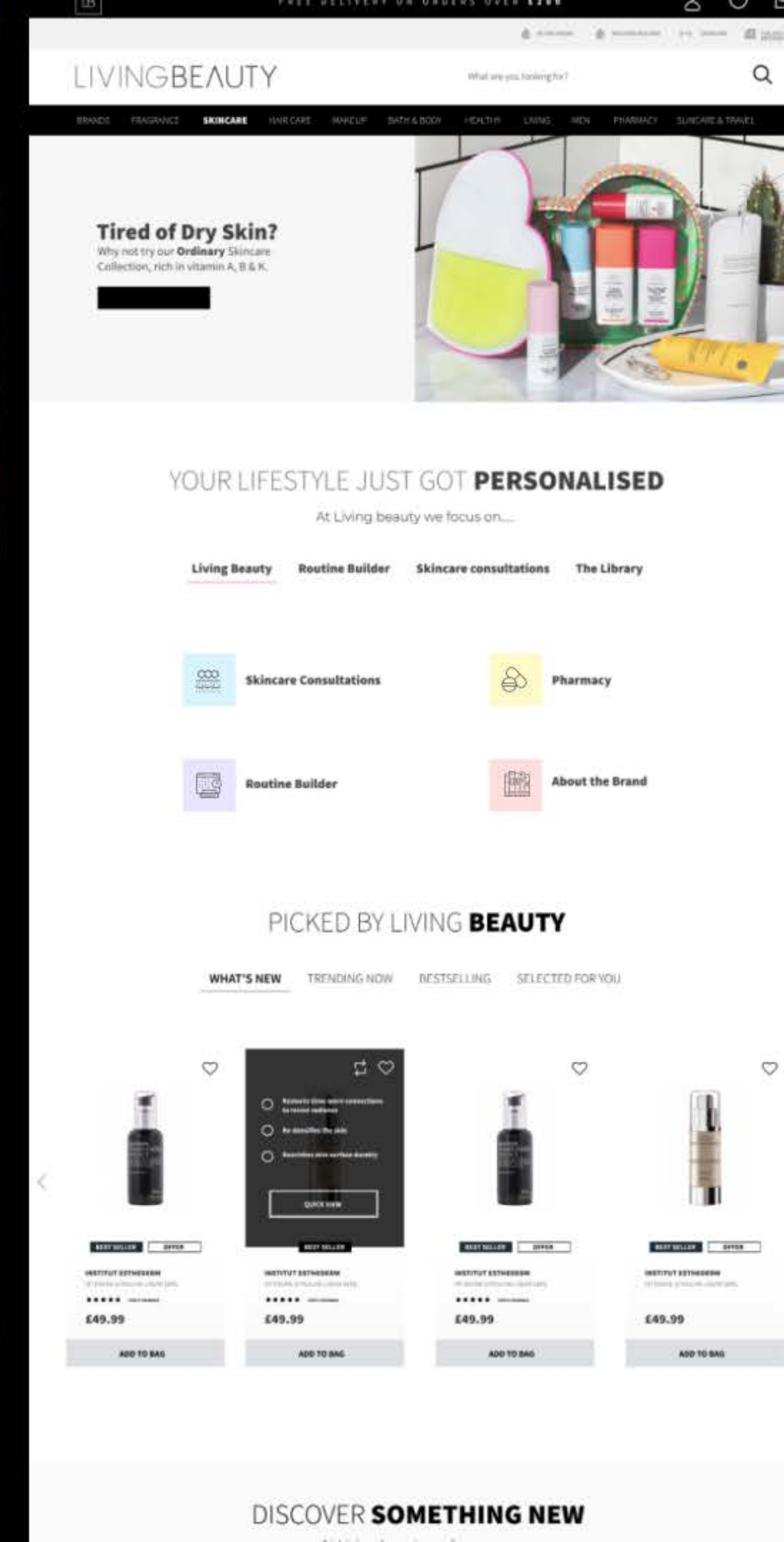
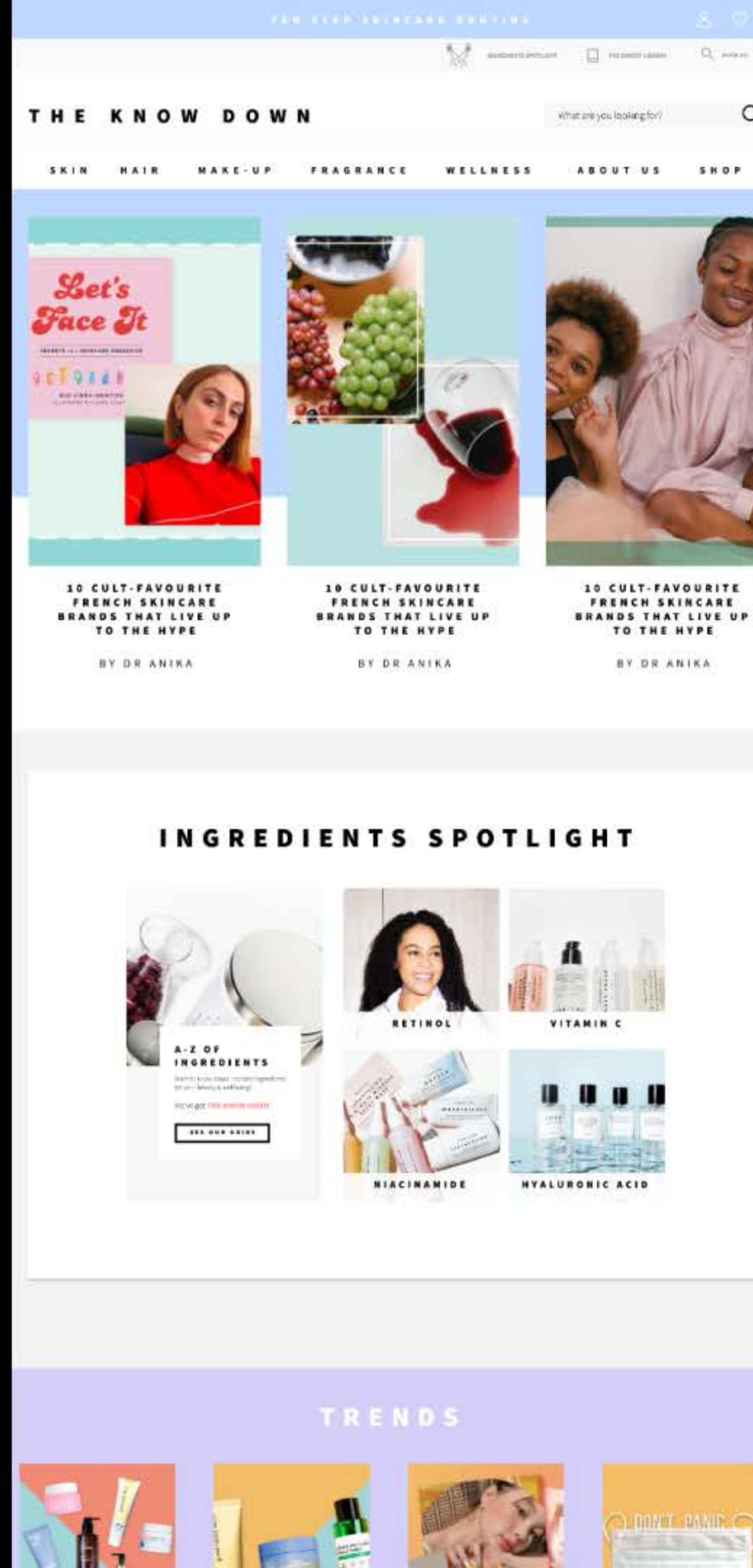
LIVINGBEAUTY

UI/UX Strategy

Whilst developing Living Beauty's social media presence we were able to work with them on their strategic efforts to re-design their existing digital solution.

Through 1-1 consultations with their team we were able to put together a technical, yet elegant digital solution which served their customers.

We were an integral part in their digital transformation, helping to solidify the vision they had for the systems.



Our overall experience

Working with Living Beauty was an absolute pleasure as we were able to gain a deeper understanding of the beauty industry whilst being able to express our creativity. We love working with forward thinking individuals and Living Beauty and their team have proven to be just that. We are excited about the future and the projects we will be collaborating on together.

Enquiries

Client Waiting List

Info@rarepublic.co.uk

0800 470 0993

Press & Media

Media@rarepublic.co.uk

Opening Hours

Monday – Friday (9am-6pm)

Saturday (Closed)

Sunday (Closed)