



GLOWRISH

Beauty With Elegance

GLOWRISH PHARMA



Our Premium PRODUCT RANGE



Beardina

LOGO *Rationale*

- **LOGO TYPE**

COMBINATION MARK



INSIGNIA



[INSIGNIA]

WORDMARK

GLOWRISH PHARMA

[WORDMARK]

- **THE 'GLOWRISH' NAME**

The name 'Glowrisha' communicates luxury and radiance.

- **THE 'PHARMA' DESIGNATION**

"Pharma" establishes trust, authority, and dermatological approval.

- **THE FLUID SYMBOL**

The fluid, hand-drawn-style symbol represents the human touch in skincare.

- **BRAND TYPOGRAPHY**

Font : JOSEFIN SANS
ABCDEF





THE VISUAL IDENTITY RELIES ON CLEAN LINES,
BALANCED GEOMETRY, AND AN INTENTIONAL
USE OF WHITE SPACE TO EVOKE
CLARITY,
PURITY,
AND CLINICAL EXPERTISE.

BRAND IDENTITY KIT

Stationery items



THE GLOWRISH PRODUCT LINE IS STRATEGICALLY DESIGNED TO DISRUPT THE CONSUMER'S "PLATEAU" PHASE.
BY UTILIZING A DISTINCT COLOR HIERARCHY AND PREMIUM FINISHES, THE RANGE TRANSFORMS A REPETITIVE ROUTINE
INTO A SERIES OF NOVEL MICRO-INTERACTIONS.

Our Premium
PRODUCT
Range



ANTI MELASMA CREAM

GLOWRISH CREAM

Lightening Cream

TARGETS
MELASMA

REDUCES
HYPERPIGMENTATION



IMPROVES SKIN
TEXTURE

PROMOTES
RADIANCE



BROAD SPECTRUM SPF

SUNGLOW SUNBLOCK

Non-Comedogenic

ADVANCED
UV SHIELD

HIGH
BROAD-SPECTRUM SPF



SKIN NOURISHING
TEXTURE

DAILY
GENTLE CARE



ANTI HAIR LOSS TREATMENT

HAIRGLOW SHAMPOO

Deeply Radiant

DEEP SCALP
DETOXIFYING

ANTI-HAIR LOSS
TREATMENT

HAIRGLOW
SHAMPOO

EVEN-TONED
SMOOTH HAIR
DEEPLY RADIANT

With Conditioner & Hair Softener

NATURAL
BOTANICAL
EXTRACTS

CLEANS THE SCALP
TREATING HAIR LOSS
PREVENT EXCESS SEBUM

OIL-CONTROL
SEBUM BALANCE

INTENSE SMOOTHNESS
& GLOSS

INTEGRATED
CONDITIONING
& SOFTENING

150 ml



PARABEN FREE

FACEGLOW FACEWASH

Brightening

GENTLY
BRIGHTENS
COMPLEXION



DEEP PORE CLEANSE

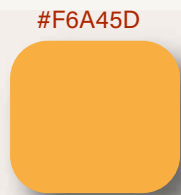
IMPROVES CLARITY

BOOSTS GLOW

UNIFORMS TONE

MAINTAINS HYDRATION

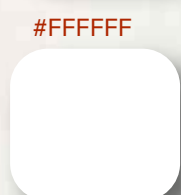




PEACH ORANGE #F6A45D



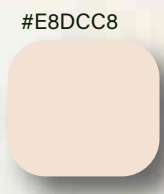
BRIGHT ORANGE #FF7A00



PURE WHITE #FFFFFF



DEEP SEA GREEN #1F4A4A



LIGHT BEIGE #E8DCC8



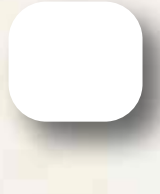
PURE WHITE #FFFFFF



Slate Gray #707070



MIDNIGHT COBALT #283891



PRISTINE WHITE #FFFFFF

COLOR

Specifications

#6A3FA0

ROYAL PURPLE #6A3FA0

#D9D9D9

LIGHT GRAY #D9D9D9

PURE WHITE #FFFFFF

_BILLBOARDS AND POSTERS

PRINT

Media

- _TEASER
- _INDOOR
- _OUTDOOR

ALL PREMIUM PRODUCT RANGE *Posters*

- _GLOWRISH CREAM
- _SUNGLOW SUNBLOCK
- _FACEGLOW FACEWASH
- _HAIRGLOW SHAMPOO