

CONSULTANT

Skin care digital toolkit

Version 3

Cleaner. Safer. Better.

Our new skin care collection offers cleaner formulas, safer ingredients and better results. The focus is on what's in our products, but also what's not. We're driven by our commitment to people and the planet – and to making a tangible difference by offering better beauty.

cleaner formulas

Cleaner formulas
Hydrating, nutrient-rich formulations for skin that looks and feels refreshed and renewed.

Safer ingredients
We never compromise when it comes to quality and your safety.

Better results
Products that are proven effective – and sustainably minded, too.

safer ingredients

Cosmetic industry is virtually unregulated; Norwex products are formulated without harmful chemicals and substances—no toxins go on, or in, our bodies. 2,700 substances are banned from our product development process.

safer sourcing

How and where ingredients/materials are grown, harvested, mined or manufactured.

better skin

Products work together for optimal benefit.

better protection

SPF and antioxidants protect skin from external aggressors.

better for the environment

Biodegradable formulas, upcycled ingredients, recycled materials and refillable options.

better value

Fewer products to achieve visible results, subscription/refillable options save money.

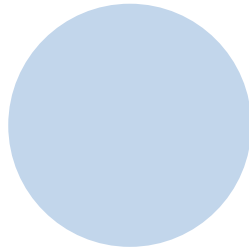
Photography Quick Look Overview



Color Palette

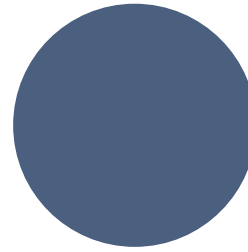


Sheep's Wool
HEX #FAF4EF
MAY ALSO BE USED
AT 60-80% TRANSPARENCY



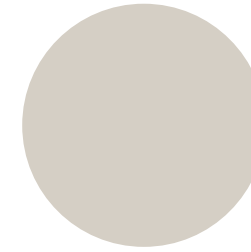
Ice
HEX #C3D6E9
MAY ALSO BE USED
AT 60-80% TRANSPARENCY

Font color



Norwex Blue
HEX #4C5F7F
**DO NOT CHANGE
TRANSPARENCY
OR USE AS A
BACKGROUND COLOR**

Accent



Sandstone
HEX #D5D0C6
AT 60-80% TRANSPARENCY

Typography

Objektiv MK2 is the company's branded font however, in lieu not having, Google Font "Poppins" may be used.

Objectiv Mk2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz

0123456789

Canva Free Font or

<https://fonts.google.com/specimen/Poppins>

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz

0123456789

PLEASE DO NOT TAKE SCREENSHOTS OF THE
FOLLOWING ASSETS AS THEY WILL LOSE CLARITY

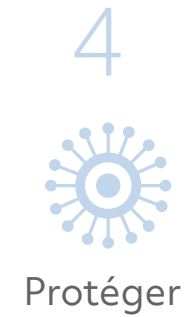
Regimen Icons (English)

The below icons are associated with our 4 step skin care regimen.

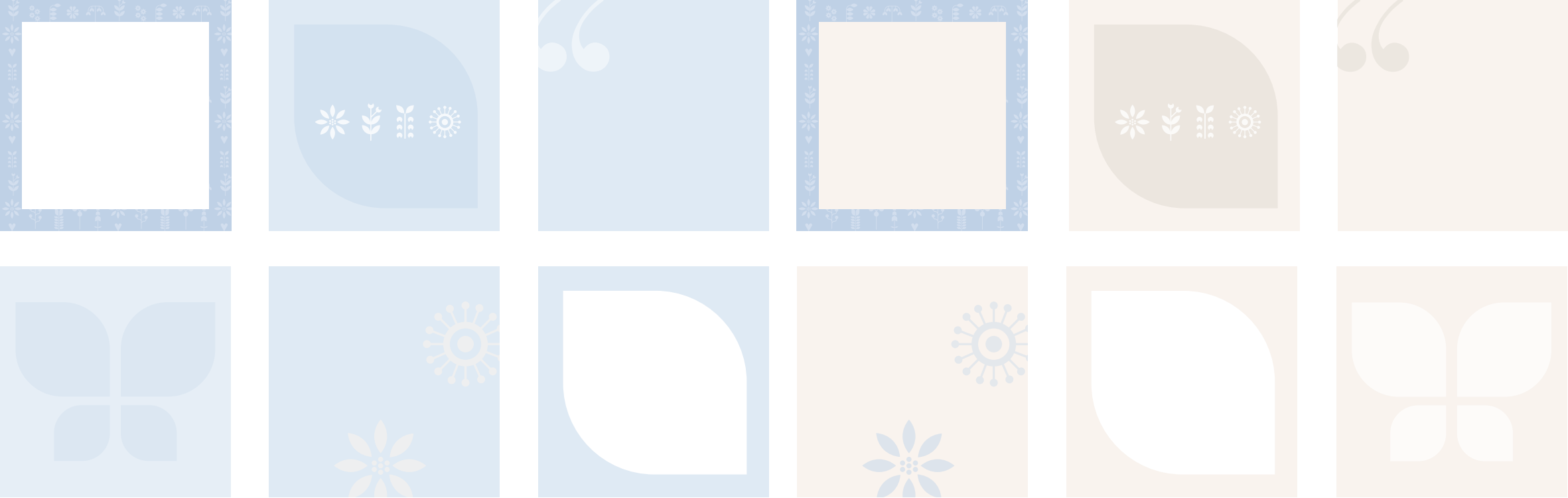


Regimen Icons (French)

The below icons are associated with our 4 step skin care regimen.



Design Elements (available on Canva)



While a solid colors (Ice and Sandstone) may also be used for the background, please do not deviate design elements in any way.

Independent Consultant Logos



Digital Examples




Digital





1
Cleanse



Remove dirt, makeup, SPF, pollutants; gently exfoliates.

2
Treat

Target skin's specific needs with nutrient-rich ingredients.



3
Moisturize

Provide ultra-hydration; supports natural moisture barrier.



4
Protect

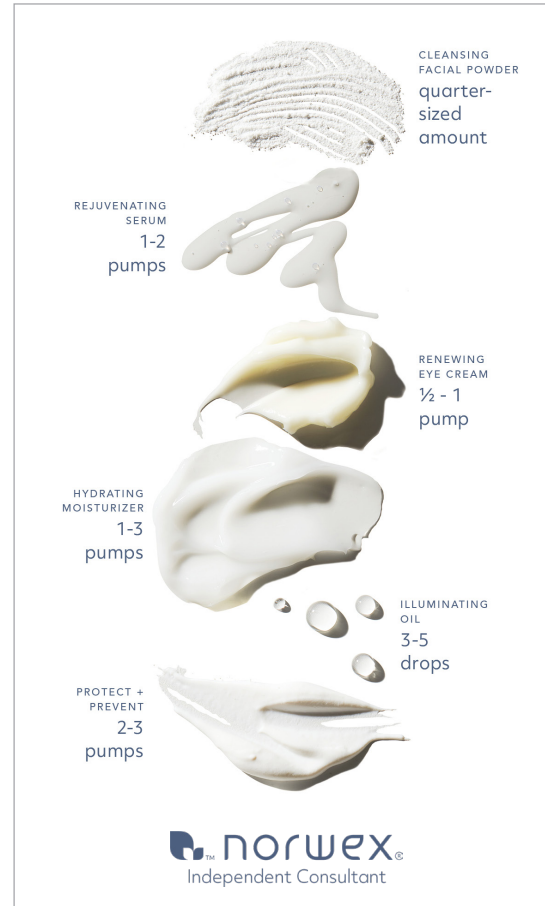
Guard skin from UVA/UVB rays, blue light, pollutants.



Skin care simplified

Products formulated to work together for optimal results.





CLEANSING FACIAL POWDER
quarter-sized amount


REJUVENATING SERUM
1-2 pumps

RENEWING EYE CREAM
½ - 1 pump

HYDRATING MOISTURIZER
1-3 pumps

ILLUMINATING OIL
3-5 drops

PROTECT + PREVENT
2-3 pumps

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before
Just add water to activate the brightening enzymes.



after
Rub hands together; powder transforms into a smooth, creamy foam.

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