



**ADORLÉE**  
EYE BEAUTY SPECIALIST

## Client Case Study: Adorlee Skincare



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### Challenge:

Branding a skincare company with a long term goal of becoming a leading brand in skin care.

### Solution:

We created the product name and visual guidelines that reflected the product goals. This included logo, typography and photography. As the product progressed we moved into packaging and web design.

### Result:

A visual brand that expressed luxury within its foundation.

Started in 1989 as a distributor for cosmetics and skincare products, the company has evolved to developing and marketing a brand based in Vancouver as Adorlee - Eye Beauty Specialist, advanced bio-formulated skincare products that specifically focus on the eye area. With a state-of-the-art technological process using only the finest and most precious ingredients and elements, they've created an exclusive line of luxury elixirs with intensive rejuvenating and repairing properties that will enhance the luminance and radiance of their eyes veiled over time.

The company's primarily focus is on addressing environmental issues and their harmful effects on human well-being from a skin-care perspective. It is in Adorlee Beauty Inc.'s great interest to support students who are in these areas of studies that can contribute to improving the health and well-being of consumers.

