

A close-up, profile view of a woman's face. Her eyes are closed, and her skin is smooth and glowing. A thick, white dollop of cream is applied to her right cheek. The lighting is soft and directional, highlighting the texture of her skin and the cream.

Design for the
Beauty/Fashion Industry

Liska has a depth of experience helping fashion and beauty clients launch, extend, evolve and advance their brands.

We conceive and design materials that visually and verbally communicate consistent experiences to targeted audiences.



ama.la
rejuvenate
cocoa bean
treatment oil



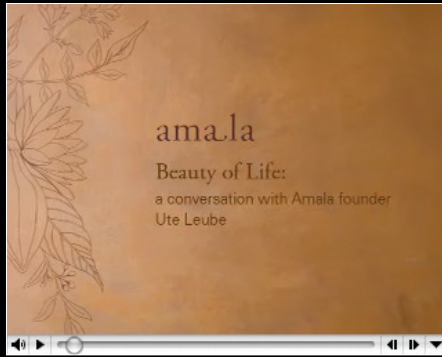
ama.la
rejuvenate
cocoa bean
rejuvenating
toner

ama.la
rejuvenate
cocoa bean
rejuvenating
toner
100 ml / 3.4 fl oz

ama.la
rejuvenate
cocoa bean
rejuvenating
eye cream
50 ml / 1.7 fl oz

ama.la
rejuvenate
cocoa bean
rejuvenating
face cream

Comprehensive branding and global launch for this European luxury organic skincare line



amala

[shop](#) | [story](#) | [services](#)

Radiant skin. Responsible skincare.

Radiant skin.
Responsible skincare.
—they're not mutually exclusive.

[discover more](#) ▶



ama.la

ama.la
hydrate



ama.la

rejuvenate
cocoa bean

rejuvenating
face polish

50 ml / 1.7 fl oz





time is plastic





Comprehensive branding for this iconic men's grooming line, including identity, packaging and style books



02

THE AMERICAN CREW COLLECTION
V O L U M E 0 2

140553 SINCE **KIEHL'S** 1851 Net wt. 1.23 oz. 35g
SOLID GROOMING AID
For Conditioning and Control

SINCE **KIEHL'S** 1851
True Refreshment of Face
**THE ULTIMATE MEN'S
AFTER-SHAVE BALM AND
MOISTURIZER**
4.2 fl. oz. - 125 ml

SINCE **KIEHL'S** 1851
**HERBALE REPAIR/HAIR
TREATMENT LINE FORMULA
M/M MOISTURIZING MASQUE**
2.5 fl. oz. - 75 ml

**REGENERATING MOISTURE
TREATMENT FOR MEN**
2.5 fl. oz. - 75 ml

HUE NO. 306
SUNSCREEN

**with Orange, Lemon and
Limeed Extracts**
17.0 fl. oz. - 500 ml

SINCE **KIEHL'S** 1851
**ULTRA FACIAL
MOISTURIZER SPF 15**
4 fl. oz. (118 ml)

Kiehl's
SINCE 1851
**ULTRA PROTECTION WATER-BASED
SUNSCREEN LOTION SPF 15**
4.2 fl. oz. - 125 ml

SINCE **Kiehl's** 1851
ABYSSINE EYE CREAM
With Survival Almonds and Vitamin E
Net Wt. 0.5 oz. (14 g) - 15 ml

SINCE **KIEHL'S** 1851
**BATH and SHOWER
FLUID BODY CLEANSER**
"ALPINE HERBS"
8.4 fl. oz. - 250 ml

SINCE **KIEHL'S** 1851
**CALENDULA
HERBAL-EXTRACT TONER**
Alcohol-Free
16.9 fl. oz. - 500 ml

SINCE **KIEHL'S** 1851
HERBAL TONER
Mixed Berries and Extra
4 fl. oz. (118 ml)

SINCE **KIEHL'S** 1851
**STRENGTH CONDITIONING
FOR DRY HAIR**
8 fl. oz. (236 ml)

Kiehl's
SINCE 1851
**LAVENDER
FOAMING-RELAXING BATH
WITH SEA SALTS and ALOE VERA**
16.9 fl. oz. - 500 ml

Kiehl's
SINCE 1851
EXTRA STRENGTH STYLING GEL
4.2 fl. oz. - 125 ml

SINCE **KIEHL'S** 1851
**BLUE ASTRINGENT
HERBAL LOTION**
4.2 fl. oz. - 125 ml

SINCE **KIEHL'S** 1851
**ULTRA FACIAL
MOISTURIZER**
for all skin types
16.9 fl. oz. - 500 ml

SINCE **Kiehl's** 1851
**ULTRA PROTECTION WATER-BASED
SUNSCREEN LOTION SPF 15**
8.4 fl. oz. - 250 ml

SINCE **KIEHL'S** 1851
BABY
**DIAPER RASH
OINTMENT**
3.4 fl. oz. 100 ml

SINCE **Kiehl's** 1851
**ABYSSINE LOTION
SPF 15 SUNSCREEN**

SINCE **KIEHL'S** 1851
**HERBAL-EXTRACT
Alcohol-Free**

SINCE **KIEHL'S** 1851
**AMINO ACID
SHAMPOO**

SINCE **KIEHL'S** 1851
**MULTI-PURPOSE
FACIAL FORMULA FOR MEN**

SINCE **Kiehl's** 1851
**"WET LOOK" GROOM
INGREDIENTS**

SINCE **KIEHL'S** 1851
**MEN'S ALCOHOL-FREE
HERBAL TONER**

SINCE **KIEHL'S** 1851
BABY
GENTLE CLEANSING MILK



Comprehensive package labeling to support international expansion along with education materials to help maintain the brand essence



LANCÔME
PARIS

DISCOVER LANCÔME ORIENTATION
SELF-STUDY NOTEBOOK

NAME

HIRE DATE

THE LANCÔME LOOK

HOW TO... APPLY THE DESIGN

Apply your look to a Face Chart (on the back of the CPG). You'll need cotton rounds and cotton swabs to "paint" the Face Chart. Use a light touch and build the color. Make sure the edges are blended just as you would blend makeup on skin. See below for application tips on your clients.

CHEEKS

PROFESSIONAL APPLICATION TIPS:

- > Apply cheek color first to bring an immediate glow to skin.
- > Sweep from the apples of the cheek to the hairline and blend well.
- > Lancôme has two cheek brushes for different looks:
 - Use Cheek **Brush #6** to apply color on apples or to softly contour.



Precision Cheek **Brush #7** features a dome shape to distribute and blend cheek color evenly.



LONG OR OVAL FACE

Minimize length by shading color on lower apples



ROUND FACE

Shade under cheek bone up toward hair line



HEART SHAPED

Place color on apples or on cheek bone for a soft contour

LIPS

PROFESSIONAL APPLICATION TIPS:

- > For a more modern lip look
- > Sketch lip liner starting at the cupid's bow
- > Use Retractable Lip **Brush #1**



SMALL LIPS

Gloss the center of the lips with a paler shade

BRUSH CARE

Teach your clients how to wash their brushes new every time! Every 2 weeks

- > Use a mild shampoo and warm water (avoid the ferrule of the brush) and avoid soap
- > Gently wash and rinse the brush
- > Allow the brush to dry overnight
- > Never stand the brush straight up

Refer to the Counter Guide for more information



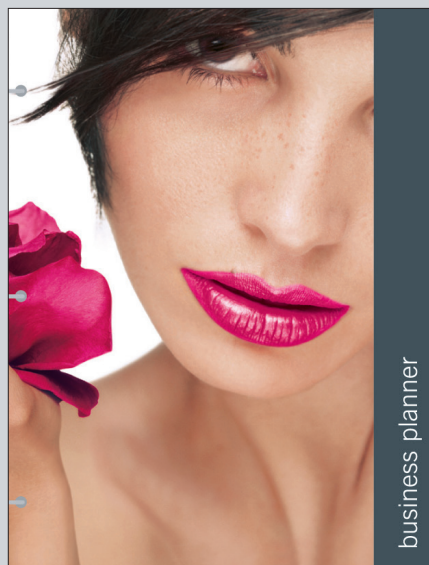
Discover Lancôme



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business planner



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Orientation/Counter Guide

modern organic products

mop **pear**
shampoo

for infants
& toddlers

shampooing
à la poire
enfants et
nourrissons

Wanna get kids
cooing over bathing
& shampooing? Pear
Shampoo containing
Certified Organic
Pear Purée &
soothing Aloe is
the kindest way we
know to cleanse wee
ones. Contains no
harsh lather addi-
tives or detergents
to dry out tender
skin & scalp. Easy
to rinse. Smells just
yummy too.

10.15 fl oz / 300 mL

A COOL BREEZE



A variety of branding and print materials for this women's clothing store based in Arizona

A COOL BREEZE



Women. Jewelry. Accessories. Furniture. Home.

Located at the SHOPS Gainey Village, 8787 N Scottsdale Rd, Scottsdale, AZ

480 663 3182 acoolbreeze.net

me & b.
MATERNITY

TROUPE
BODYWEAR BY CAPEZIO


TRICOCI UNIVERSITY
OF BEAUTY CULTURE

12 Benefits

mop
modern organic products

amala


SUB
70


AROMAFLORIA

AMERICAN
CREW

MAD
ABOUT
COLOR

sensorifusion
AROMAFLORIA


PRIMAVERA®







12 Benefits

12 Benefits

Benefits

Restores color + Smooths frizz +
Moisturizes dry hair + Strengthens
fragile hair + Protects from chlorine,
wind and sun damage + Adds softness
and silky finish + Improves texture
and manageability

instant healthy hair treatment

traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano

net wt.

Restores color + Smooths frizz + Repairs damage + Prevents split ends +
Moisturizes dry hair + Strengthens fragile hair + Prevents fading +
Protects from chlorine, wind and sun damage + Adds softness and silky finish +
Protects from blow-drying + Improves texture and manageability + Anti-age formula keeps hair youthful

instant healthy hair treatment

traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano

net wt. 6.0 oz • 175mL

Restores color + Smooths frizz + Repairs damage + Prevents split ends +
Moisturizes dry hair + Strengthens fragile hair + Prevents fading +
Protects from chlorine, wind and sun damage + Adds softness and silky finish +
Protects from blow-drying + Improves texture and manageability + Anti-age formula keeps hair youthful

instant healthy hair treatment

traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano

net wt. 6.0 oz • 175mL

supported in style.

stand + deliver

compression hosiery,
specifically designed for the active
work lives of beauty professionals.
standanddeliverhosiery.com

wash your car plant vegetables sip lemonade
sunbathe ride a bike surf make smores
collect seashells relax in a hammock
stroll the boardwalk swim take a vacation
run outside play bocce garden
sit on a dock play beach volleyball take a spontaneous road trip
play tennis sail go to a baseball game
get caught in a rainstorm enjoy an outdoor concert
go camping follow the ice cream truck go kayak
have a picnic fishing grill out
visit the farmers' market golf toss a frisbee
drive a convertible pick wildflowers fly a kite

12 Benefits
Instant healthy hair treatment
Traitement instantané pour des cheveux sains
tratamiento instantáneo para un cabello sano
net wt. 4.0 oz • 112ml

Color • Smooths frizz • Repairs damage • Prevents dry hair • Strengthens fragile hair • Protects from chlorine, wind and sun damage • Adds shine and silky finish • Protects from blow-drying • Frizz resistant and manageable • Anti-age formula keeps hair

ENJOY SUMMER.

Instant Healthy Hair Treatment – pool proof, sun proof, tangle proof

Shop 12benefits.com



12 Benefits
Ocean Hair

leave-in mist for natural texture
brume sans rinçage pour une texture naturelle
bruma acondicionadora para una textura natural

Essential mineral formula + Texture and volume in one +
Vegetable and coconut oil moisturizers + Holds wavy hair
+ Activates curl + Protects colored hair + Ideal air-dry
mist + Use damp or dry + Great for slippery hair +
Lightweight conditioning + Protects scalp + Anti-static

net wt. 4 fl. oz • 125mL e

12 Benefits
**SUPER
SUPPLEMENT**

MULTI-PRODUCT BEAUTY SERUM ESSENTIALS
TO SUPERCHARGE YOUR HAIR CARE
MULTI-PRODUCTO DE BELLEZA ESSENCIAL
PERFECIONAR EL CUIDADO DE SU CABELLO
MULTI-PRODUIT DE BEAUTE ESSENTIELS
FAVORISER VOTRE SOIN DES CHEVEUX

net wt. 1.70 oz • 50mL e

The Noxema brand

Defining a brand: A brand is much more than a logo. It is the core essence of a company, product or service—the sum of its values and promises. As a benchmark for stakeholders' perceptions, it forms a relationship with the consumer to ultimately build brand loyalty and equity.

To help ensure the company, product or service is differentiated from competitors and recognizable in the marketplace, a brand must be strategically communicated. Every point of interaction is an opportunity to establish or reinforce a relationship by conveying core brand qualities. By ensuring that these touch points are clearly and consistently communicated through all employed media, the brand can achieve specific marketing goals.

Noxema has deep roots in the competitive, expanding skincare market. To ensure that consumers continually view Noxema as a trusted, reliable and recognizable source for fresh, clean skin, branding efforts need to align consistently and thoughtfully.

Target consumers are exposed to multiple media touch points that introduce and reinforce Noxema as a skincare solution. It's critical that all these touch points—packaging, web, advertising, samples, POS, etc.—reflect the Noxema brand experience. Consumers can then form appropriate opinions and expectations based on consistent messages and cues about the brand attributes and values.

By following these guidelines, target consumers will learn what to expect from Noxema products. When the brand experience confirms expectations, it inspires confidence and loyalty. This loyalty translates into the highest level of brand equity.



1

Image style



Imagery that is used on Noxema materials should be primarily photographic and support the Noxema brand by adhering to the following characteristics.

Clean
Sensorial
Refreshing
Transformational
Invigorating
Soothing



2

Incorrect uses

The Noxema brandmark may only be reproduced according to the guidelines. Here are several examples of what not to do:



- 1 Do not condense or stretch the brandmark or any of its elements.
- 2 Do not isolate or crop individual elements of the brandmark. The logo, banner and silver ring should always appear together, each in its entirety.



- 3 Do not change spatial relationship of elements.
- 4 Do not change size relationship of elements.



- 5 Do not alter the assigned colors of the brandmark.
- 6 Do not recreate artwork or change the logotype.



- 7 Do not alter the arrangement, location, scale or quantity of tringles.
- 8 Do not combine tringles with any background other than solid Custom Noxema Background Blue.

5

Packaging color application

Custom Noxema Logo Blue



PMS 286 (closest approximate match, see note)

Custom Noxema Background Blue



PMS 286 (closest approximate match, see note)

Cleaning The Digital



PMS 306

Cleaning Plus Moisturizers



PMS 238B at 70%

Cleaning Clear Moisture



PMS 306

Clean Blush Control



PMS 120

Triple Clean



PMS 102B at 70%

Silver



Silver Semi-gloss 90
PMS 437 if foil or not available

Tingle Blue



PMS 212

Overall Varnish



Semi-gloss

Noxema packaging is produced utilizing a number of custom colors and specific processes.

We are listing both reproduction method and sequence for existing packaging so that you can adapt this information to achieve compatible results using the specific printing method and materials for your project.

Note: see critical color information on page 16.

The following page shows how this sample package was produced.



8





**SUB
70**

PINK & GREEN
SHIRTS
KNITS
PANTS
SHORTS
JUNIOR APPAREL
ACCESSORIES
SALE
LOOKBOOK
ABOUT
PRESS

SHOOT
WEAR
BE



Complete branding program for a color-focused hair product



PRIMAVERA®

Gesichtswasser

ROSE GRANATAPFEL

.....
ROSE POMEGRANATE

Toner

TALIZING



Cohesive visual system for the packaging and marketing of this European organic skincare line

**Liska +
Associates**

610 N. Fairbanks
Studio 2 East
Chicago, Illinois
60611 USA

1 312 867 1111
liska.com

