

The Process of

shea 
S K I N C A R E

Lāna

Malana Tennessee

Graphic Designer

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Skills

Adobe Creative Suite

HTML5 & CSS

Branding

Illustration

Typography

Photography

Layout Design

UI/UX Design

Prototype

Advertising

Motion Graphics

Wordpress

Education

The University of Southern Mississippi (Top 50 in Graphic Design)

2023 - B.F.A. Emphasis Graphic Design

Copiah Lincoln Community College

2019 - Associates Degree (AA) in General Studies

Awards and Honors

First Recipient of Allisson & Elouise Douglas Scholarship

2022 SPVA

Vernon Merrifield Scholarship for Excellence Graphic Design Endowment

2022 SPVA

GDUSA American Graphic Design Award - What the Police Really Believes

2022 GDUSA

Creative Quarterly 71 Runner Up - Black Lightning Tv Show Intro

2023 CQ 71

School of Performing & Visual Arts Student Show

3 Awards

Past Work Experience

Work Study Student

2019-2022

I worked as a Desk Assistant at USM's [School of Performing & Visual Arts \(SPVA\)](#) underneath Ms. Catherina Ventura (Administrative Specialist) to run errands, prepare and participate in SPVA events, assist professors, and build a connection with the community. This occupation helped me develop skills of teamwork with preparing events, assisting and communicating with staff and students with their needs, and networking with new people.

Dairy Queen Crewmember

2017-2022

Organizations

Creative Collective

2019-2023

Creative Collective is a Graphic Design organization where the community come together and help each other with graphic design projects of work nights, Portfolio Reviews, Adobe Software, and connect with each other with our experience.

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Section One

Research

1. What is the nature of this topic that makes it appropriate as the subject of a project?

This topic is appropriate because the beauty market often does not have skincare products that often benefits women of color, specifically black women, and most of these products are harmful towards black women's health. It brings awareness and educate the audience of the ingredients created for these products.

2. In what specific area of the field of design will you focus your investigation?

I will focus my design strictly towards the skincare products that will be sold towards African American women. The design will be based on branding, marketing, and advertising how these products are safe, healthy, and compatible for black women. The design will be modern, luxury, and simple for the demographic to easily target and remember the company's design. Other specific areas include website, digital advertising (Motion Graphics), physical advertising (banners, fliers, etc), and collateral campaign (gift cards, coupons, lookbook, etc).

3. What impact will the investigation have on the design field? On other disciplines?

It will inform and educate the general audience of how the general skincare and cosmetic beauty products are not compatible and safe for all types of people. Along with including diversity in the skincare and cosmetic field to bring more awareness of the little options black women (and people of color) have in supermarkets that are not harmful towards their skin. The impact for the investigation will involve the skill of web design/coding, motion graphics and adobe animate and premiere, and producing physical packages.

4. How does this investigation contribute to your growth as an artist/designer?

This research helps me identify, observe, and analyze specific universal aesthetics designs these skincare companies use when it comes towards their branding with their logo and products. Research of harmful ingredients in contrast of safe ingredients for black women will guide me to determine how to design products that showcase organic and natural illustratively, with type, and color. In addition, this topic being centered around black women's health contribute to my growth as a designer because it has been my inspiration and goal to make a cause and somehow help the Black Community after George Floyd's death. This investigation helps me use critical thinking skills to showcase the natural, safe, and organic ingredients towards black women by use of illustration, type, photography, color, etc.

5. What is the methodology you expect to pursue in this investigation of this topic?

Creating a Process Book of gathered information of content and design aesthetics from examples of skincare and beauty companies. Along with a mood board of how I want to express and showcase my company through the logo and packaging of the products. Design aesthetics for generating solutions is the use of typography and content that tells the audience of the safe, natural, and organic ingredients used in the products specifically for black women. Another method is the use of design that showcase natural and organic elements. Afterwards, creating a Collateral Campaign that makes the company expansive and known to society.

For evaluation, the concept is original of skincare products for black women because it is not mainstream in stores like products for Caucasians. This idea has value and benefit society because it brings upon diversity and will make black women not have to search and experiment with harmful products because they can easily find products that are targeted to them. This idea is very practical because as African American woman with bad skin, I have experienced this moment of searching for products that will benefit my skin and it has not. Next is developing a logo and name: word-mark and logotype that fits the brands' mission and values with typographical hierarchy and simplicity.

6. Does this methodology represent a new level of investigation on your part? Is the approach unique?

This methodology does represent a new level of different types of designs I can research to make the company express its mission and values: providing towards black women with safe products for their skin. Three main design ideas is using a luxuriance African design aesthetic to express the organic and natural ingredients because most black products have ingredients from Africa, the second design idea is showcasing designs like plants to express the natural, and the third idea is letting the packaging and type do the work by using recyclable packaging and typography to showcase the important of content.

7. Do you foresee any obstacles in this investigation that might require a restatement of intent? What are they?

The main obstacle I can imagine is trying to express the company's mission through the logo and packaging. Along with expressing it through design and being consistent with it. Another obstacle will be how to produce the physical products, when to go ahead and design the products just in case these products will have to be professionally made, photography of black women or finding mockups of black women interacting with skincare. Know not to do an African themed approach that is inclusive and not be predictable and boring with the brand.

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Influences of Graphic Design for Shea: Skincare Company

For research of the expansive Senior Capstone project, an idea is a skincare company that is targeted and marketed towards African American women. The process of gathering research and developing three ideas brought the realization of the lack of diversity in the skincare industry when it comes to the demographic these products are marketed towards. The products are commonly marketed towards the audience with white skin, not to the people of color (POC) with darker skin tones and rich melanin. The major problem is how these products are not safe and is dangerous towards POC because their darker skin tones behave differently when interacting with these products. The solution of this problem is the company is to provide safe, organic, and natural products that caters towards black women; along with bringing awareness about the lack of diversity and safe products in the skincare industry. These problems shall be solved through the use of graphic design brand identity to give the demographic the best and easiest experience towards the skincare company.

After deciding on this idea of the skincare company, the first step was developing a logo and name. The purpose of a logo is to express the character and goal of the company to the general audience. There are many types of logos, yet the three options that fits for the skincare company is a typographic word-mark, a symbol logo, and a logo that includes both typographic and symbol. On page four in *Creating Logos and Letterheads*, by Jennifer Pace, it mentions, "Many of the best-known logos are named-based. This type of logo is especially effective if the name is short." The types of names I chose was: Glo, Nourish, Bolden, Kukua (Grow), and Shea. The article on Shopify, *Skin care Business Name Ideas Generator (2023)*, specified how it is best to "describe the products you sell, mention your main ingredients, include words associated with nature, and consider how your customers would feel (Shopify)." The main focus of the skincare company was to express its values and mission: products that are made from safe, natural, and organic ingredients. The best option for the name was Shea, for it is a seed grown from an African plant, making it harmless, safe, natural, and organic.

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In addition, Shea Butter is a commonly used ingredient in skincare brands typically provided towards darker skin. Along with the fact that the name is short, the typographic word mark assumed to be the best option to go for. In addition, "the typographical treatment is a logical choice for a company with a distinctive name" (Pace 5). However, it is also favorable to have the company be remembered through a logo, and "symbols is often recognizable without the company name" (Pace 4). Another great reason to include a symbol as the logo is for the sense of belonging and community it brings to the general audience. On page 42 of Brand Identity Essentials, by Kevin Budelmann, states, "The best brands tend to symbolize something in a culture beyond the specific, pragmatic offer." Brands being less about selling products and being more involved and culturally connected to their audience, make the brand appear more than just a "business value proposition" (Budelmann 42.)

That is when it comes to the most successful and common option: a combination of both word mark and symbol. "Deciding which type of logo is best for each project depends on such factors as the company's name, business and self-image" (Pace 5). The skincare company has many possibilities with the combination of both symbol and word-mark with the iconography of nature such as leaves, flowers, stems, etc to implement into specific letters. For example, a leaf could be designed into the e in Shea, either in the counter of it or at the end of the a. It expresses the company's mission in a simplistic, smart, and illustrative way to let the audience quickly grasp that nature is somehow involved. When it comes to the shape of the logo, rectangles and squares are the best choices for the skincare company. Because of how symmetrical and balanced the shapes are, they expressive safety, stability, and static; the best options to relate to the company's' mission ("Kince 34").

Another important detail of the word mark is the specific typeface used for the logo. Typography is important for it has personality and communicate for the brand. The specific type also has to be legible, functional, and consistent when it comes to the brand identity of the company. Sans-serif is the best option to choose for a typeface because of it's simplicity and legibility once the word mark gets

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smaller and does not have any decoration on the letter form. Another reason as to why Sans-serif is the best typography choice is because in the article, *Beauty Typography: A Window Into Brand Personality*, by Anko Hill, she states how "sans-serif gives off an overall modern and clean feel". Along with sans-serif being a common used type choice for beauty packaging. It is preferred for the typeface in the word mark to communicate and express cleanness, sophistication, and modernness for the younger demographic since this company is selling natural and earthy products. However, the typeface found and selected is a serif. To bring a bit more personality to the typeface, the serif typeface with the rounded edges than sharp express the softness and organic curves, similar to nature with being organic and relating to women with being soft, nurturing, and caring for their skin. Serif typeface is often used in beauty packaging as it also gives a sophisticated and clean feel.

When it comes to a company's brand identity, just like choosing a specific logo shape and a name, color is just as important. When it comes to branding, there is the color of psychology that communicates to the audience based on the color. Be it unconscious or conscious, color evokes emotion, reactions, and change the audience's thinking. From researching "The Color of Psychology and their Meanings", by Hailey Braam, these are the color options for the brand identity system of the skincare company: black, gold, yellow, green, blue, peach-pink, and brown. The main focus of the company is providing products that has ingredients that came from nature itself, so green is a necessity to have in the color guide. How green is emotionally viewed as the "first creation of the world - nature" (Braam). Green is the symbolism of nature, freshness, purity, and growth; key elements to the skincare company's motives. Most businesses include green that involves environmental issues, healthcare, or the food industry because of the new and fresh high-quality products being showcased. Blue is next. Blue was chosen because of how it calms and relax the audience. It gives a sense of safety, dependability and security, which is why companies like hospitals or financial companies use blue.

Yellow was another color to choose because it is associated to being bright and warm like the

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sun and happiness. Along with being joyful, cheerful, positive, and energetic. In Braam's article, "bright yellow is an attention-getter, which is the reason taxi-cabs are painted this color." Using yellow is a great idea to unconsciously evoke the audience in feeling happy and positive towards the company and to attract the audience's attention because of its brightness. The next color is brown. Brown is seen as naturalness due to its earthy tones like dirt and wood. Along with it providing stability, safety, and security. For business and branding, brown being common in nature is great for services that are related to food, natural products, the environment, etc. Another factor is how the demographic (younger black women) has the melanin and skin tone that is quite similar to brown.

Culturally, white is known for its purity and innocence and its cleanliness when it comes to branding. White has an exposure as it reflects light into being noticed and easier to identify. Culturally, black is usually worn for sad environments like funerals. However, black is also seen as luxurious, sophisticated, and elegant which is why it is often used for companies like cosmetics, skincare, and hair salons to attract the general audience; same as gold. Finally, pink is an energetic and passionate color that is nurturing, caring, and gives off hope. With the color of psychology, color has a purpose for its usage in branding for companies. These colors are chosen for expressing and communicating the company's mission and values to the general audience with unconscious change of thought and emotion.

Another key element to the brand identity to companies are patterns and textures. Patterns and textures are universal aesthetics that bring visual excitement to the company. They are a great usage when it comes to collateral campaign like packaging and advertising. They are consistent and also communicate the meaning of the brand to the audience. According to Račić, Maruša, In Nature Pattern's and Graphic Design, "because patterns of nature reflect relationships and interactions that we are instinctively familiar with, their implementation into design can create a solid way of communicating" (Račić 9). There are different types of patterns. Patterns that are just one illustration and is symmetrical, expressing static and stability. While the next pattern is more visually interesting with different types

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of illustrations being big, small, color variations, different line-strokes, and in different areas to express movement. With this research for the skincare company, patterns that include organic movements like leaf petals in different variations shall be consistent to the brand. The illustration for the pattern shall be simplistic because "Brand Identity & Visual Standards" by University of Louisville discuss brand patterns for it's importance as a supporting role, not a dominant feature. The visual art style of the pattern should be simplistic and not over decorative and distracting where it becomes discouraging and illegible to interpret and communicate its' message.



Fig. 1. Shea Skincare Company Stylesheet

The finalized style-sheet of Shea Skincare (Figure 1) involves patterns, colors, and new elements to help enhance the company visually and emotionally towards the audience. Silk and cream lotion has been added as a textured background. Silk is included for it is a physical item that the audience can emotionally imagine and physically feel it's soft and smooth texture; adjectives that the company wants the audience to instantly and easily comprehend. Lotion cream is another texture used because of it's smooth and soft texture that works wonderfully as a background image for the collateral campaign.

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The use of these textured backgrounds gave the company an opportunity to showcase the logo's usage as different colors as an overlay over these backgrounds in the style sheet. The patterns of natural leaves and skincare ingredients outlined of a stroke to indicate a light and feathery feel with it's use as visual excitement and negative space to create a focal point towards important verbiage. The colors has been modified to a more simplistic color palette with the system as different shades of brown to replicate darker skin color. The rich chocolate brown and gold are the dominant colors, and the yellow and other two shades of brown are used more as an accent color to not fatigue the audience with too many dominating colors. The secondary logo of the a with the iconic leaf petal is to include in the campaign for packaging to have the logo be easily memorable in a simplistic, clean, and sophisticated way. In addition, to not having to overuse the primary word-mark logo in every collateral campaign.

The expanded collateral campaign for Shea Skincare is the following: E-Commerce Website, four pop-up website ad banners, eight posters, physical skincare products with packaging and information card, a skincare box kit from the website, a shopping bag from the store, and a pouch kit from the store and website. Majority of this campaign is to be user-friendly and informative towards the audience. For example, the website is created for those who does not have transportation to the brick and mortar store, and they will receive a free pouch bag to carry their products in. The posters are showcased to give awareness of toxic and harmful chemicals in skincare products and how Shea is only natural and safe with their products towards African American women. The main pieces that expands Shea Skincare's campaign are the physical products being sold to the general audience.

The natural and safe products are: Cocoa Butter Body Lotion, Almond Oat Milk Facial Sunscreen, Argan Serum Body Oil, and Coconut Honey Milk Facial Cleanser. Upon research of what natural ingredients are best in benefiting darker skin, these were the best options to keep the skin healthy by removing dead skin, reducing inflammation, protecting from UV Rays, moisturizing skin, reducing stretch-marks, boosting your immune system, etc.

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These products is what helped established simple, beneficial, and fun taglines for the company to use for packaging and advertising. In *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, by Alina Wheeler, it says, "A tagline is a short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from it's competitors. Deceptively simple, taglines are not arbitrary. They grow out an intensive strategic and creative process." Taglines are essential because of their simplistic yet effective choice of words that sums up the company's values and mission. Taglines are unique, differentiate the company from others, and a "guiding principal that describes, synopsisizes, or help create an interest" ("Wheeler 25"). Refresh your skin is for the facial cleanser, hydrate your skin for body serum, nourish your skin for body lotion, and protect your skin for facial sunscreen. These taglines relates to the products with simplicity and yet descriptive enough to let the audience understand what the overall benefit these products will do to their skin. The taglines are easy to remember and consistent throughout the brand with the use of packaging and advertising in the collateral campaign.

The labels for the products went through variations that relates back to the style-sheet. The first versions of the labels were a bit too plain, had to much content, and was too busy with the patterns (Figure 2). Revisions made, the labels became color-coded to where it correlate with the ingredients itself. For example, Cocoa Butter itself is yellow and cocoa seeds are a dark chocolate, so those were it's main colors for that label and so on so forth with the other labels. Major changes were having these product names be more of a title and graphic to give more emphasis and hierarchy of it's importance than just a plain and boring type treatment. To make the names more interesting, giving it a bit of personality by adding the leaf petals from the logo's name into the product names, bringing size hierarchy into specific ingredients that are more important to emphasis, and having the words stacked upon each other made the labels feel more interesting and finalized (Figure 3). Another change throughout the variations were the use of patterns. Instead of using just natural and organic leaves, each pattern is unique and

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correlate with the specific product by having the ingredient as part of the pattern (Figure 3). Along with the patterns formed in a way that it makes the product name the focal point from the negative space and it showcase as a smile from how they are positioned (Figure 3).



Fig. 2. Cocoa Butter Product Variation One



Fig. 3. Cocoa Butter Product Variation Five

The box packaging for the products and website includes the same color-coding, specific patterns, and type treatment as the labels. At first, the patterns were scattered and it looked too overstimulating and busy for Shea that wants to express elegance, modern, simplicity, and fun. The latest variation came from a previous lecture from Professor Jacob Cotton in ART 444 Graphic Communications of "The Mystery Box", by J.J. Abrams on TedTalk. The Mystery Box presentation along with Cotton's lecture explains how having such a simplistic and plain outside of a box with little to no hint of what is inside is what entice the audience with mystery and have them use their creativity to imagine what is inside. The website's delivery box have the secondary logo and rich chocolate color on the outside, yet when you open the box, it is a burst of that rich color gold with the pattern of all ingredients and leaves sprinkled inside with the taglines and slogan, "Your skin thanks you," to amaze the audience. The products' packaging is consistent with that burst of color and pattern inside. The patterns are also on the sides of the boxes, purposely surrounding the specific tagline of the product to make it the focal point.

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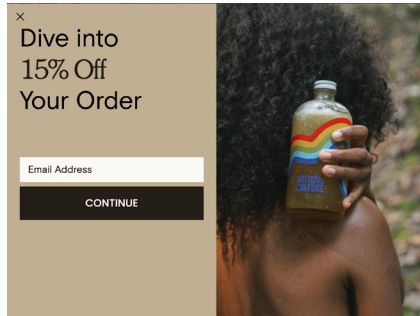


Fig. 4. *bathingculture.com*

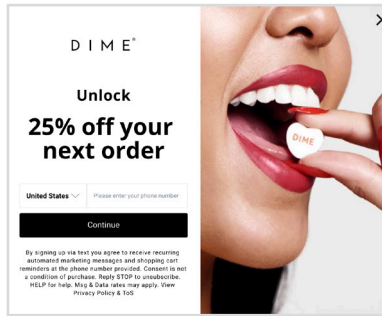


Fig. 5. *dimebeauty.com*

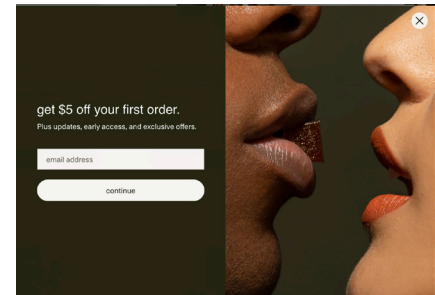


Fig. 6. *getmaude.com*

These are a few examples of pop up Web Ad Banners I have taken inspiration and reference from actual skincare websites (Figure 4, Figure 5, Figure 6). It provided simplicity with the use of images and discounts to entice the audience to interact with the company. Following their example, Shea has four pop up ads on their website to involve the four taglines, two with the textured cream background, and the other two with a color background. The use of patterns interacting with the backgrounds brings more visual excitement instead of keeping it minimal like the examples above. All four has images of Shea's models that relates to each specific tagline. The advertising is very simple and to the point since pop up ads are commonly ignored because it annoys the audience, so the words used is to not waste the audience's time, but benefit them with discounts on products and shipping and receive update notifications of new products coming out soon.

Along with these pop up ads is the website where you can learn more about the company, the products, and shop online. Taking inspiration from the websites provided above and other skincare websites like Fenty Beauty.com, helped developed Shea Skincare's website. Their websites are clean and sophisticated with the use of white space and the grid system to be organized and structured. The use of images of models and glamor shots of the products enhanced the uniqueness and engagement of the company. Shea website provides detailed information about the products, natural and safe ingredients, and multiple slides of product shots in different angles, so the user will understand what they will be purchasing. The patterns were used as a secondary element to give that visual excitement and

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uniqueness of each product's page having their specific pattern and have the website feel more friendly, fun, and welcoming.



Fig. 7.



Fig. 8.



Fig. 9.

The eight posters were inspired by researched information of how most skincare products contains toxic chemicals when it's marketed towards colored people than white people. These posters are used as an advertising awareness campaign where there is intended yet simple messages of ditching the toxic chemicals and switch to natural and safe products that Shea Skincare provides towards the demographic. Two of the awareness posters have the messaging along with a happy model to express how the audience will feel after using the safe products. Two posters is where the taglines are used to reach towards the audience of the products and what their new skincare routine would be like if they transitioned to Shea Skincare. The other posters are less type heavy and have the products be the main factor with important facts about their ingredients that will benefit people's skin. It is expressive in a fun, organic, and simple way to be straightforward and educate the audience about the specific product using these posters as reference (Figure 7, Figure 8, Figure 9).

The skincare pouch is a background product in the campaign that enhance the company of being different from their competitors by providing towards the audience with free products. In addition, the shopping bag being a background product to showcase how Shea Skincare will be presented outside of the store and with the customer to advertise themselves and have people recognize the simple yet iconic secondary logo of the a.

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For preparation for the Senior Capstone project towards the idea of the skincare company, there was a process and research that influenced the decisions towards the brand identity of this company. Graphic design research was what led towards the types of logos, logo shape, name, typeface, color, and texture and pattern that best represent the brand, and to give the demographic and easy and understanding experience with the company's mission and goals. This research and feedback from peers was what developed the collateral campaign to where it is now to have it's own unique personality with it's own natural ingredients, taglines, models, etc to represent Shea Skincare as a whole.

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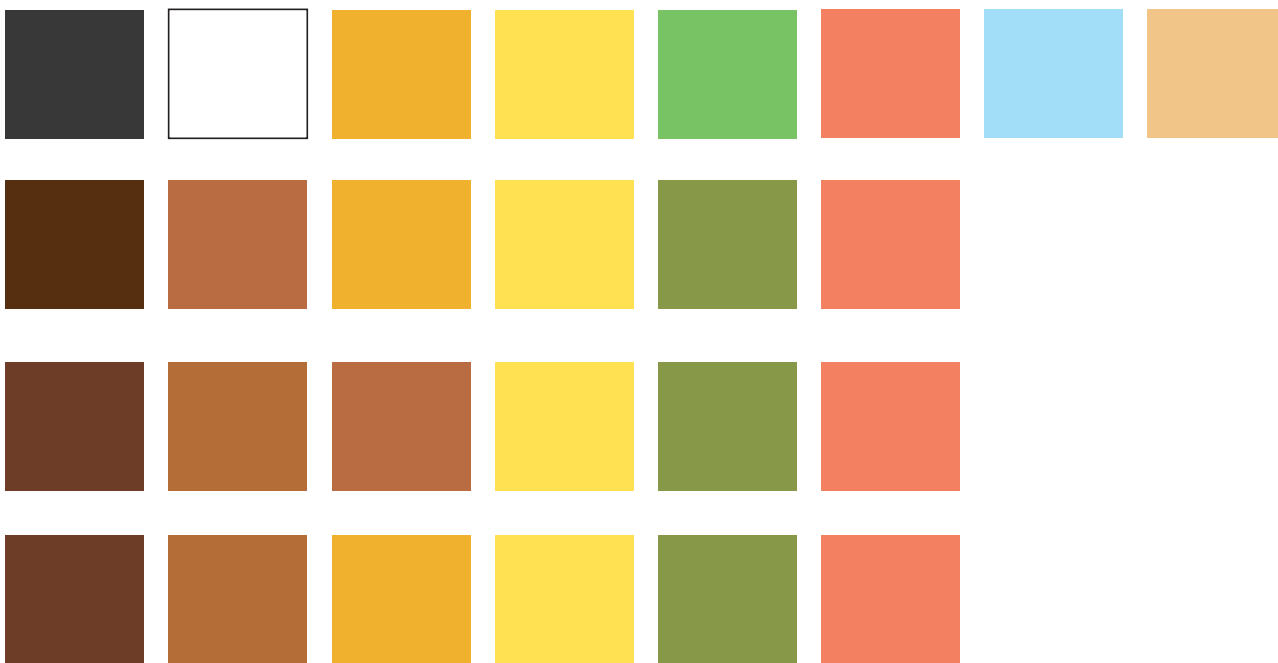
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Section Two

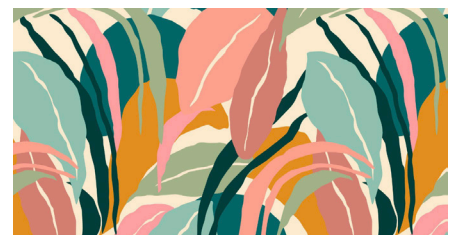
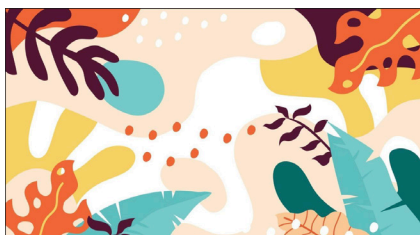
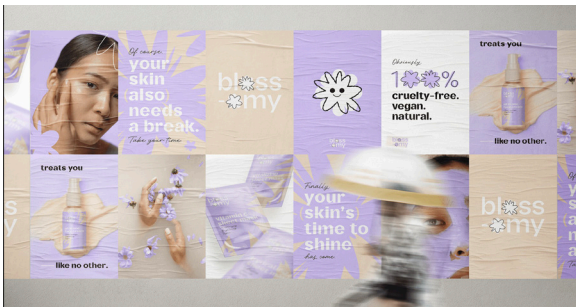
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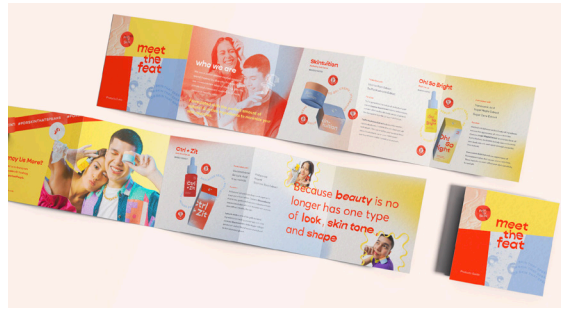
- | | | |
|---------------------|------------------|------------------------|
| 1. Skincare | 19. Movement | 37. Jojoba Oil |
| 2. Cosmetics | 20. Helpful | 38. Sunflower Oil |
| 3. Safe | 21. Educate | 39. Luxury |
| 4. Organic | 22. Provide | 40. Hyper-pigmentation |
| 5. Natural | 23. Progress | 41. Inclusive |
| 6. African American | 24. Research | 42. Illustrative |
| 7. Feminine | 25. Enhance | 43. Moisturize |
| 8. Growth | 26. Beauty | 44. Pastel |
| 9. Pride | 27. Black Beauty | 45. Energetic |
| 10. Healthy | 28. Embolden | |
| 11. Nontoxic | 29. Modern | |
| 12. Black Owned | 30. Sleek | |
| 13. Hand-made | 31. Professional | |
| 14. Women Power | 32. Plants | |
| 15. Black Power | 33. Fun | |
| 16. Bold | 34. Cocoa Butter | |
| 17. Strong | 35. Shea Butter | |
| 18. Strength | 36. Apricot Seed | |

3) More Luxurious: Make Audience Feel More Extravagant Using the Products

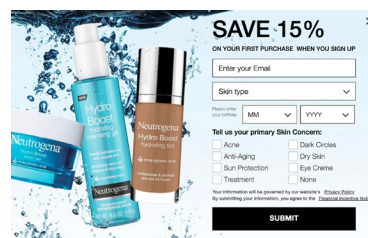
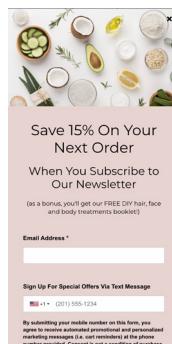
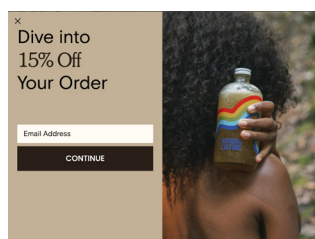
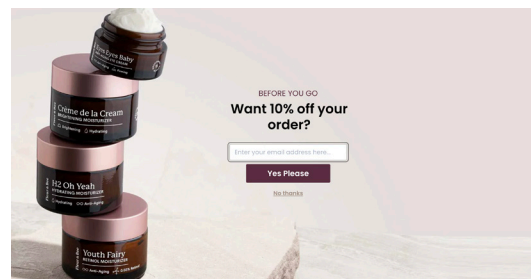
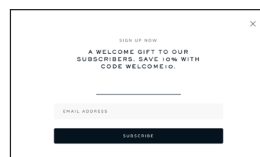
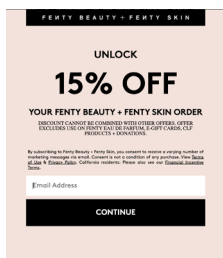
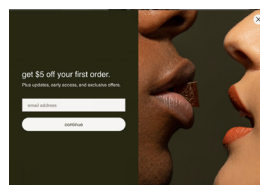
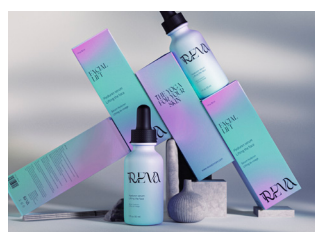
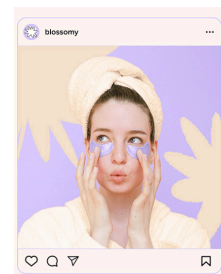


- Black gives off the luxury and sophisticated look the brand is going for.
- White to give off that sense of purity and cleanness and mix well with burst of color.
- Blue for sense of safety, relaxation, calm, health, and trust.
- Green stands for natural, healthy, organic, and freshness
- Purple gives off royalty, power, luxury, creative, and imaginative
- Orange gives off joy, fun, energy, and optimism
- Tan gives off earthy, comfort, and stability. A nice background color.





Visual Armory




Visual Armory

buttah. by DORIAN BENOUD


ENGLISH UNITED STATES (USD \$) SKIN CARE BODY TAKE THE QUIZ GET 20% OFF

The Buttah Collection


Price: \$0 - \$100 **Sort By** 24 products




Supreme Customizable Skin Kit
\$59.99
★★★★★ 4.6 (1642)



Customizable Skin Kit
\$59.99
★★★★★ 4.5 (4158)



Bonny Skincare Bag
\$49.99
★★★★★ 4.7 (147)



Buttah Vibe + Cleanse Kit
\$49.99
★★★★★ 4.6 (370)

FENTY SKIN SHOP NEW

11 ITEMS Hide Filters Sort By - Best Selling

Online Exclusive

Product Type

- Body Cleanser + Scrub
- Body Moisturizer
- Cleanser
- Lip Care
- Masks + Treatments
- Mist/Aerosol
- Toner

NEW
MEET AMY JELLY OIL MAKEUP-MELTING CLEANSER
★★★★★

ADD TO BAG \$34

NEW + ONLINE EXCLUSIVE
FENTY SKIN STARTER'S FULL-SIZE BUNDLE: BUTTAH VIBE + CLEANSE KIT
\$91 (\$107 VALUE)
★★★★★

SHOP NOW \$43

NEW + ONLINE EXCLUSIVE
DOUBLE CLEANER CREW MAKEUP-REMOVING DUD
★★★★★


SHOP NOW \$43

LIMITED EDITION + NEW
BUTTA DROP VANILLA DREAM SHIMMERING WHIPPED OIL BODY CREAM
★★★★★

ADD TO BAG \$45

maude

shop brand the maude? Search Help Account



wash. no. 3

pH-balanced body wash and bubble bath

\$22 ★★★★★ 209 Reviews

Size: **16.9 fl. oz.**

Quantity:

add to cart

subscribe & save — \$19.50

Blended with fresh notes of eucalyptus, sandalwood, citrus, and lavender essence.

A pH-balanced body wash fortified with essential vitamins. Our scent no. 3 formula gently cleanses skin and soothes areas without any irritation, and doubles as a relaxing bubble bath for one person (or more).


Contains omega-3, 6, 9 and vitamins B3, B5, C, and E.

- Cruelty-free
- Vegan
- Paraben-free
- Made in Canada

get it on

BATHING

Shop About Stories



Heat Wave Body Oil

★★★★★ 18 Reviews

Lightweight, fast absorbing and silky smooth, this oil blend is crafted with Arnica, containing bioactive helenalin known to ease muscle soreness, and Avocado Oil, known to be antioxidant-rich and deeply moisturizing. These ingredients revitalize the skin's natural barrier, seal in moisture for daily radiance and create a gentle warming effect. *top may vary due to availability*

4 fl oz (118ml)

In Stock

Size: **4 fl oz**

add to cart - \$35

4 interest-free payments of \$8.75 with Klarna. Learn More

Meet your dream sunscreen for acne-prone skin.

- 100% mineral formula
- Wash-off spray
- Demolishes acne

HYPO-ALLERGENIC

HYPO-ALLERGENIC

HYPO-ALLERGENIC

Say Goodbye To Dry Skin In 4 Steps:

- Step 1: Defend Cleanser
- Step 2: Hydrate Toner
- Step 3: Hydrate Serum
- Step 4: Hydrate Overnight Jelly

NEW ARRIVAL

-56% SALE

The First Half of Year's

WANDER

Scenic Route

WATER-RESISTANT

SPF 30

NON-STICKY

Sun Protection Benefit

Protects skin from UV rays

Lightweight & fast-absorb

Also waxes extract & essential keep skin moisturized

Suits all skin types

Non-sticky

emina

BATHING

Shop About Stories

Everyday, All Over Healing

We designed Heat Wave to help our skin heal from the daily damage of pollution, ultraviolet radiation, and other skin irritants that can cause premature aging and inflammation.


Arnica is known for its healing superpowers and is used to treat eczema, relieve pain and soothe bug bites. Its gentle warming effect lets you know it's working.

Avocado Oil, just like its fruit, is rich with antioxidants that help you fight off free radicals that can cause skin inflammation.

Rice Bran Oil quickly absorbs into your skin, bringing its fatty acids and antioxidants with it.

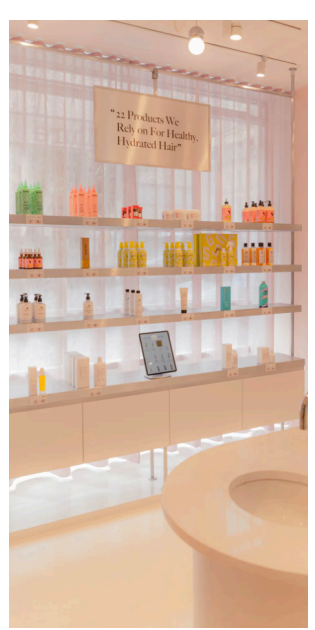
The amazing blend of Sunflower, Fractionated Coconut, and Jojoba Oils is ultra-light and fast-absorbing—no greasy feeling or oil-spotted clothes here.

How to use: Massage into clean, damp skin only, particularly after bathing or exposure to outdoor elements.




Organic Arnica and Avocado Oil are tintured and combined with organic plant oils for a light, healing blend.

Ingredients: Organic Helianthus Annuus (Sunflower) Seed Oil, Organic Capryl/Capric Triglyceride (Fractionated Coconut Oil), Organic Arnica Montana Flower Extract, Organic Persea Gratissima (Avocado) Oil, Organic Simmondsia Chinensis (Jojoba) Seed Oil, Organic Oryza Sativa (Rice) Bran Oil, Fragrance (Essential Oil Blend), Tocopherol (Vitamin E)



Visual Armory

Based on researched information, it is best to describe the products you sell and mention your main ingredients for the companies' name. It lets the audience quickly understand what the company is providing.

In this case, because black women are already aware of the positive effects Shea gives on their skin, they will be more curious about the company. In addition, Shea is a natural and organic ingredient grown from an African tree and prepared into butter in Africa, completely harmless and safe. Shea is prepared by women in Africa, which helps serves their foundation in the women's economy of their community.

I chose these specific after observing typefaces of skincare companies. Many were thin, capitalized, and elongated while others were thick with decorations.

I was attracted to Sheigisha because it stood out compared to the others with its bold letterforms and organic curves that gives a free, flowing, natural, and fun feel that relates to the company.

Enhance

Glo

Kukua - Grow

Nourish - Provide with the food or other substance necessary for growth, health, and good condition

Shea/She- A key ingredient in companies products (Vaseline, Cocoa Butter, Shea Butter) that is catered to African American skin for it moisturizes their skin and is commonly well known and used by African American.

SHE / SHE - EIOSAKA

SHE / SHE - RAY AND GLOW

SHEA / SHE - SHEIGISHA

SHE / SHE - VACELYN

SHE / SHE - QUILLA

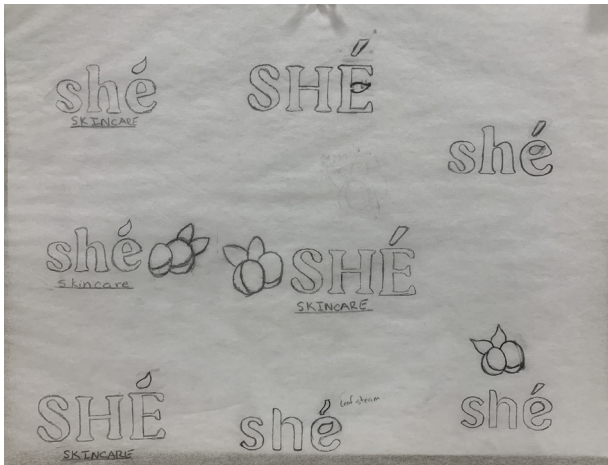
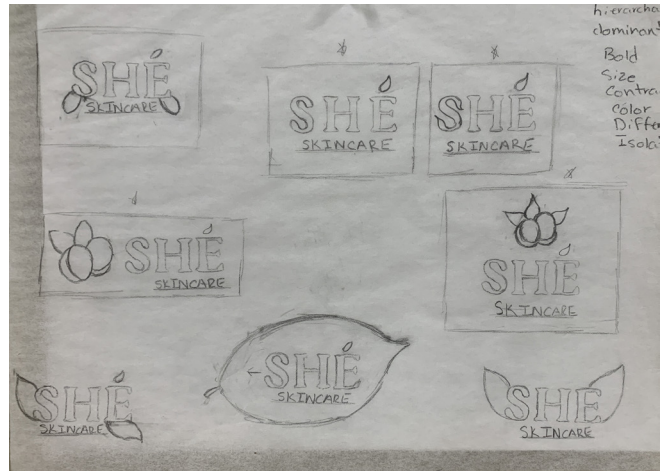
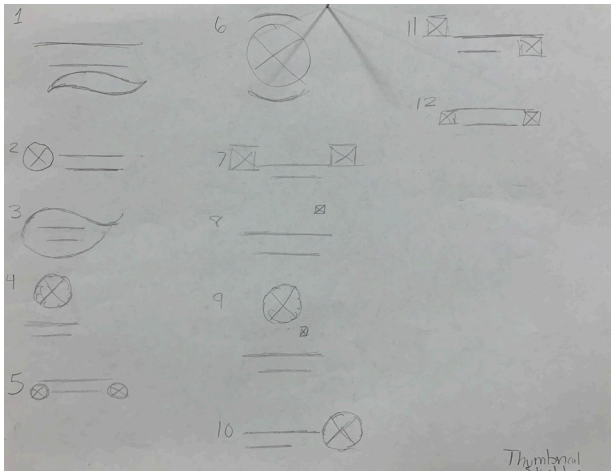
NOURISH - EIOSAKA

NOURISH - RAY AND GLOW

NOURISH - SHEIGISHA

NOURISH - VACELYN

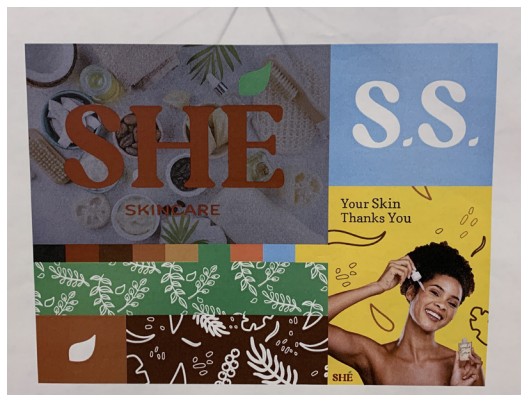
NOURISH - QUILLA



With developing sketches and thumbnails for the wordmark, I wanted to convey safety, stability, security, along with an icon indicating that the company provides natural products.

The thumbnails of SHE was to be unique and different with the accent punctuation pronouncing Shea.

Logo Sketches & Thumbnails Pt 1



The overall mess and chaotic experimentation of these style sheets helped create a more consistent and simplified stylesheet for the company.

These visuals are used as inspiration to experiments with leaf patterns in different styles: outlines or filled color.



Brand Identity Stylesheets Pt 1



The stylesheets introduced new elements in the brand of including environmental landscapes as textured backgrounds to use the logo as an overlay.

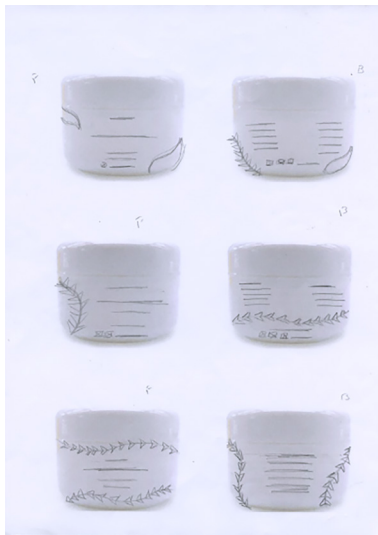
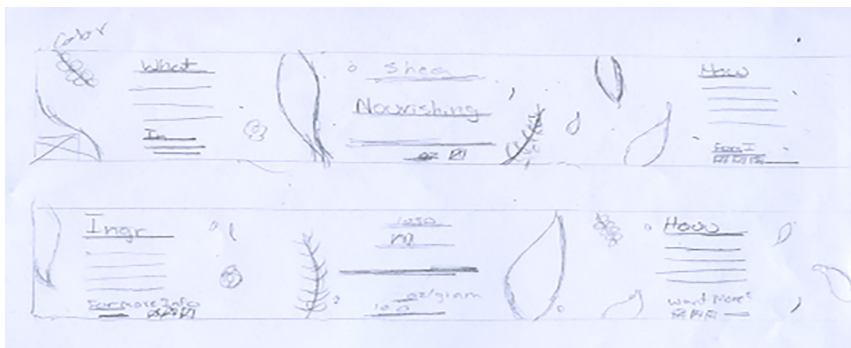
In addition, the patterns has been modified to included more natural ingredients that are in the physical products to give each product their own specific pattern.



Shea Skincare's final version stylesheet consist of a golden brown silk fabric used as a textured background to have the audience relate to how it's smoothness and elegance will relate to the company and the products. The color palette has been modified with removing the green and including another tonal shade of brown to relate to different skin tones of black women. The dominant colors are brown and gold to have the audience of color relate to the rich dark color, and the gold representing luxury, wealth, success, and sophistication.

Section Three

Collateral Campaign



Labels Reference and Thumbnails

Directions
 Add a dollop around a lip and work to your lips. Rub your palms together to warm up the lotion. Use your hands to massage the lotion into your hands in small circular motions. Repeat until you have covered your entire body. And enjoy the safe and natural cream for your skin.

Key Ingredients
 Cocoa Butter, Shea Butter, Coconut Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E.

What is Almond Oil?
 Almonds are essentially seeds that grow on almond trees. Most of them come from their region in the Middle East and South Asia. Almonds contained several nutrients, proteins, and vitamins to boost your overall health.

Almonds are rich in antioxidants, vitamins, which may help protect cells from the damaging effects of free radicals, boost the production of collagen, fight acne, improve skin and other environmental and genetic factors.

One serving of 23 almonds (about an ounce) provides 160 of your daily recommended nutrient needs.

Benefits
 Gentle Skin
 Hydrates Skin
 Reduces Dark Circles
 Protects Against Sun Damage
 Prevents Dead Skin
 Reduces Wrinkles
 Shows Age Signs
 For more info, visit www.sheaskincare.com
 Shee Skin Care Almonds Inc.

Almond Oat Facial Sunscreen

8oz

Ingredients
 Shea Butter, Coconut Oil, Almond Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E.

Directions
 Scoop a pint size with your fingertip to your hand. Rub your palms together to warm up the lotion. Use your hands to massage the lotion onto your skin in small circular motions. Repeat until you have covered your entire body, and enjoy the safe and natural cream.

shea almond oat facial sunscreen

8oz

Ingredients
 Shea Butter, Coconut Oil, Almond Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E.

Directions
 Scoop a pint size with your fingertip to your hand. Rub your palms together to warm up the lotion. Use your hands to massage the lotion onto your skin in small circular motions. Repeat until you have covered your entire body, and enjoy the safe and natural cream.

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Directions
 Scoop a pint size with your fingertip to your hand. Rub your palms together to warm up the lotion. Use your hands to massage the lotion onto your skin in small circular motions. Repeat until you have covered your entire body, and enjoy the safe and natural cream.

almond oat facial sunscreen

8oz

Ingredients
 Cocoa Butter, Shea Butter, Coconut Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E.

Directions
 Scoop a pint size with your fingertip to your hand. Rub your palms together to warm up the lotion. Use your hands to massage the lotion onto your skin in small circular motions. Repeat until you have covered your entire body, and enjoy the safe and natural cream.

almond oat milk facial sunscreen

8oz

Ingredients
 Cocoa Butter, Shea Butter, Coconut Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E.

Directions
 Scoop a pint size with your fingertip to your hand. Rub your palms together to warm up the lotion. Use your hands to massage the lotion onto your skin in small circular motions. Repeat until you have covered your entire body, and enjoy the safe and natural cream.

almond oat milk facial sunscreen

8oz

Almond Oat Milk went through a lot of development with the main colors changing, and more ingredients being added to the title name to be consistent throughout all labels of have a rectangular and square shape from the type.



Almond Oat Milk Label Versions

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper, then apply to your palms, gently rub them together and lightly pat the serum onto your skin where stretchmarks are located.

Key Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Camel Oil, Mineral Oil, Hyaluronic Acid, Vitamin A, Mineral Oil.

100% Natural and Safe
1oz

What is Argan Oil?
Argan oil is best known as an additive to skin products. The oil comes from the argan tree, which is native to Morocco. The tree is planted away and the seeds are dried, removed, and pressed to extract the oil. The final result is a smooth, golden oil that is known as the "liquid gold" for healthy skin.

It is a scientifically proven that Moroccan Argan oil boosts elasticity, which reduces the appearance of stretch marks. It is packed with fatty acids like tocopherol, and also acts as a natural moisturizer to the skin and protects it from dehydration.

shea
argan oil for stretchmarks
Body Serum

USDA ORGANIC
CRUELTY FREE

40181 700982

Twitter Instagram Facebook @sheaskincare

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper to apply to your palms, gently rub them together, and lightly pat the serum onto your skin.

Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Vitamin A, Mineral Oil.

shea
argan serum
body oil

2oz

Twitter Instagram Facebook @sheaskincare

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper to apply to your palms, gently rub them together, and lightly pat the serum onto your skin.

Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Mineral Oil, Vitamin A, Mineral Oil.

shea
argan oil
body serum

1oz

Twitter Instagram Facebook @sheaskincare

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper to apply to your palms, gently rub them together, and lightly pat the serum onto your skin.

Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Vitamin A, Mineral Oil.

shea
argan serum
body oil

2oz

Twitter Instagram Facebook @sheaskincare

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper to apply to your palms, gently rub them together, and lightly pat the serum onto your skin.

Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Vitamin A, Mineral Oil.

shea
argan oil
body serum

1oz

Twitter Instagram Facebook @sheaskincare

40181 700982

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper to apply to your palms, gently rub them together, and lightly pat the serum onto your skin.

Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Vitamin A, Mineral Oil.

shea
argan serum
body oil

2oz

Twitter Instagram Facebook @sheaskincare

Directions
Dispense an appropriate amount of product onto your clean hands without touching the actual tip of the dropper.

Take 3-4 drops of the full dropper to apply to your palms, gently rub them together, and lightly pat the serum onto your skin.

Ingredients
Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Vitamin A, Mineral Oil.

shea
argan oil
body serum

1oz

Twitter Instagram Facebook @sheaskincare

40181 700982



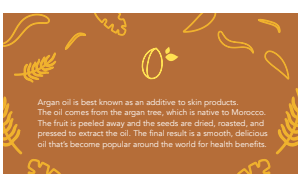
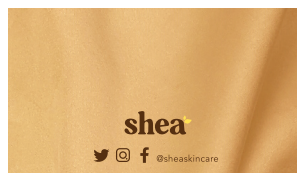
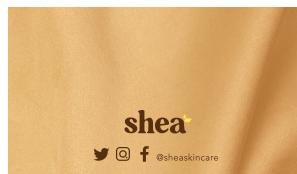
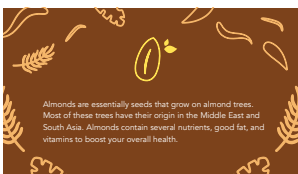
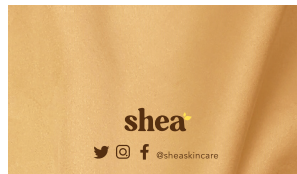
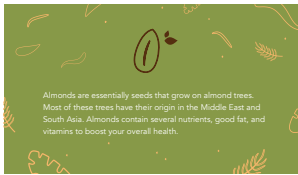
Argan Body Serum went through development of changing specific words for the title to continue being consistent throughout of the square and rectangular shape all products' titles are in.

Argan Body Serum Label Versions



Coconut Honey Milk went through the same transitions as the other labels with the patterns, type treatment, and content.

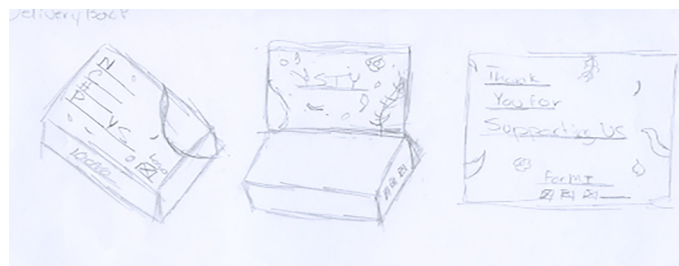
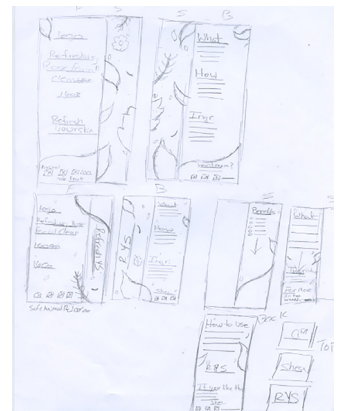
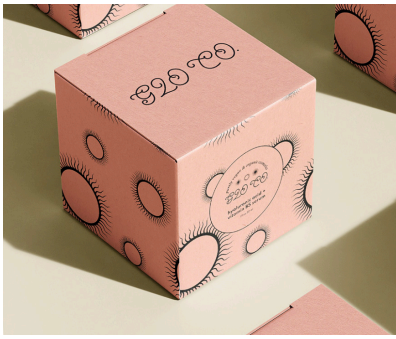
Coconut Honey Milk Label Versions



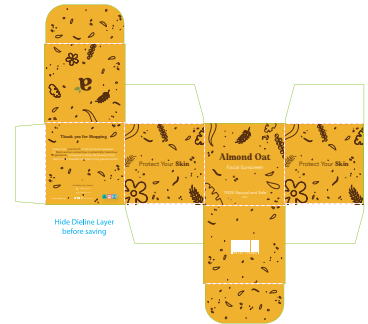
The Information Cards come with the product to inform the consumer of the whereabouts of the main ingredient and how it will benefit their skin.

The cards went through development of the over-use of the patterns being too busy and distracting to read the content, along with being consistent throughout the brand by including the pattern with that smile formation and the silk fabric being used.

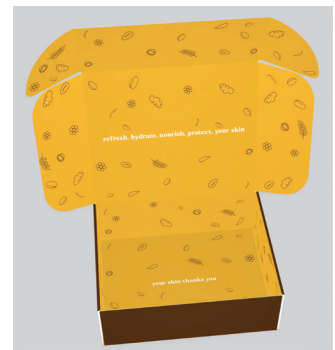
Products Information Cards



Packaging Reference and Thumbnails



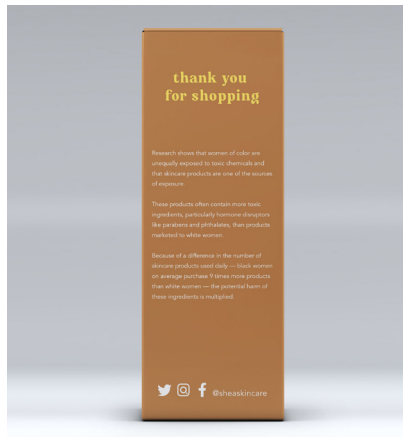
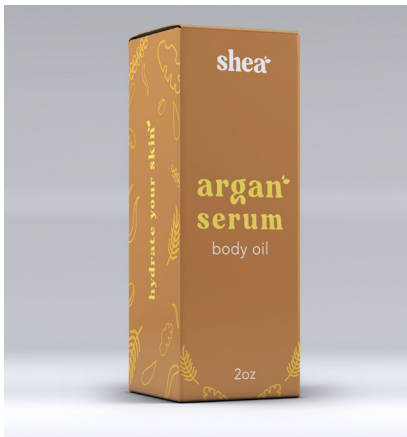
Packaging Rough Draft Mockups & Dielines Pt 1



The box packaging for the products was a doozy. It was a lot of modifying with the inside and outside of the packaging with the use of type layout, patterns, and how to make it fun yet simplistic overall.

After research of the Mystery Box by J.J. Abarams, I reached the conclusion of how to design the packaging.

Packaging Rough Draft Mockups & Dielines Pt2

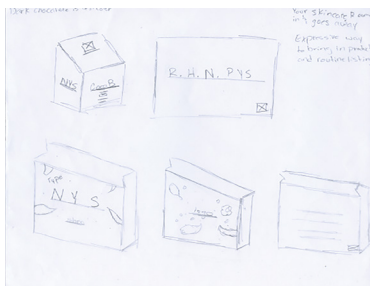


The box packaging has been modified to be consistent with the actual skincare product by incorporating the smile element pattern. The outside is more simplistic with color blocking and pattern usage on the sides making the taglines a focal point, and social awareness information on the back. Then, in the inside, it is that burst of color and patterns. The method is used throughout all box packaging.

All Products Final Box Packaging Pt 1



All Products Final Box Packaging Pt 2



The skincare pouch kit is given free to customers in store and online for them to place their products in and carry around. The store bag is where to place the products after checkout and is designed to let citizens outside the store observe and memorize the patterns and logo.

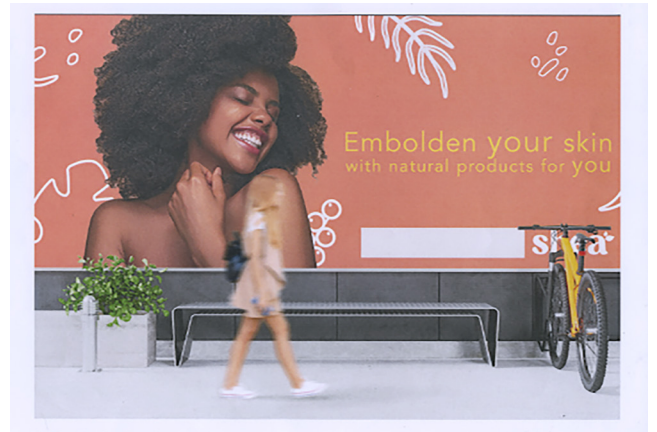
The consumer who bought products would be informed about the awareness in research of toxic chemicals in skincare products and how Shea is 100% Natural and Safe.

Sketches and Mockups Pouch Kit and Store Bag



These are the finalized versions of the store bag and pouch. These collateral products were also made for the set up in the gallery. The secondary wordmark logo is a sticker to be given out for citizens to receive.

Final Version Pouch Kit and Store Bag



These pieces of advertising where I experimented with models, textured and colored backgrounds, pattern usage, and verbiage was what helped me develop and finalized specific taglines and models for each product.

Removed Advertising

Join Club LILY
Get 20% OFF your first order!

Sign up today so you won't miss exclusive VIP gifts, discounts, and coupons.

Name

Email

GET 20% OFF



SAVE 15%
 ON YOUR FIRST PURCHASE WHEN YOU SIGN UP

Enter your Email

Skin type

Please enter your birthday: MM YYY

Tell us your primary Skin Concern:

Acne Dark Circles
 Anti-Aging Dry Skin
 Sun Protection Eye Creme
 Treatment None

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 By submitting your information, you agree to the [Financial Inclusion](#)

SUBMIT



Save 15% On Your Next Order
 When You Subscribe to Our Newsletter


(as a bonus, you'll get our FREE DIY hair, face and body treatments booklet!)

Email Address *

Sign Up For Special Offers Via Text Message

+1 (201) 555-1234

By submitting your mobile number on this form, you agree to receive automated promotional and personalized marketing messages (i.e. cart reminders) at the phone number provided. Consent is not a condition of purchase.




DIME

Unlock 25% off your next order

United States Please enter your phone number

Continue


By signing up via text you agree to receive recurring automated marketing messages and shopping cart reminders at the phone number provided. Consent is not a condition of purchase. Reply STOP to unsubscribe. HELP for help. Msg & Data rates may apply. View [Privacy Policy & ToS](#).



Dive into 15% Off Your Order

Email Address


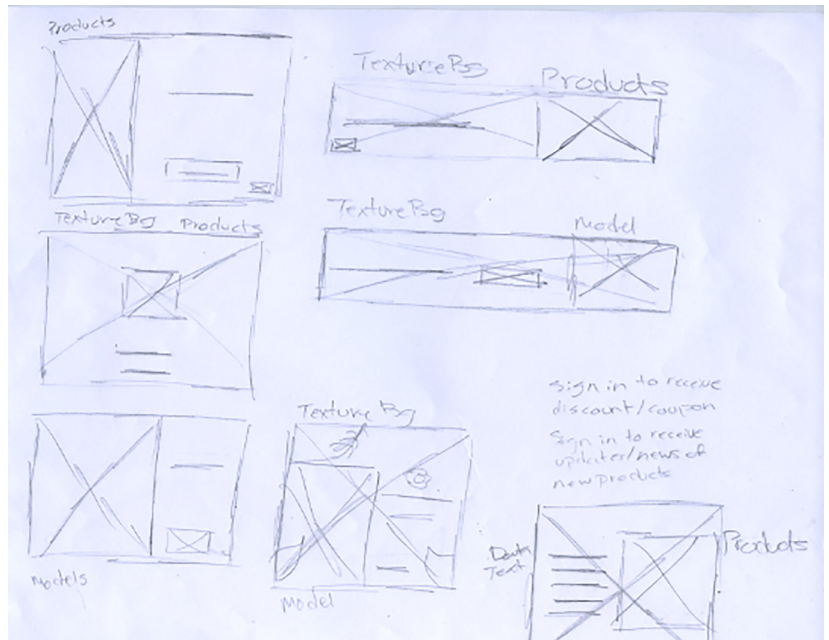
CONTINUE



get \$5 off your first order.
 Plus updates, early access, and exclusive offers.

email address

continue

FENTY BEAUTY + FENTY SKIN

UNLOCK 15% OFF

YOUR FENTY BEAUTY + FENTY SKIN ORDER

DISCOUNT CANNOT BE COMBINED WITH OTHER OFFERS. OFFER EXCLUDES USE ON FENTY SAU DE PARFUM, E-GIFT CARDS, CLP PRODUCTS + DONATIONS.

By subscribing to Fenty Beauty + Fenty Skin, you consent to receive a varying number of marketing messages via email. Consent is not a condition of any purchase. View [Terms of Use](#) & [Privacy Policy](#). California residents: Please also see our [Financial Inclusion](#) page.

Email Address

CONTINUE

Sketches and Reference Pop Up Web Ad Banners

Refresh Your Skin

With **\$10 Off** when you order our Facial Cleanser

Email Address

Continue

Hydrate Your Skin

with **20% off**

When you sign up with your email. Discount automatically apply to your first purchase when you confirm email address.

Email Address

Continue

shea

Nourish Your Skin

and get **Free Shipping** when you make a purchase over **\$35**.

Only for customers that are signed into their accounts to have discount apply.

Sign In

or

Make An Account

Protect Your Skin

and subscribe to be first to receive updates and news of new products and discounts.

Name

Email Address

Subscribe

shea

Home About Us Shop Contact

hydrate your skin with 20% off

nourish your skin and get Free Shipping when you make a purchase over \$35.

shea

Home About Us Shop Contact

nourish your skin and get Free Shipping when you make a purchase over \$35.

protect your skin and subscribe to be first to receive updates and news of new products and discounts.

Nourish your skin

coco honey

Ingredients

Coconut Milk, Honey Gel, Vitamin E, Gotu Kola Extract, Honey Extract, Apricot Kernel Oil, Jojoba Oil, Rosemary

refresh your skin

With **\$10 Off** when you order our Facial Cleanser

shea

shea shop

Product Type

- Body Serum
- Body Lotion
- Body Moisturizer
- Facial Cleanser
- Facial Sunscreen

Prices

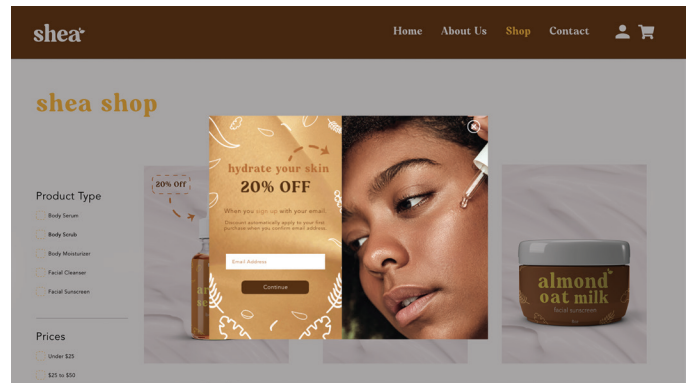
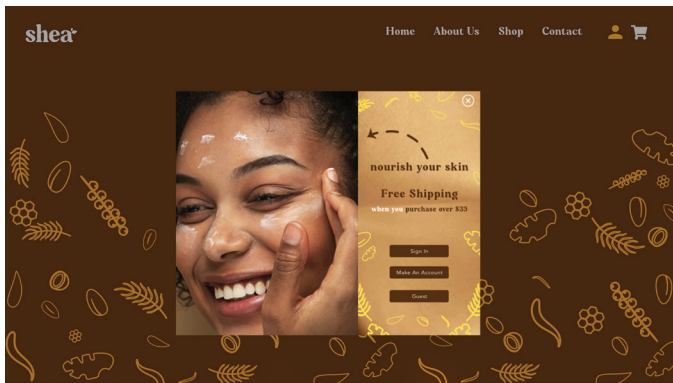
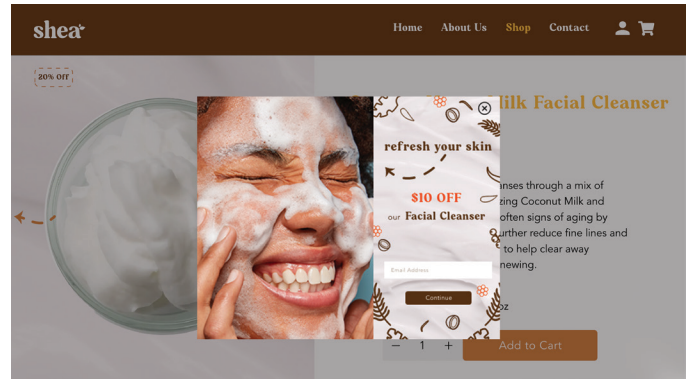
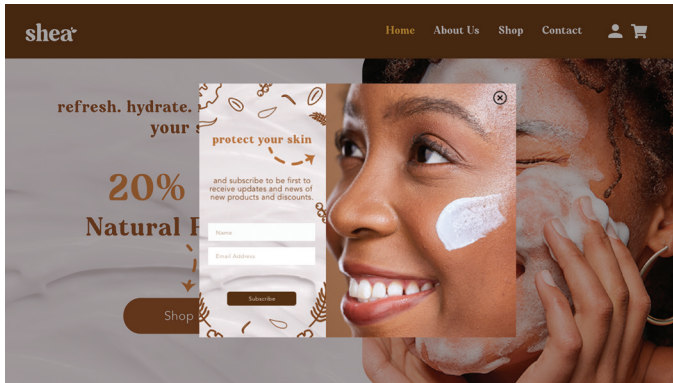
- Under \$25
- \$25 to \$50
- \$50 to \$100
- \$100 and above

protect your skin and subscribe to be first to receive updates and news of new products and discounts.

almond oil

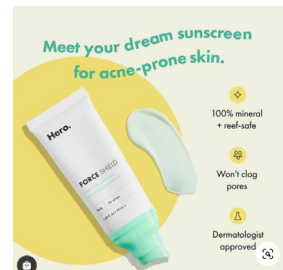
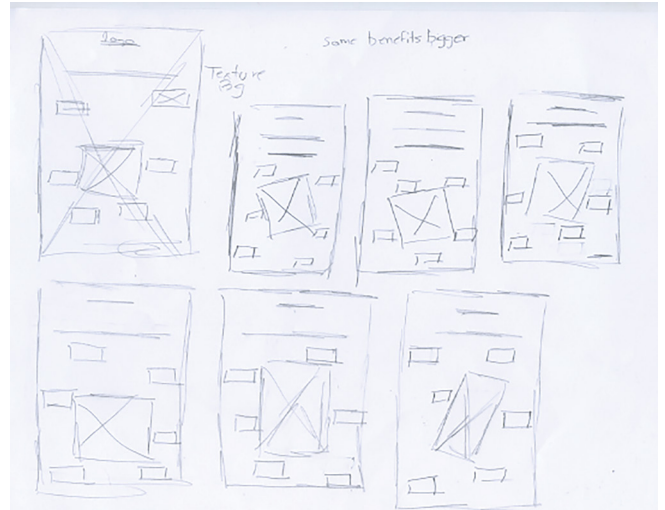
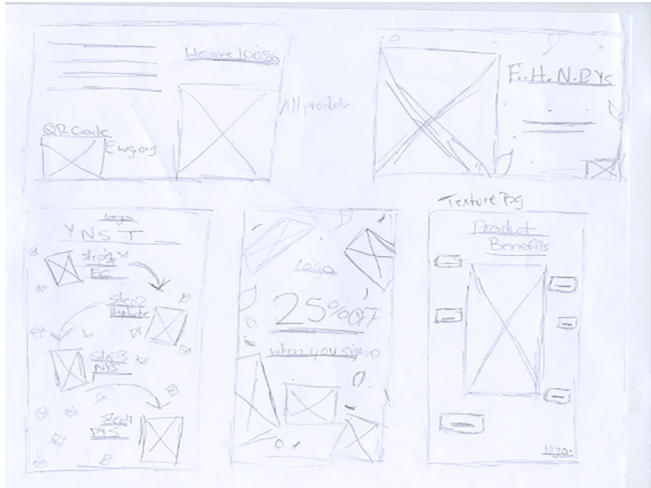
Almond Oil Facial Sunscreen

First and Second Version Pop Up Web Ad Banners



After collecting research of how to design for pop up web banners and how actual skincare websites use their advertising. The version of the pop up web banners is more consistent with the brand with the silk, smile pattern, and arrows. The design is simplistic to not tire the audience eye and has straightforward verbiage to entice the audience with offers and deals that will benefit them throughout the website.

Final Version Pop Up Web Ad Banners



Thumbnails and Reference Skincare Poster Set



The two advertising on the right are social awareness posters to inform the audience about toxic chemicals in products. However, it was too much information that realistically, the audience would not be interested to stop and read all of the information. So in later versions, verbiage was changed to be more straight to the point.

Along with the poster on the bottom right straying away from the brand as a whole with illustration that has not been used throughout.

Version One Skincare Ad Awareness Posters



These are versions contains verbiage that is more straight to the point with verbiage to inform the audience about ditching toxic products and transition to Shea Skincare. Models are included on the back of the poster to let the audience understand how they will feel using the products.

Version Two Skincare Ad Awareness Posters



The advertising design is now more consistent and updated with the brand of the silk fabric, patterns, and change of product color.

Final Version Skincare Ad Awareness Posters



This is another addition of advertising of a poster set that provides important benefits for each specific product. Based on research, it was encouraged to have posters be a more simplistic design because it let the brain process it easier. However, the version was too chaotic with the patterns, the silk fabric used as a background was slashing too much with the products, and the information in the bubbles just felt out of place as it is not used throughout the brand.

Version One Skincare Benefit Poster Set

Protect Your Skin with



Reduce Wrinkles

Removes Dead Skin

Reduce Dark Circles

Prevents Dry Skin

Treats Age Spots

Protects Against Sun Damage

shea

Hydrate Your Skin with



Repair Eyes and Skin

Fade Stretchmarks

Fade Dark Spots

Reduce Antiaging

Boost Immune System

Contains Vitamin E & A

shea

Nourish Your Skin with



Hydrates Skins

Heals Rashes

Speed Healing

Slow Skin Aging

Protects Against Sun Damage

Protective Barrier to Hold Moisture

shea

Refresh Your Skin with



Prevents Skin Damage

Moisturize Dry Skin

Heals Wounds

Protect Skin

Soothe Irritated Skin


Deflate Bumps and Lighten Scars

shea

To make the posters more fun and consistent, the arrows were included to direct the eye to the iconography and benefit information. However, the arrows were inconsistent with the use of color, and the silk fabric was still conflicting with the important information.

Version Two Skincare Benefit Poster Set

Protect Your Skin with



Reduce Wrinkles

Removes Dead Skin

Prevents Dry Skin

Reduce Dark Circles

Treats Age Spots

Protects Against Sun Damage

shea

Hydrate Your Skin with



Repair Eyes and Skin

Fade Stretchmarks

Fade Dark Spots

Reduce Antiaging

Contains Vitamin E & A

Boost Immune System

shea

Nourish Your Skin with



Hydrates Skins

Heals Rashes

Speed Healing

Slow Skin Aging

Protects Against Sun Damage

Protective Barrier to Hold Moisture

shea

Refresh Your Skin with



Prevents Skin Damage

Moisturize Dry Skin

Protect Skin

Heals Wounds

Soothe Irritated Skin

Deflate Bumps and Lighten Scars

shea

The color of the arrows were now consistent throughout. Except the yellow would get a bit hard with the silk fabric background, along with the different color usage of the iconography.

Version Three Skincare Benefit Poster Set

Protect Your Skin with

Reduce Wrinkles

Removes Dead Skin

Prevents Dry Skin

Treats Age Spots

Protects Against Sun Damage

Reduce Dark Circles

almond oat milk facial sunscreen

shea

Hydrate Your Skin with

Repair Eyes and Skin

Fade Stretchmarks

Fade Dark Spots

Contains Vitamin E & A

Boost Immune System

Reduce Antiaging

argan serum body oil

shea

Nourish Your Skin with

Heals Rashes

Speed Healing

Protects Against Sun Damage

Protective Barrier to Hold Moisture

Slow Skin Aging

Hydrates Skins

cocoa butter body lotion

shea

Refresh Your Skin with

Prevents Skin Damage

Moisturize Dry Skin

Heals Wounds

Deflate Bumps and Lighten Scars

Soothe Irritated Skin

Protect Skin

coconut honey milk facial cleanser

shea

The final version of the Benefits Poster set with all colors and brand elements being consistent throughout all posters.

Final Version Skincare Benefit Poster Set


ENGLISH UNITED STATES (USD \$) | buttah. | DORION RENAUD

SHOP SKINCARE BODY TAKE THE QUIZ GET DEN OFF


The Buttah Collection

Price: \$0 - \$100


24 products




Supreme Customizable Skin Kit
\$59.99
★★★★★ 4.6 (1612)



Customizable Skin Kit
\$59.99
★★★★★ 4.5 (4159)



Body Silicone Bag
\$49.99
★★★★★ 4.7 (147)



Buttah Vibe + Cleanser Kit
\$49.99
★★★★★ 4.6 (376)


FENTY SKIN SHOP NEW

11 ITEMS | Hide filters | Sort by - Best Selling

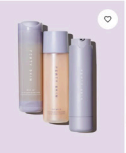
Online Exclusive

Product Type


- Body Cleanser + Scrub
- Body Moisturizer
- Cleanser
- Lip Care
- Masks + Treatments
- Moisturizer
- Toner



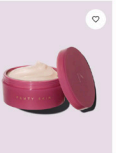
MEET AMY JELLY OIL MAKEUP-MELTING CLEANSER
NEW
★★★★★



FENTY SKIN START'RS FULL-SIZE BUNDLE
NEW + ONLINE EXCLUSIVE
★★★★★



DOUBLE CLEAN'R CREW MAKEUP-REMOVING DUO
NEW + ONLINE EXCLUSIVE
★★★★★



BUTTA DROP VANILLA DREAM SHIMMERING WHIPPED OIL BODY CREAM
LIMITED EDITION + NEW
★★★★★

Price: \$34, \$91 (\$127 VALUE), \$63, \$45

maude | shop brand the maude™ | search help account

wash no. 3

pH-balanced body wash and bubble bath

\$22 | ★★★★★ 209 Reviews

Scent: No. 1 No. 2 No. 3 No. 4

Size: 12.0 oz. 24.0 oz.

Quantity: - 1 +

add to cart | subscribe & save — \$19.00

Blended with fresh notes of eucalyptus, sandalwood, cedar, and Helian violet.

A pH-balanced body wash fortified with essential vitamins. Our scent no. 3 formula gently cleanses skin and intimate areas without any irritation, and doubles as a relaxing bubble bath for one person (or more).

Contains omega-3, 6, 9 and vitamins B3, B5, C, and E.

Cruelty-free | Vegan | Paraben-free | Made in Canada

get \$5 off

BATHING

Shop About Stories

Heat Wave Body Oil

★★★★★ 15 Reviews

Lightweight, fast-absorbing and silky smooth, this oil blend is crafted with Arnica, containing bioactive Helenalin known to ease muscle soreness, and Avocado Oil known to be antioxidant-rich and deeply moisturizing. These ingredients revitalize the skin's natural barrier, seal in moisture for daily radiance and create a gentle warming effect. *top may vary due to availability*


4 fl oz (118ml)

In Stock

Size: 4.8 oz. 9.6 oz.

Add to Cart - \$35

4 interest-free payments of \$8.75 with **MOMO** [Learn More](#)



BATHING

Shop About Stories

Everyday, All Over Healing

We designed Heat Wave to help our skin heal from the daily damage of pollution, ultraviolet radiation, and other skin irritants that can cause premature aging and inflammation.


Arnica is known for its healing superpowers and is used to treat eczema, relieve pain and soothe bug bites. Its gentle warming effect lets you know it's working.

Avocado Oil just like its fruit, is rich with antioxidants that help you fight off free radicals that can cause skin inflammation.

Heat Wave Oil quickly absorbs into your skin, bringing its fatty acids and antioxidants with it.

The remaining blend of Sunflower, Fractionated Coconut, and Jojoba Oils is ultra-light and fast-absorbing—no greasy feelings or oil stained clothes here.

How to use: Massage into clean, damp skin only, particularly after bathing or exposure to outdoor elements.

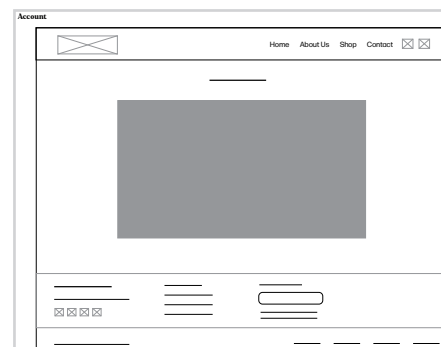
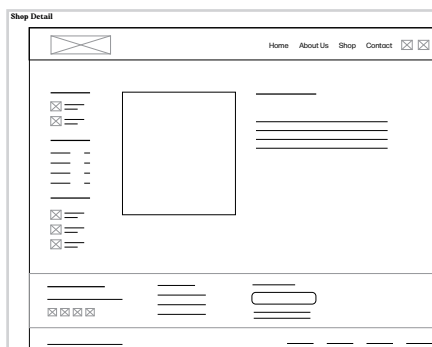
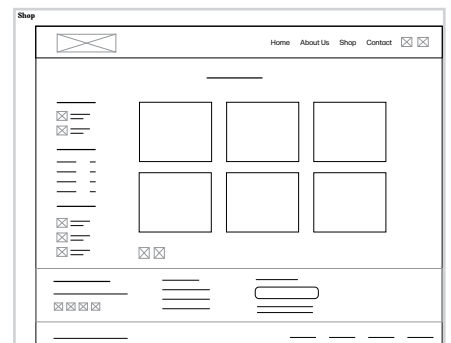
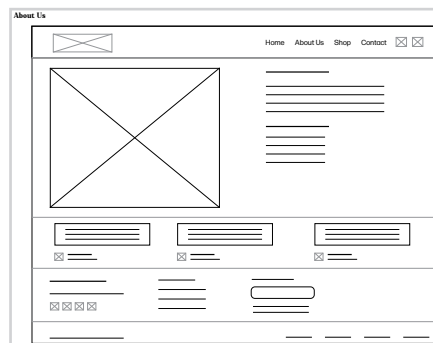
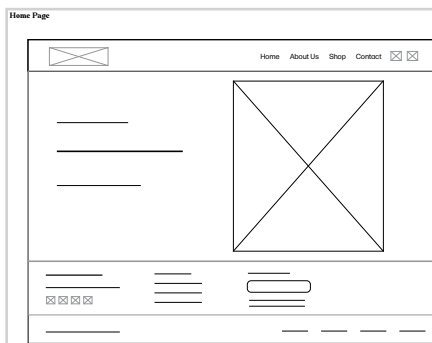
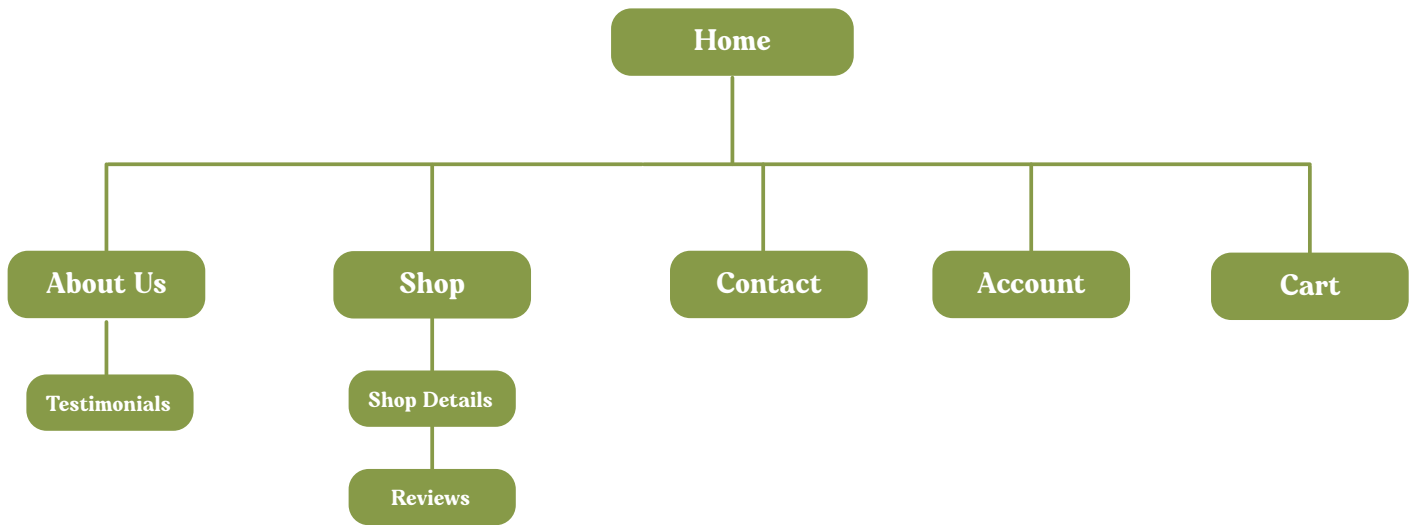



Organic Arnica and Avocado oil are tinctured and combined with organic plant oils for a light, healing blend.

Ingredients

Organic Helianthus Annuus (Sunflower) Seed Oil, Organic Cetyl/Capric Triglyceride (Fractionated Coconut Oil), Organic Arnica Montana Flower Extract, Organic Persea Guilandina (Avocado) Oil, Organic Simmondsia Chinensis (Jojoba) Seed Oil, Organic Carya Sativa (Rice) Bran Oil, Fragrance (Essential Oil Blend), Tocopherol (Vitamin E)

🌱 🌿 🌻




Shea Website Site Map and Wireframes

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refresh. hydrate. nourish. protect. your skin.

20% OFF
Natural Products

Shop Now



Location: 258 Glow Road, Dallas Texas, 69381
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Phone: 1-800-597-2459
@sheaskincare

Open Hours: Sunday - Saturday 11 a.m. - 8 p.m.

Our Newsletter: Join our newsletter to receive discounts on products, receive updates on new products before others, and get 20% off your next order.
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shea shop

Product Type: Body Serum Body Scrub Body Moistener Facial Cleanser Facial Sunscreen


Prices: Under \$25 \$25 to \$50 \$50 to \$100 \$100 and above




Argan Oil Body Serum
★★★★★
\$40




Cocoa Butter Moisturizer
★★★★★
\$50




Almond Oat Milk Facial Sunscreen
★★★★★
\$40



Coconut Honey Milk Facial Cleanser
★★★★★
\$60



Apricot Peachy Face Mask
Coming Soon
Notify Me!




Kiwifruit Body Scrub
Coming Soon
Notify Me!

1 2 Next >>

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Who We Are?
shea

About Us



Who we are, you asked? We are Shea, a skincare company with a purpose to give younger African American women's skin a breather and relax with our natural, safe, and healthy products!

We are proud to say that our ingredients are 100% fully grown from Mother Nature herself! However, our family (literally) from Africa plucked and harvested Shea and Cocoa seeds, plants, and other ingredients to produce creams, butters, and more!

We continue to do research and build connections with those all over the world to gather natural and safe ingredients to create products beneficial for your skin!

Our History
After many experiences of purchasing skincare products that harmed our skin, we decided why not create our own natural and safe skincare products that is strictly beneficial and healthy towards our melanin and skin. This led to the development and existence of Shea. Refresh. Hydrate. Nourish. Protect. Your Skin.

Why Us?
We are aware of the products that contain toxic and harmful chemical ingredients that is marketed towards us. That is why Shea continue to do deep research and testing in our labs to assure that the ingredients we use are safe to give you, and your skin the best healthy experience.

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@sheaskincare

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Reviews

Shea Skincare is the only company I trust to put their products on my skin! The taglines of Refresh, Hydrate, Nourish, and Protect Your skin is very accurate for my skin never felt better!

Diamond Tuma
1 Year Subscribed Customer

Best skincare transition I will never regret switching too! Of all general products I used, Argan Oil has erased the stretch marks on my thighs!

Hallelujah

Where have you been all my life? Finally, a skincare company that offer products that doesn't cause my entire body (even my feet) to dry out, gain white patches, and hurt! Thank you!

Miley Mills
3 Year Subscribed Customer

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Let's Talk!

First & Last Name

Email Address

Message

Submit



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Almond Oat Milk Facial Sunscreen

★★★★★
\$40

Our Almond Oat Facial Sunscreen contain 19% Zinc (that's a lot of protection). Our rendition of an SPF 30, clean mineral sunscreen, perfectly formulated for you. Almond are best in protecting your skin from UV Rays and soothes redness and inflammation. Almond Oat is a non-greasy, non-whitening, lightweight, and reef-safe formula that won't dry out your skin and saves your skin instead.

8oz

- 1 + Add to Cart

Protect your skin with

almond oat milk

Ingredients

Almond Oil, Shea Butter, Coconut Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E, Mineral Oil, Aloe Vera, Walnut, Buriti Oil, Propolis, Alder Buckthorn, Caffeine

Reviews

- This product really helped my skin fade my stretch-marks away. Never felt my skin be this smooth like a baby's butt. My partner says I smell and feel wonderful.

Aman Sheikh ★★★★★
- Best skincare transition I will never regret switching too! Of all general products I used, Argan Oil has erased the stretch marks on my thighs! Hallelujah!

Mod Blossom ★★★★★
- I love how the oil can be used for my body and face. A double whammy! Hydrate two birds with one stone! My skin is definitely enjoying the hydration. It just can't get enough!

Dobby E ★★★★★

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Argan Oil Body Serum

★★★★★
\$32 ~~Reg. \$40~~

This oil helps with fine lines, skin pigmentation, scarring, dull and dry skin, and stretch-marks. Sublime for both face and body and treats your body's largest organ with rich, lush skin food. Each droplet has been carefully formulated for its biocompatible properties and mega levels of vitamins to infuse skin with opulent moisture and luminosity while supporting optimum skin health and protecting the skin barrier wall.

2oz

- 1 + Add to Cart

Hydrate your skin with

argan serum

Ingredients

Golden Jojoba Oil, Argan Oil, Lavender Water, Cocoa, Coconut Oil, Apricot Oil, Caster Oil, Almond Oil, Vitamin A, Mineral Oil, Rose Essential Oil, Kernel Oil, Kukui Seed Oil, Citronella Oil, Organic Rosewood Oil,

Reviews

- This product really helped my skin fade my stretch-marks away. Never felt my skin be this smooth like a baby's butt. My partner says I smell and feel wonderful.

Tabara Adams ★★★★★
- Best skincare transition I will never regret switching too! Of all general products I used, Argan Oil has erased the stretch marks on my thighs! Hallelujah!

Ashante Williams ★★★★★
- I love how the oil can be used for my body and face. A double whammy! Hydrate two birds with one stone! My skin is definitely enjoying the hydration. It just can't get enough!

Nikki Ming ★★★★★

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Welcome

Sign In

Don't have an account? [Sign Up Now.](#)

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Welcome

Sign Up

By signing up, I agree to the [Terms & Conditions](#)

Must be 8 characters and include capitalization, numbers and special.

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Cocoa Butter Moisturizer

★★★★★
\$50

Our Cocoa Butter moisturizer is a rich creamy formula infused with our Deep Moisture Serum, Cocoa Butter, and Vitamin E. It delivers intense moisture to dry skin for up to 48 hours, and leaves skin radiant and lightly scented after just one application. Known to nourish and reveal the skin's natural radiance, and is formulated with Ultra-Hydrating lipids to fortify the skin barrier and replenish moisture.

8oz

- 2 + Add to Cart

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20% OFF



Coconut Honey Milk Facial Cleanser

★★★★★
\$48 Reg. \$60

Our face wash hydrates as it cleanses through a mix of soothing Organic Aloe, moisturizing Coconut Milk and purifying Honey Gel. Nutrients soften signs of aging by rebuilding connective tissue to further reduce fine lines and wrinkles. A perfect daily solution to help clear away impurities while repairing and renewing.


12oz

- 1 + Add to Cart

Nourish your skin with

cocoa butter

Ingredients
Cocoa Butter, Shea Butter, Coconut Oil, Olive Oil, Water, Sunflower Seed Oil, Essential Oils, Stearic Acid, Vitamin E, Mineral Oil, Cocoa Mass Polyphenols



USDA ORGANIC cruelty free

Reviews

This product really helped my skin fade my stretch-marks away. Never felt my skin be this smooth like a baby's butt. My partner says I smell and feel wonderful.

Kyrala Love ★★★★★

Best skincare transition I will never regret watching too! Of all general products I used, Argan Oil has erased the stretch marks on my thigh!

Hallelejah!

I love how the oil can be used for my body and face. A double whammy Hydrate two birds with one stone! My skin is defiantly enjoying the hydration. It just can't get enough!

Joanne Carma ★★★★★

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Refresh your skin with

coconut honey milk

Ingredients
Coconut Milk, Honey Gel, Aloe Vera, Vitamin E, Gotu Kola Extract, Water, Honey Extract, Apricot Kernel Oil, Jojoba Oil, Rosemary



USDA ORGANIC cruelty free

Reviews

This product really helped my skin fade my stretch-marks away. Never felt my skin be this smooth like a baby's butt. My partner says I smell and feel wonderful.

Caseandra T ★★★★★

Best skincare transition I will never regret watching too! Of all general products I used, Argan Oil has erased the stretch marks on my thigh!

Hallelejah!

I love how the oil can be used for my body and face. A double whammy Hydrate two birds with one stone! My skin is defiantly enjoying the hydration. It just can't get enough!

Shalandra Wins ★★★★★

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Email Subscribe

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Your Cart is Currently Empty
Add Your Favorite Items to Your Cart!

Shop Now

Location: 258 Glow Road, Dallas Texas, 69381
Email: shea@gmail.com
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Open Hours: Sunday - Saturday 11 a.m. - 8p.m.

Our Newsletter: Join our newsletter to receive discounts on products, receive updates on new products. Before others, and get 20% off your next order.

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Shea Skincare's website took inspiration from actual skincare websites of the use of negative space and white space to appear clean, modern, and sophisticated with the shop and the products' individual page.

Each product's page have their own unique pattern to still add that fun element and personality to the product. Just like every other collateral, the patterns, colors, arrows, and silk fabric is used throughout.

The website also includes Web Design User accessibility and navigation throughout to give the audience the best experience.

Final Version Shea Website Pt 3

shea [Home](#) [About Us](#) [Shop](#) [Contact](#)  

refresh. hydrate. nourish. protect.
your skin.

20% OFF
Natural Products

[Shop Now](#)



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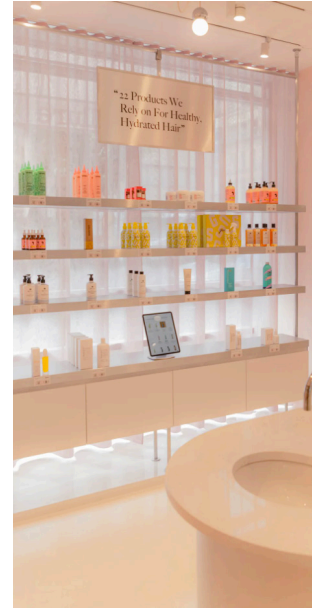
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Final Version Shea Website Video

Section Four

Shea Skincare Exhibit



Based on research, beauty brick and mortar stores are still highly appreciated for the memorable experience it offers to customers with aesthetically and visually exciting elements. Along with letting customers use the store as their little playground and interact with the products before deciding to purchase a product or not.

References for Shea Skincare's Store



Sketch for Shea Skincare's Store



Version One Flat and Corner Mockup Shea Store



Final Version Flat and Corner Mockup Shea Store



Shea Skincare's Exhibit Pt 1



Shea Skincare's Exhibit Pt 2



SENIOR SHOW IN GRAPHIC DESIGN

20-27 April

Reception Thursday,
4/20 at 6 p.m.



Gallery of Art & Design
George Hurst Building
104 Southern Miss Dr.

All events are free and open to the public.

EOE/F/M/VETS/DISABILITY