

5.0



COLORS

5.1 COLOR SCHEMES FOR PRINT



The decorative colors differentiate between the specific product lines.

For bigger advertising material, e.g. POS or displays, we use the main brand color.

The secondary brand color may only be used for small applications/highlights.
Usage is in agreement with the Marketing Director and Graphic Designer.

EXFOLIANT

CMYK
48/4/22/28

PANTONE 5493 C

CLEANSING

CMYK
69/12/30/36

PANTONE 5483 C

SECONDARY BRAND
COLOR + COLLAGEN

CMYK
95/8/33/43

PANTONE 2223 C

LIFESTYLE AGING

CMYK
82/34/50/22

PANTONE 7475 C

ADVANCED

CMYK
97/21/33/73

PANTONE 316 C

MAIN BRAND COLOR
+ NUTRITION

CMYK
100/45/38/80

PANTONE 5463 C

5.2 COLOR SCHEMES FOR DIGITAL



The decorative colors differentiate between the specific product lines.

EXFOLIANT

RGB
115/160/164

HEX
#74A0A4

CLEANSING

RGB
52/126/133

HEX
#347E85

SECONDARY BRAND COLOR + COLLAGEN

RGB
0/104/116

HEX
#006874

LIFESTYLE AGING

RGB
36/112/111

HEX
#24706F

ADVANCED

RGB
0/56/67

HEX
#003843

MAIN BRAND COLOR + NUTRITION

RGB
0/36/47

HEX
#00242F

5.3 BASIC COLORS

OFF WHITE

CMYK
7/3/4/0

RGB
241/242/243

HEX
#F7F7F7

This is the main background color for beauty/product photo and video productions, and for in-store displays.

BLACK

CMYK
0/0/0/100

RGB
0/0/0

HEX
#000000

PANTONE BLACK 6 C

PURE WHITE

CMYK
0/0/0/0

RGB
255/255/255

HEX
#FFFFFF

CHROME

PANTONE SILVER 10077C

Special effect for packaging design and hot foil finishing.