

self . | THE BRAND

- FROM A GIRL WHO STRUGGLED WITH SELF-IMAGE,
TO A BRAND AND BLOG THAT EMPOWER WOMEN.

THE BEGINNING - BRANDING

THE IDENTITY OF SELF THE BRAND

- THE BABY STEPS

The personality of self the brand is bold and empowering. Motivating young girls and women to become who they are and accept themselves, no matter how hard it can be.

The brand is the first of its kind in the world, no other brand focuses solely on skin care aiding tools, and it is not only a brand, it's an experience that starts with the effortless order placement online until the impeccable quality of products the customers receive to their doorstep.



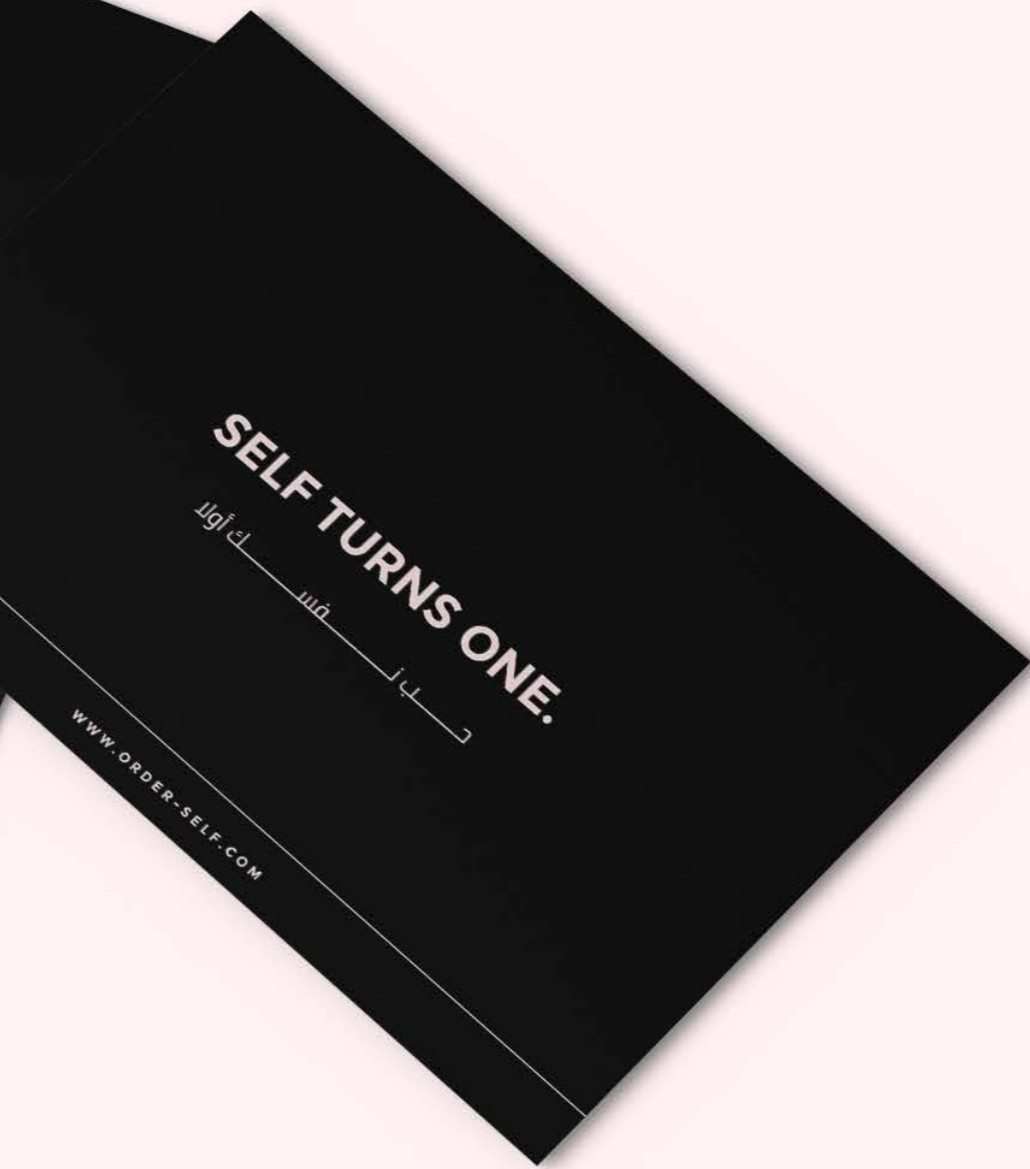
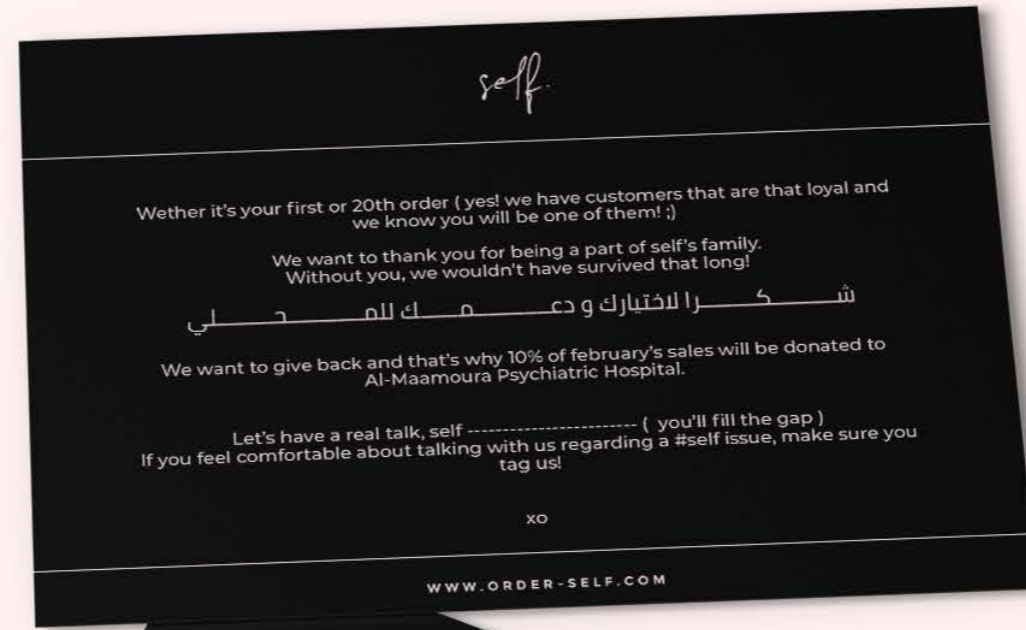


We want you to enjoy this as much as we enjoyed bringing it to life for you.

Self-care isn't only about skin care; it's about the daily struggle of taking actual care of yourself, let it be by staying in bed all day or pulling yourself out of it on a rough one. Loving yourself is essential to knowing your worth and your power.

self.







BRAND IDENTITY

ART DIRECTION



Take me with you
Everywhere!

WWW.ORDER-SELF.COM

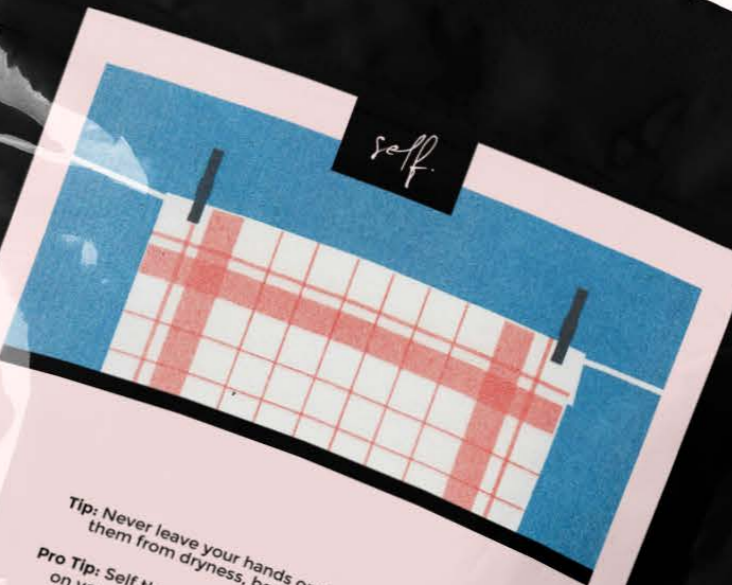
The towel
I'M YOUR HANDS AND FEET BEST-FRIEND!



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self

The towel
I'M YOUR HANDS AND FEET BEST-FRIEND!



Tip: Never leave your hands or feet wet to save them from dryness, bacteria and fungus.
Pro Tip: Self the blog advices you not to use towels on your face, replace them with tissue papers!

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self.

Microfiber Rounds.

is used with JUST water
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air dry.

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LE • SOFT • ABSORBENT

self.

The Microfiber Rounds.

HOW TO USE:

- The pink round is used with JUST water for makeup removal.
- The white round is used with toner for toning.

HOW TO CLEAN:

Wash directly after using, preferably with face wash and leave to air dry.

TIP:

- If you're wearing heavy makeup use makeup remover to make the process easier!

REUSABLE • SUSTAINABLE • SOFT • ABSORBENT

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