



Making Waves in the Beauty Care Space

One

Overarching brand.

Two

*Simple Ingredients...
Water & Plants.*

66%

*Reduction in dry skin.
45% reduction in Sebum.*

Harnessing Mother Nature

When Tony and his team first approached us to launch a new brand, he made one thing clear before we got started, "Our product is already made by Mother Nature, we just found a way to unlock it and use it." What the Renmatix team extracted and created was an innovative product perfectly aligned with the demands of Brand Managers and Formula Chemists named Celltice. What they needed was a brand that was as innovative as their product to stand out from the highly competitive space of beauty care ingredients.

As an all-natural product extracted from wood chips and fibers using only water - we knew we had to build the brand around that value proposition. It was a complicated scientific endeavor that produced a unique ingredient to the very large world of beauty products. We took Tony's statement and forged a brand that revolved around Mother Nature in a refined and elegant way. After all, it was Mother Nature who created the product line, however, the Renmatix team figured out how to unlock it!

Distilling the Brand

The same way that Renmatix uses science to distill Mother Nature's offerings, Rebox uses our scientific approach to distill the essence of the Celltice brand and get to the core of the offering. Celltice was a new ingredient that uses a unique process; the Plantrose Process™. It uses botanical material to produce a product that can be used as an emulsifier. It can also be added to beauty products giving them a rich

velvet texture and consistency that leaves the consumer's skin radiant and soft to the touch. Since Celltice was a new brand, we set out to integrate the Mother Nature feel into a full visual identity, including wordmark and logo, along with the supporting marketing materials that would personify this product with the right tone and feel, making it attractive to potential buyers.

SERVICES PROVIDED

- ~ Visual Identity Design
- ~ Brand Positioning
- ~ Package Design
- ~ Marketing Communications
- ~ Tradeshow Event Booth
- ~ Video Direction

INDUSTRIES SERVED

- ~ Beauty & Cosmetology
- ~ International Distribution
- ~ B2B(2C) for Retailers and Consumers

Rebox, a B2B Brand Distillery
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Packaging the Brand

The logo we created for the new Celltice brand combined the colors associated with Mother Nature along with the water drop and leaf found within the supercritical water process that they used to extract the ingredients from botanical material. A simple, clean and succinct design for a simple, clean and succinct product message.

Once the logo was completed and tested among a sample of Renmatix' target market and consumers, our team at Rebox was tasked with creating the marketing and communication pieces that would communicate the Celltice message to their chosen target market of Beauty Care Brand Managers and Formulation Chemists. The challenge with this was portraying Mother Nature without abasing to every cliché. From charming Disney characters to the condescending tone that Julia Roberts personified in the chilling trailer, "Nature is Speaking", our focus was finding the right way to create the perfect feel and communicate the technical information needed by Celltice buyers and influencers.

So how did we create content around something that has already been done so many times before (albeit not very well)? The answer was found by conducting a lot of research...

We set out to present a minimalist message with minimalist visuals. We used an image that combined Mother Nature to her botanical offering that had blue and green hues, paying homage to the colours in the logo and in nature. A Mother Nature photo was used throughout the Celltice marcom materials because it directly spoke to the essence of the brand.

All that was left was a simple message to bring it all together:

**“Created by Mother Nature,
Unlocked by the power of Plantrose”**

Serving the Refined Brand

Once the brand was fully distilled and it came time to present it to their target audience, Celltice hit the road to unveil their offering during their big launch in New York. It was a prominent trade show for beauty products and it was the perfect opportunity to make waves in this highly competitive space. As part of our launch efforts for the Celltice brand, we worked with Celltice to present their offering in a way that harnessed and grabbed attention while drawing in prospective clients. Enter Mother Nature herself!

We wanted to physically embody the brand. As such, Celltice hired a model dressed as Mother Nature who mingled with the audience at the Trade Show; amassing curious peers to come and view the Celltice booth. We also created a Sales Kit featuring Celltice products and their supporting materials to communicate the value of the brand to Celltice's prospective customers.

The Result

From the start, Celltice knew they wanted to present their brand in a way that would be seen as unique and valued without any clichés. They were not only open to our recommendations that kept their brand professional and tact, they were also co-creators in telling the story of Celltice... they just looked to our branding and communications expertise to bring their ideas to life.

To see more about the Celltice brand and how it's standing out within the beauty care industry, check out the Celltice website at <https://renmatix.com/products/products-list/beauty>.



KEY TAKEAWAYS

- ~ In B2B or B2B(2C), it's always about people-to-people (P2P). People connect to stories, so tell them well.
- ~ Allow visuals to create and tell the narrative of your brand. Always choose visuals with an empathetic nature and ask yourself, "How does this make me feel?"
- ~ Understanding and harnessing a product that is unique within your field will differentiate you from the crowd.

Need a little help distilling your own brand and brand story? Curious what really makes you unique & valued? Building a great brand and telling a story worth repeating takes insight, courage and dedication. We're honoured to play a significant part in that process and would love to see if we're the right fit for you.

