

# **Aesop Skincare**

## **Online shop redesign**

**Jia Le Xian Sep 28th, 2021**

## Skin

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## Skin Care Gifts

Within our family of products, Aesop Skin Care formulations are sought-after for both personal use and as thoughtful gifts.

[See all Skin Care Gifts \(16\)](#) →[Parsley Seed Anti-Oxidant Serum](#)

3.4 fl oz / \$75.00



Daily essential

[Rosehip Seed Lip Cream](#)

0.2 oz / \$15.00

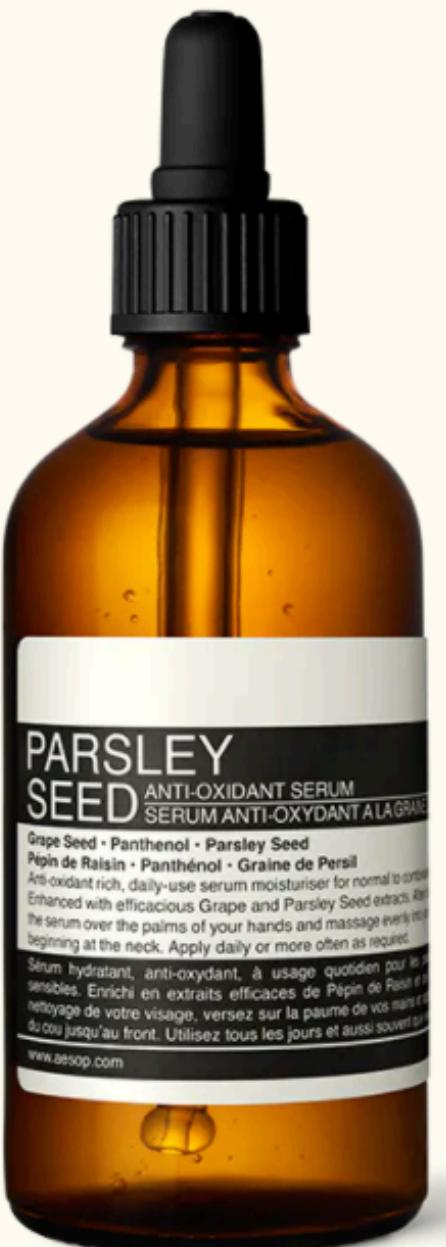
[Mandarin Facial Hydrating Cream](#)

2.1 oz / \$50.00

ImmedMoisturizer

1.7 fl oz

Aēsop.



Unfortunately, this product is temporarily out of stock due to a shortage of raw materials. We apologise for the inconvenience.

Skin • Hydrate

## Parsley Seed Anti-Oxidant Serum

A lightweight formulation with a complex blend of anti-oxidant rich ingredients in a soothing Aloe Vera base. Hydrates, softens and fortifies the skin.

### Suited to

Normal to combination and sensitive skin

### Skin feel

Soft and hydrated with a matte finish

### Key ingredients

Grape Seed, Panthenol, Parsley Seed



### Size

3.4 fl oz

Add to your cart – \$75.00

### Discover the kit

Parsley Seed Extended Anti-Oxidant Skin Care Kit





**How to use**

Morning and evening, dispense into the hands, and massage into freshly cleansed and toned skin.

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**Dosage**

Half a teaspoon

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**Texture**

Medium-weight serum

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**Aroma**

Herbaceous, floral, fresh



## Others also considered



[Link to Parsley Seed Anti-Oxidant Intense Serum](#)



Parsley Seed Anti-Oxidant Facial Treatment

A replenishing oil blend with sustained finish



Aesop.

**Lucent Facial Concentrate**  
Concentré Visage Radieux  
Rosa Petal • Sodium Ascorbyl Phosphate • Niacinamide • Rose Root Extract • Glycerine • Sodium Hyaluronate  
Lightweight Vitamin C and B5-infused hydrating serum for combination to oily skin types. Massage half a teaspoon onto face and neck. Use as a vitamin booster for other skin types.  
Sérum hydratant léger, gorgé de Vitamines C et B5, pour peaux mixtes à grasses. Après nettoyage du visage et de la gorge, appliquez une demi-spoon sur le visage et le cou. Utilisez comme booster de vitamine pour d'autres types de peaux.  
[aesop.com](#)

[Parsley Seed Anti-Oxidant Intense Serum](#)

Anti-oxidant serum offering sustained hydration



Email address



Subscribe to receive communications from Aesop about our products and services. By subscribing, you confirm you have read and accept our [privacy policy](#) ↗

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## Services

- [Click and Collect](#)
- [Live assistance](#)
- [Corporate gifts](#)
- [Video consultation](#)

## Location preferences

- Shipping: [United States](#)  
Language: [English](#)

## Sustainability

All Aesop products are vegan, and we do not test our formulations or ingredients on animals. We are Leaping Bunny approved and a Certified B Corporation. [Learn more](#)

## About

- [Our story](#)
- [Foundation ↗](#)
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- [Regulatory policies](#)
- [Privacy policy](#)
- [Accessibility](#)

## Social media

- [Instagram ↗](#)
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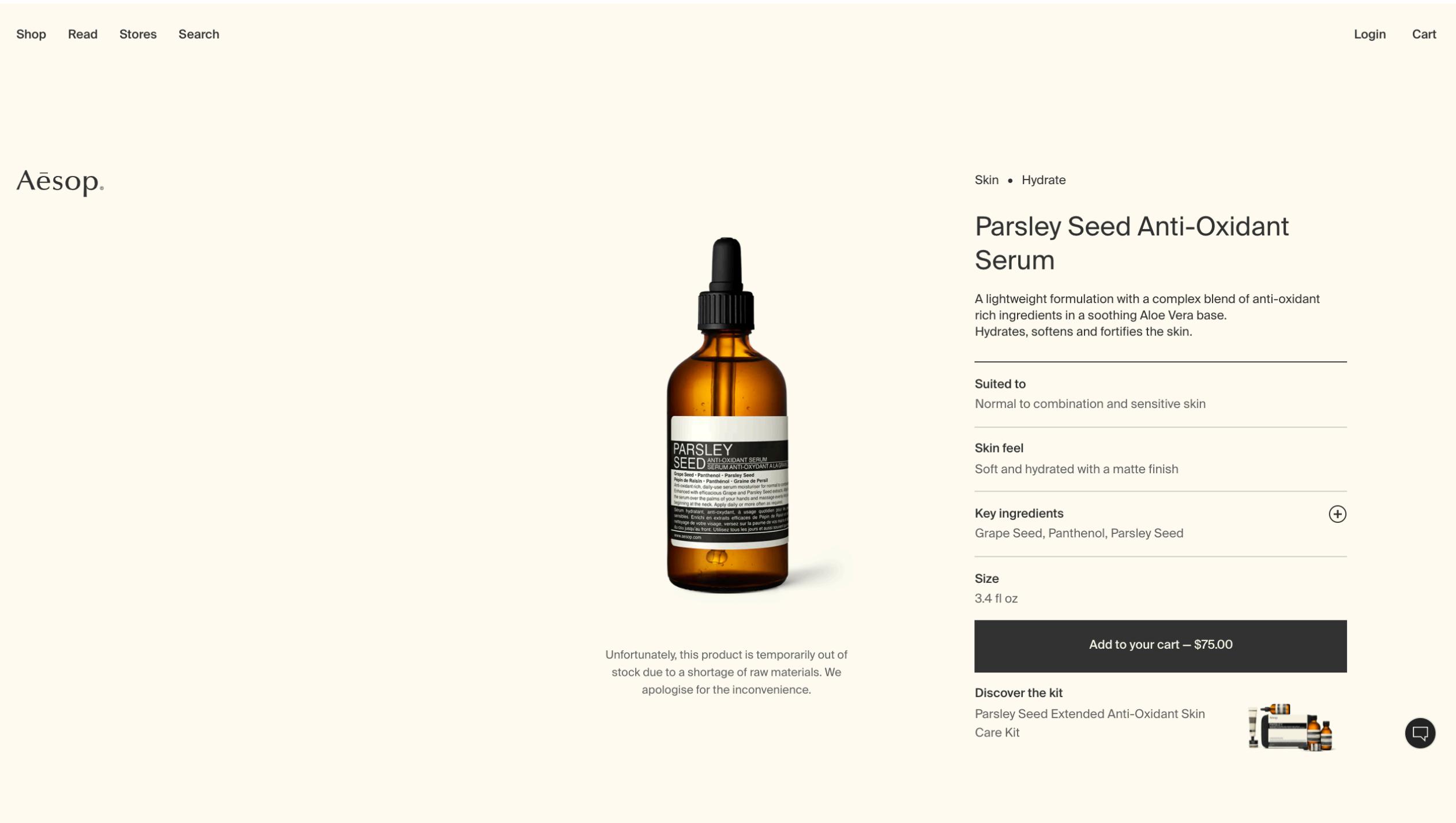


# Current Web Color System

Shop   Read   Stores   Search

Login   Cart

Aēsop.



The screenshot shows a product page for Aēsop's Parsley Seed Anti-Oxidant Serum. At the top, there are navigation links: Shop, Read, Stores, Search, Login, and Cart. The main heading is "Aēsop." followed by the product name "Parsley Seed Anti-Oxidant Serum". Below the heading is a small image of the serum bottle. To the right of the image, the text "Skin • Hydrate" is displayed. The product description states: "A lightweight formulation with a complex blend of anti-oxidant rich ingredients in a soothing Aloe Vera base. Hydrates, softens and fortifies the skin." Below the description are several sections with product details: "Suited to" (Normal to combination and sensitive skin), "Skin feel" (Soft and hydrated with a matte finish), "Key ingredients" (Grape Seed, Panthenol, Parsley Seed), and "Size" (3.4 fl oz). A large "Add to your cart – \$75.00" button is prominently displayed. At the bottom, there is a "Discover the kit" section featuring a "Parsley Seed Extended Anti-Oxidant Skin Care Kit" and a "Comment" icon.

Skin • Hydrate

Parsley Seed Anti-Oxidant Serum

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Skin feel  
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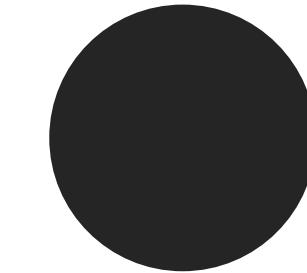
Add to your cart – \$75.00

Discover the kit  
Parsley Seed Extended Anti-Oxidant Skin Care Kit

Comment



# FFFEF2



# 252525

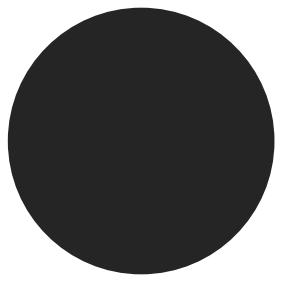
# Redesigned Color System



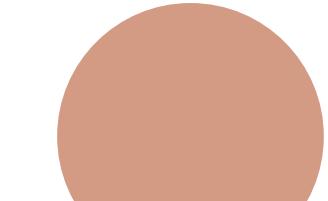
A screenshot of the Aesop website. At the top, there's a promotional image for 'Flinders Lane' featuring a map and various Aesop products. Below it, a 'Shop' section shows a 'Coriander Seed Body Cleanser' bottle and a 'Geranium Leaf Body Scrub' tube. The main content area features a 'Coriander Seed Body Cleanser' bottle and a 'Geranium Leaf Body Scrub' tube. The website has a clean, minimalist design with a light beige background and black text.



# FFFEF2



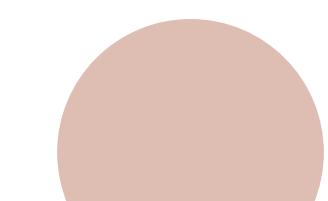
# 252525



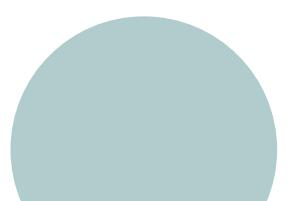
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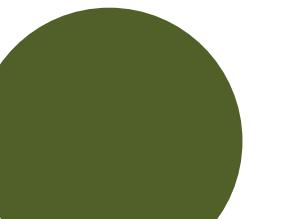
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# DEBEB3



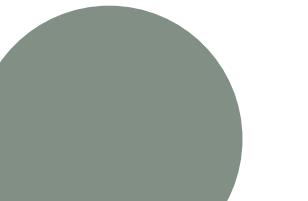
# B1CCCD



# 516029



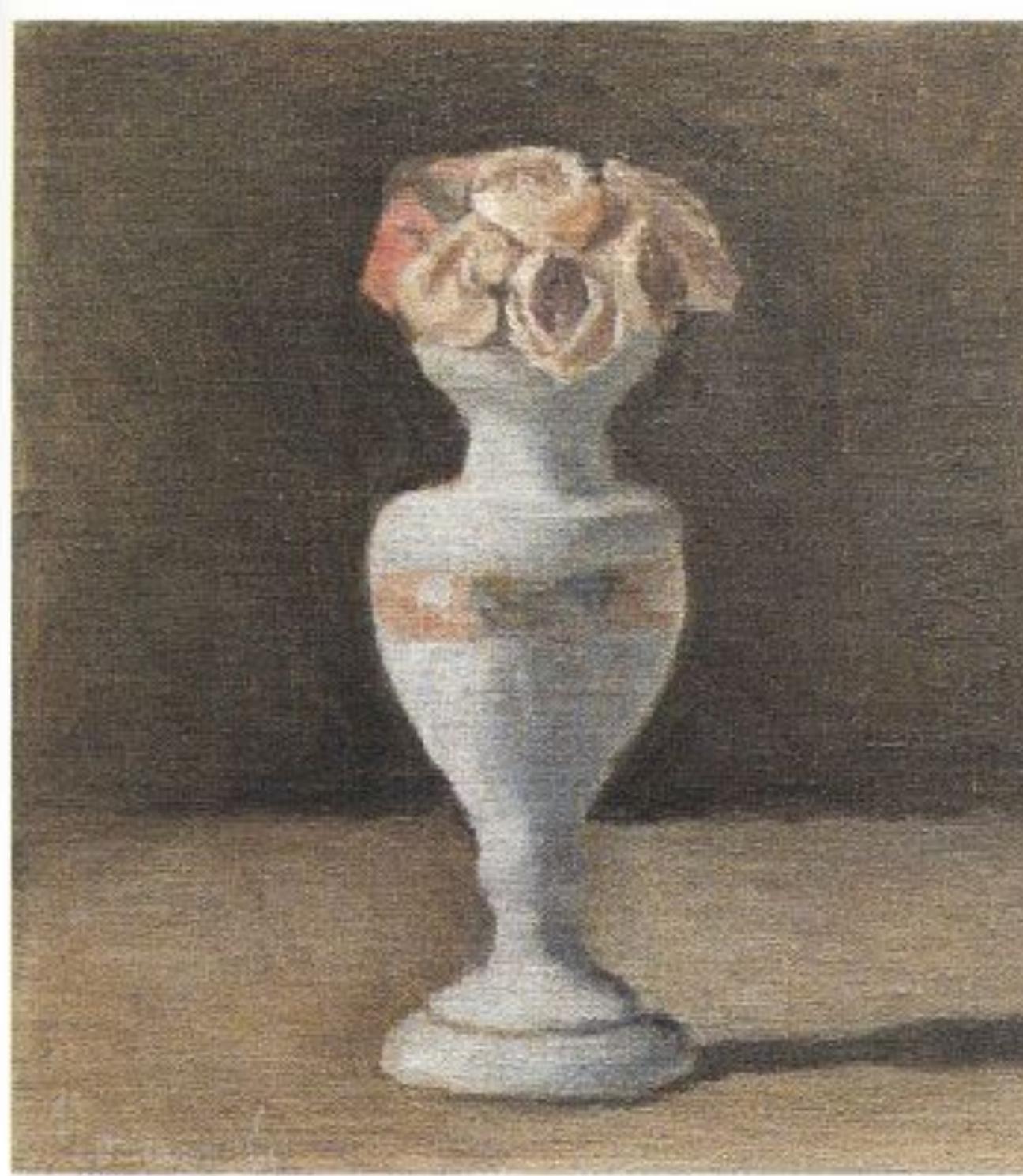
# EBE2D5



# 828F85

- Inspired by current product line

# Redesigned Color System



50.  
Morandi, 1949,  
Oil on canvas  
15 x 19 in. (38 x 48.5 cm)



- Inspired by Morandi color palette

# Fonts

Andale Mono

h1 44 Cleansing

h2 32 Cleansing

h3 24 Cleansing

Aesop celebrates the simple virtues of our daily routines with its much-loved skin care and body care products. Using a unique blend of both plant-based and laboratory-made ingredients of the highest quality and proven efficacy—particularly those with the greatest antioxidant properties—Aesop's collections intensely nourish the skin and restore the senses to a state of delighted calm.

# Fonts

## Helvetica Neue

h1 44 Cleansing

h2 32 Cleansing

h3 24 Cleansing

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# Fonts

## Futura

h1 44 Cleansing

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Mask

Helmet

Bottle

Accessories

