

REFRESHED PACKAGING

THE ORGANIC PHARMACY

MARCH 2024

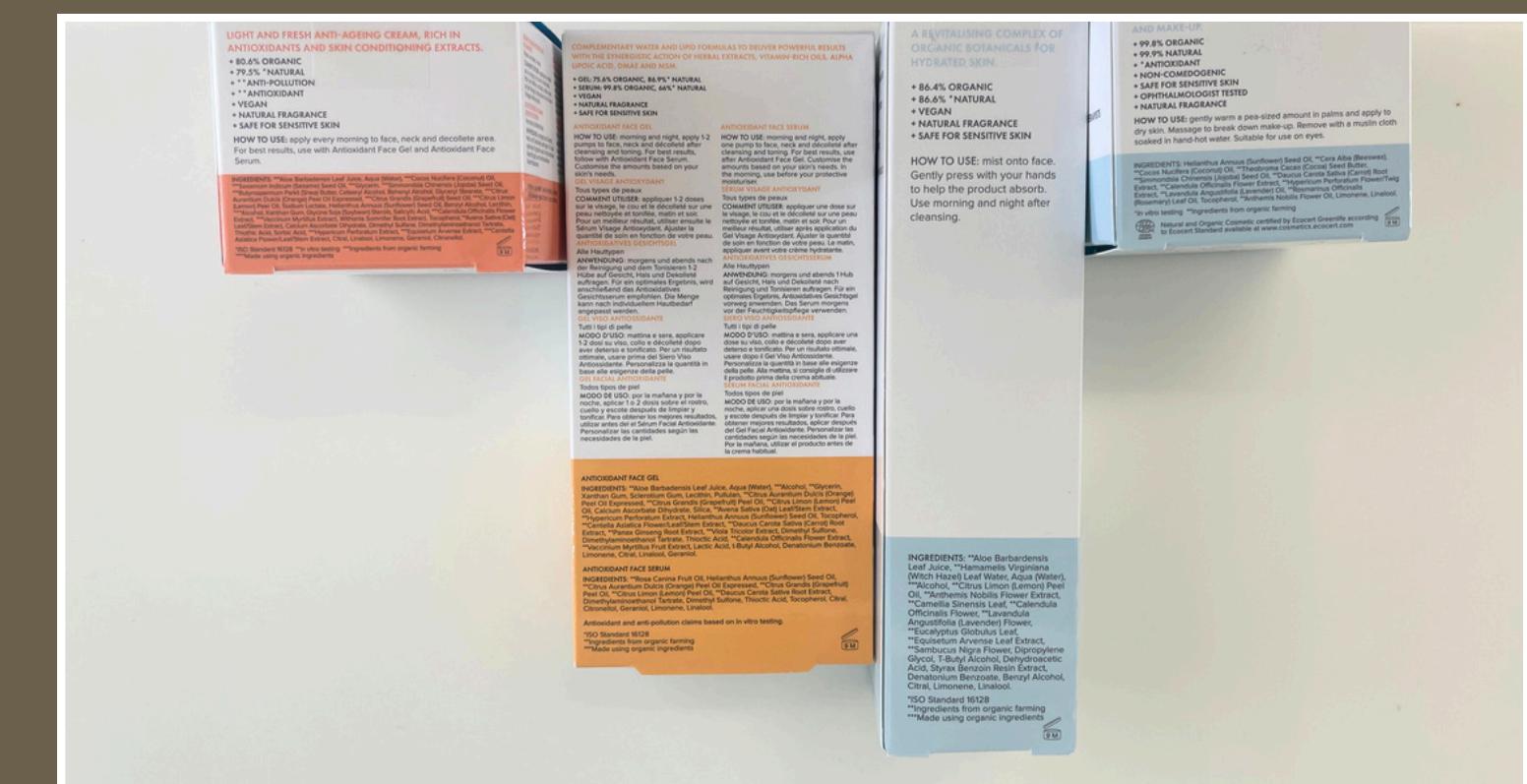
PACKAGING DESIGN

Working alongside an artworker, new packaging was developed for the Organic Pharmacy with a new wayfinding system based on step and colour.

The Organic Pharmacy's signature routine is displayed alongside.

- Step 1 - Cleanse**
- Step 2 - Hydrate**
- Step 3 - Repair**
- Step 4 - Moisturise**

hudki



THE SKIN RESCUE LAB

THE ORGANIC PHARMACY

MARCH 2024

TAXI DESIGN
POP UP IN WESTFIELD

Kayla worked alongside a company that specialises in brand pop-ups to create The Skin Rescue Lab. This was a large project to launch the brand's refreshed look. Collateral included things such as logo for The Skin Rescue Lab, 3D render modifications, a Skin Assessment sheet for the Skin Rescue Station as well as POS assets. Kayla also assisted with designs for London Cabs.



PR PACKAGING

THE ORGANIC PHARMACY

APRIL 2024

PACKAGING DESIGN

Kayla created a PR box for the Signature Routine with recessed products in a shoe-box style mailer.



hudk

ECOMMERCE PACKAGING

THE ORGANIC PHARMACY

APRIL 2024

PACKAGING DESIGN

Following the successful launch of the brand refresh, new eCommerce packaging was required. Kayla created a shipping box, a shopping bag for physical stores, with a thank you card and custom tissue paper with sealing sticker.



hvdh

EMAIL MARKETING

THE ORGANIC PHARMACY

MAY 2024

EMAIL NEWSLETTERS

A brand refresh calls for new style emails. Kayla created these newsletters on Figma and sends out mailers from Klaviyo.

Kayla also writes copy for newsletters from time to time, with the assistance of the Trade Activations Manager and Marketing Assistant.



A NATURAL GLOW

Our Self Tan is the solution to a sun-kissed, toxin and chemical-free tan. Unlike traditional self-tan, our formula is **free from formaldehyde**, a strong carcinogenic preservative. Our formula also has skin nourishing ingredients such as shea butter, aloe and jojoba oil to keep skin soft and smooth.

TRY OUR SELF TAN FOR A QUICK, EASY + STREAK-FREE APPLICATION RESULTING IN A NATURAL GOLDEN GLOW!

SHOP NOW



SPRING CLEAN YOUR SKINCARE

As spring blooms around us, it's the perfect time to refresh and rejuvenate our skincare routines. Say goodbye to old, expired products and make way for fresh essentials that will revitalise your skin for the season ahead.

AN EASY 4 STEP ROUTINE FOR GLOWING SKIN

STEP 1



CARROT BUTTER CLEANSER

Start your spring clean. The first cleanse, packed with glow-boosting antioxidants for a radiant and healthy complexion.

SHOP NOW

STEP 2



ROSE FACIAL SPRITZ

A spring spritz. A rejuvenating toner infused with roses to reduce redness, heal and soothe skin.

SHOP NOW



ANTIOXIDANT FACE DUO

Our protection powerhouse. Bursting with antioxidants, vitamins, and herbal extracts, this gel and serum duo boosts collagen production, tightens pores, and promotes a natural glow.

SHOP NOW

STEP 4



DOUBLE ROSE REJUVENATING FACE CREAM

Bouncy, youthful-looking skin. Supercharge firmness, reduce wrinkles, and provide a quenching boost of moisture.

SHOP NOW



SOOTHE YOUR SEASONAL ALLERGIES

As allergy season approaches, we understand the challenges that come with managing skincare and health concerns exacerbated by seasonal allergies. From inflammation to sensitivity, we're here to recommend soothing products and natural remedies to provide relief and comfort.

SHOP NOW

OUR HEROES TO HELP WITH ONCOMING ALLERGIES



ULTRA DRY SKIN CREAM

For dry, chapped, and inflamed skin.

+ *Aloe Vera* soothes.
+ *Tamanu* reduces inflammation.
+ *Rosehip* conditions.

SHOP NOW



QUERCETIN + VITAMIN C COMPLEX

Keep allergic and inflammatory reactions in check.
+ *Quercetin* is a natural antihistamine.
+ *Vitamin C* offers antioxidant action.
+ *Elderflower* reduces inflammation and soothes irritation.

SHOP NOW



IMMUNE TONIC

Boost your immune system.

+ *Astragalus* protects the immune system.
+ *Cat's Claw* and *Plantain* reduce inflammation.
+ *Elderberry* and *Thyme* have antibacterial and antiviral properties.

SHOP NOW



SKIN RESCUE SERUM
For stressed and irritated skin.
+ *Tamanu Oil* heals and reduces inflammation.
+ *Chickweed* nourishes.
+ *Chamomile* soothes dry, damaged skin.

SHOP NOW

THE ORGANIC PHARMACY, REDFITS

DESIGN WORK

2023

kudk

2024 PORTFOLIO