

# DETOX CAMPAIGN

THE ORGANIC PHARMACY  
JANUARY 2024

STORE WINDOW  
A-BOARDS  
POS DESIGN  
EMAIL CAMPAIGN

Starting off 2024, The Organic Pharmacy endeavored to help their clients feel good 24/7 by encouraging them to join the 10 Day Detox challenge featuring their award-winning 10 Day Detox kit.

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# VALENTINE'S DAY OFFER

THE ORGANIC PHARMACY

FEBRUARY 2024

POS DESIGN  
EMAIL CAMPAIGN

A small Valentine's Day campaign for clients to win a skincare hamper with award-winning body and face products.

**UNLOCK  romance**

Love is in the air, and your skin deserves a little love affair too. We're giving you the chance to win our **Exclusive Valentine's Day Hamper!** A bundle of self-care, featuring premium products that will leave you feeling refreshed and looking radiant.

**WORTH £360!**



**What's Inside?**

Our Valentine's Day skincare hamper is curated to make your skin feel loved. Featuring our Rose & Jasmine Body Oil, Jasmine Bath Oil, Rose & Chamomile Cleansing Milk, Rosehip Serum, Rose Facial Spritz, Double Rose Rejuvenating Face Cream, and a luxurious Rose Crystal Lymphatic Facial (90 minutes)

**How to WIN:** 

Sign up to our newsletter by scanning the QR code

Follow us on Instagram @theorganicpharmacy

T&C's: Giveaway is open from the 31st January – 12th February 2024. In-store only. Winner will be contacted by email on the 14th February. Rose Crystal Lymphatic Facial must be booked before 31st December 2024 at either of our stores in Kensington or Chelsea.

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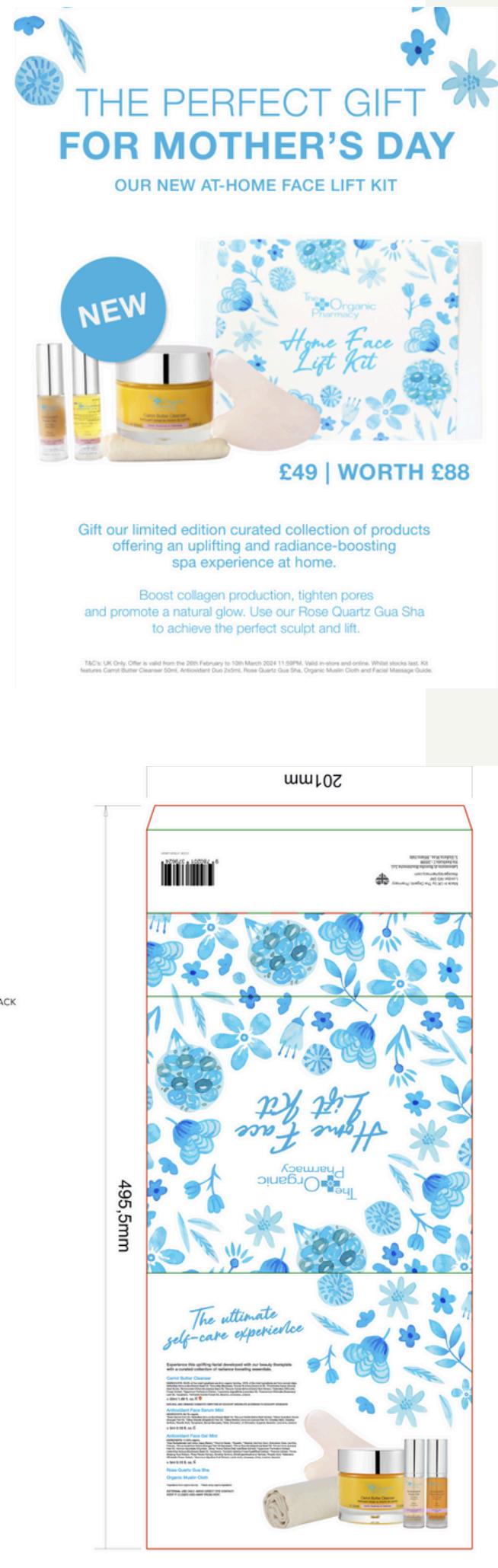
# MOTHER'S DAY OFFER

THE ORGANIC PHARMACY

MARCH 2024

PACKAGING DESIGN  
POS DESIGN  
EMAIL CAMPAIGN

The Organic Pharmacy brought out a new kit for this year's Mother's Day. Kayla designed the packaging and marketing material for the campaign.



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# BRAND REFRESH

THE ORGANIC PHARMACY

MARCH 2024

This year, The Organic Pharmacy had a massive glow up with their brand refresh. Taking it from a 2002-style brand to the present day. Kayla worked alongside a branding agency to create Brand Guidelines, selecting brand colours and developing the new packaging.

The Organic  
Pharmacy 

# WEBSITE RELAUNCH

THE ORGANIC PHARMACY  
MARCH 2024

## WEBSITE DESIGN

Kayla designed the new website for The Organic Pharmacy. She created a style guide, wireframing and UX for developers to implement.

(Not to toot her own horn, but the developers said “one of the best UX designs I’ve ever seen.”)

[WWW.THEORGANICPHARMACY.COM](http://WWW.THEORGANICPHARMACY.COM)

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The style guide mockup displays various design elements including color palettes, font stacks, heading levels, buttons, and lists.

- MAIN COLOURS:** TOP BLUE (#0090E1) and TOP GREY (#55565A).
- SECONDARY COLOURS:** A grid of smaller colors including pink, green, orange, purple, yellow, and blue.
- FONTS:** Futura and Proxima Nova.
- TYPE:** Examples of Heading 1, Heading 2, Heading 3, and Body text.
- BUTTONS:** Primary, Secondary, Tertiary, and Quaternary buttons with their respective styles and text.
- LISTS:** Ordered and Unordered lists.
- ARROWS:** Primary, Secondary, and Tertiary arrows.
- ICONS:** Placeholder icons.
- TEXT INPUT:** Examples of text input fields with placeholder text and validation status.
- QUANTITIES:** Number input fields.
- PAGES:** Placeholder for page navigation.
- TOGGLE:** Switch and toggle button components.
- DROPDOWN:** Placeholder for dropdown menus.
- SLIDERS:** Range slider controls.
- CATEGORY LABELS:** Skin type categories like CLEANSE + HYDRATE, ANTI-OXIDANT DUO, ANTI-POLLUTION, FRESHEN, COMINATION, DRY + ACNE, SENSITIVE, and DULL SKIN + BRIGHTENING.
- FAQ ACCORDION:** Frequently Asked Questions sections.

The style guide mockup continues with more design elements:

- QUATERNARY BUTTON:** Clear background, TOP Grey Outline, TOP Grey Text.
- QUATERNARY BORDER:** TOP Grey Background, White Text.
- 50% OPAQUE:** Clear background, TOP Grey Outline, TOP Grey Text, 50% Opacity.
- ORDERED LIST:** 1. Ordered List, 2. Ordered List, 3. Ordered List, 4. Ordered List, 5. Ordered List.
- UNORDERED LIST:** Unordered List, Unordered List, Unordered List, Unordered List.
- ARROWS:** Primary, Secondary, Tertiary arrows.
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- QUANTITIES:** Number input fields.
- PAGES:** Placeholder for page navigation.
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- FAQ ACCORDION:** Frequently Asked Questions sections.

The website mockup shows the homepage layout:

- Header:** The Organic Pharmacy logo, navigation menu (NEW, BESTSELLERS, ALL PRODUCTS, OFERS, ROUTINES, SKIN + HEALTH CARE, EXPERTISE), and a search bar.
- Hero Section:** Features the Antioxidant Face Cream product, described as "THE ICON" and "ANTI-OXIDANT FACE CREAM". It highlights "A powerful barrier against environmental pollutants". A "SHOP NOW" button is present.
- Footer:** Footer links for DRIVEN EXPERTS, RECOMMENDED BY, INNOVATIVE SCIENCE, LOVING THE PLANET, and DISCOVER OUR EXPERTS' FAVOURITES.
- Product Grid:** Displays products like SEAWeed CLAY MASK, HYALURONIC ACID SERUM, and ANTI-OXIDANT FACE CREAM.
- Trending Section:** Features "TRENDING ON TIKTOK + INSTAGRAM" with posts for ECO REFILLABLE CARROT BUTTER CLEANSER, CELLULAR PROTECTION SUNSCREEN SPF30, RETINOL CORRECTIVE MASK, and ANTI-OXIDANT DUO.
- About Us:** A section titled "PERFORMANCE DRIVEN ORGANICS" with a detailed paragraph about their philosophy.
- Bottom Navigation:** Links for GENEROUS SAMPLING, FREE DELIVERY, HERE TO HEAL, and DISCOVER OUR CINCS.

The website mockup continues with the homepage layout:

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