

lauren bays beauty logo



OCTOBER 2025 — FINAL

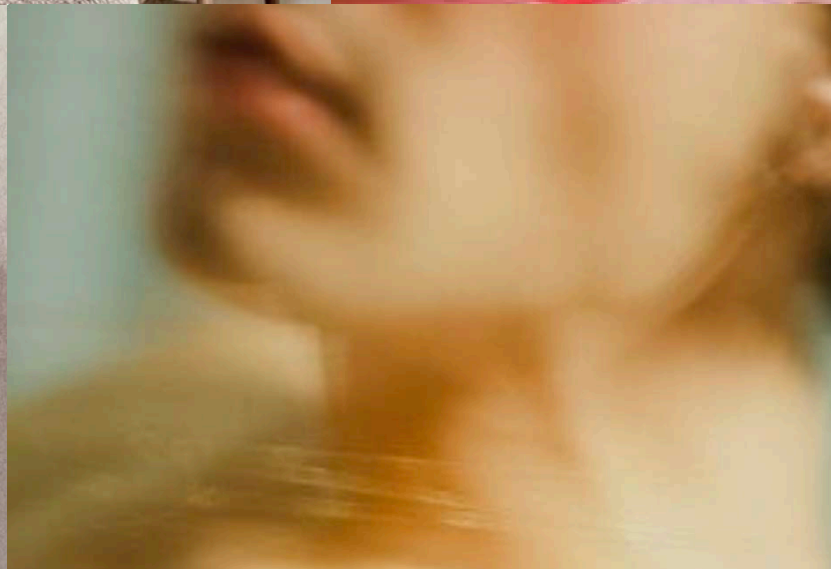
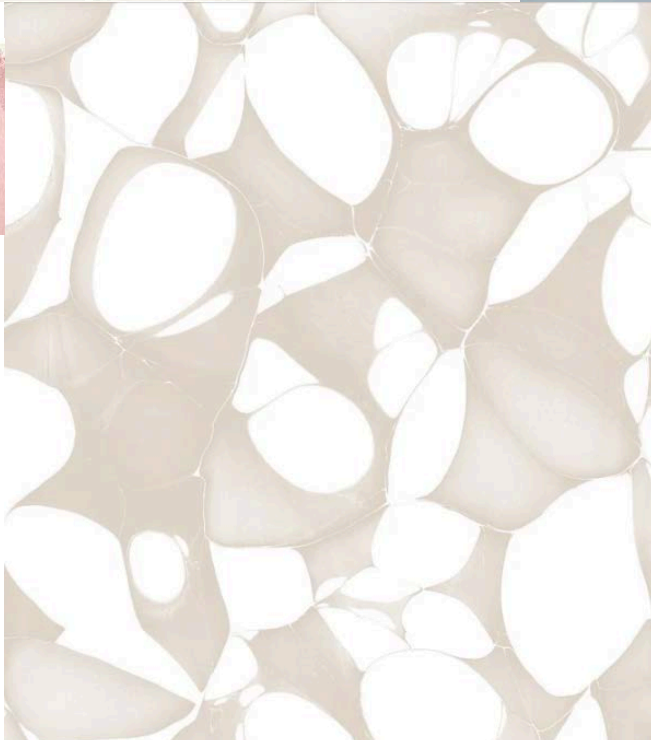
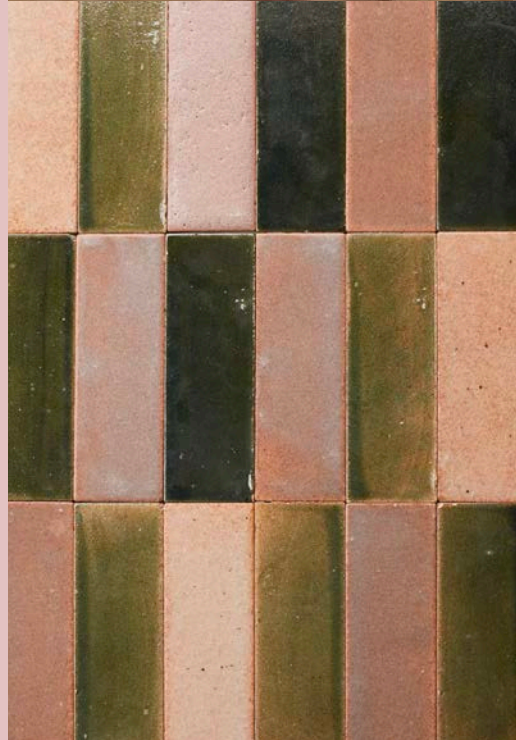
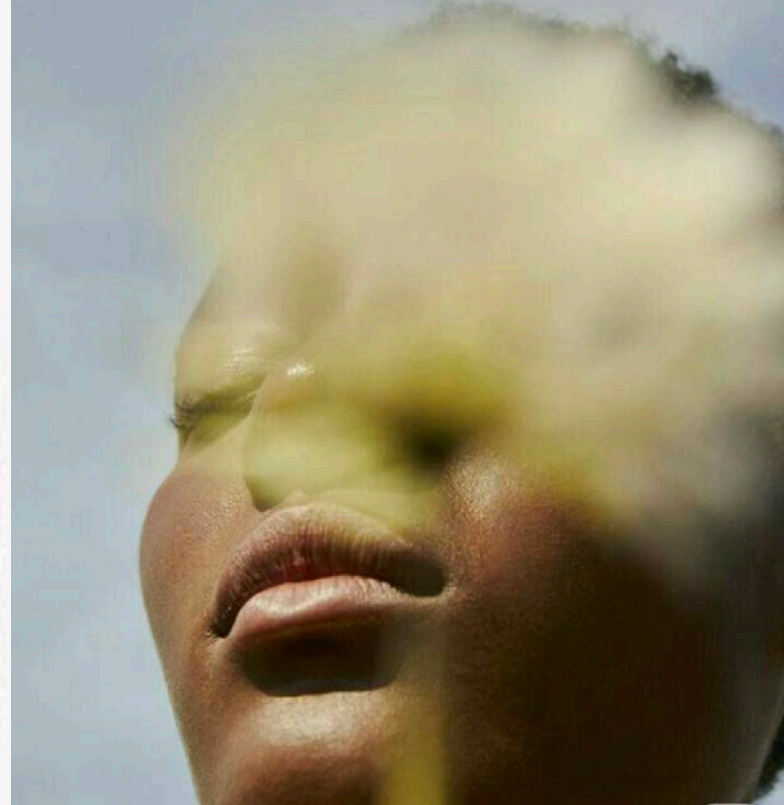
brand platform
AT-A-GLANCE

BRAND DNA	I'M HERE TO SEE TRANSPARENCY	I'M HERE TO SEE AUTHENTICITY	I'M HERE TO SEE EMPOWERMENT
BRAND PERSONALITY	OPEN	HONEST	INFLUENTIAL
KEY SELLING POINTS	RELATABILITY	EXPERIENCE	PASSION
MAGIC PARAGRAPH	<p>When clients say, "I'm here to see Lauren," what they're really saying is that they're here to see their most beautiful selves reflected back, made possible by treatments that are as clinical as they are creative — and therefore curated for each and every person. We are experts at what we do, with decades of experience behind each and every treatment administered and product sold, and we do it in our own, bespoke way. We're like the speakeasies of skincare, operating on a IYKYK basis; we're the not-so-hidden gem tailor-made to make you brilliant and the best-kept secret you just can't stop hearing about. We've got the experience, we've got the knowhow, and we've got the passion. And because of this expertise, we know that what makes you truly beautiful is the way you're treated, with authenticity and kindness and transparency, and the way that you can't help but radiate joy and light because of it. And we're here to see you, too, for all that you are and all you can be. Let's make some beauty together.</p>		

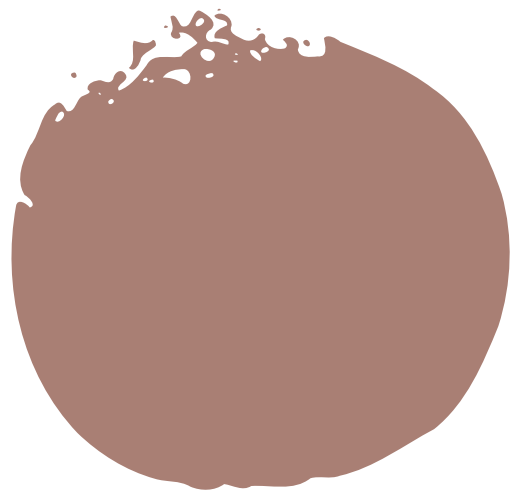
LB
LAUREN BAYS
BEAUTY



moodboard and color options



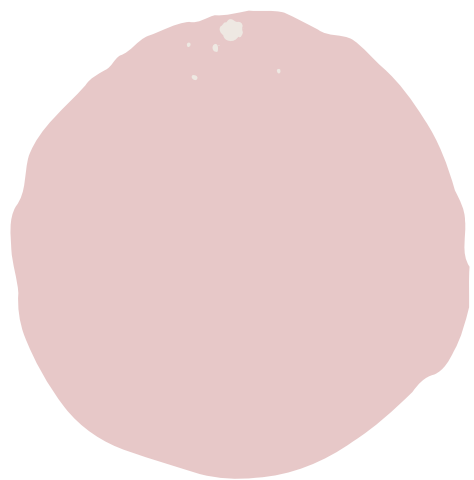
BBB



PMS 7614



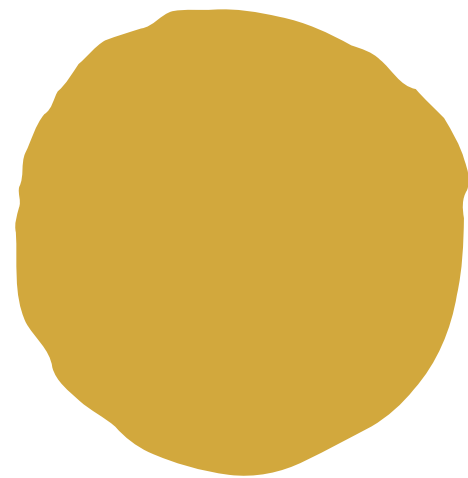
PMS 7527



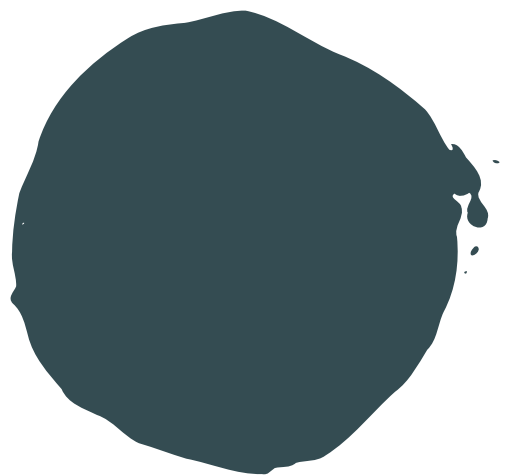
PMS 5035



PMS 7632



PMS 7753



PMS 5463

thank you.