



# lauren bays beauty logo

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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

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.

LB

LAUREN BAYS

BEAUTY

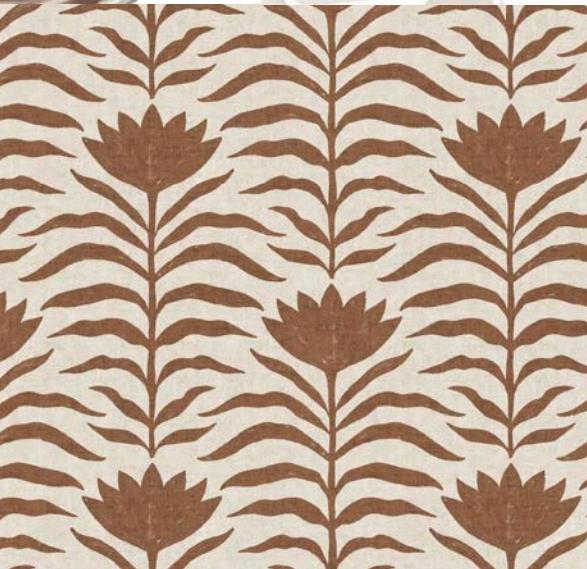
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LB

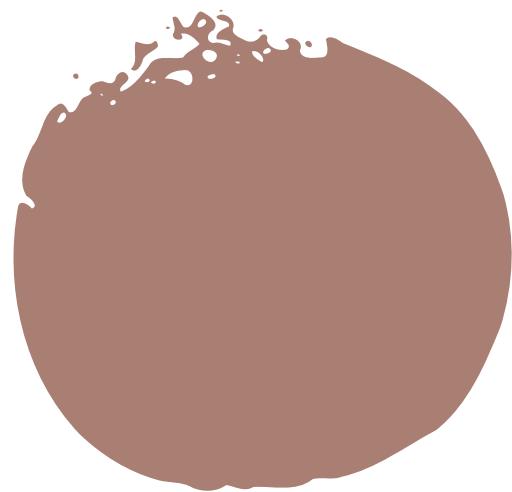
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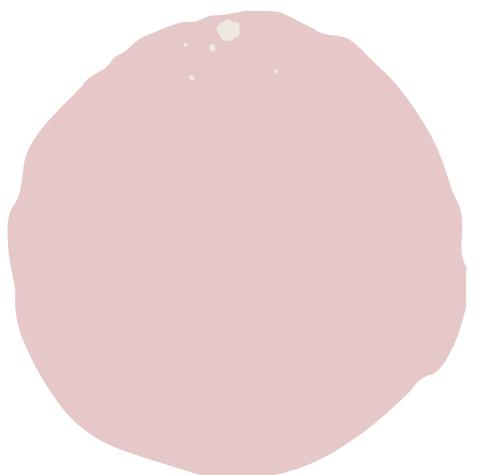
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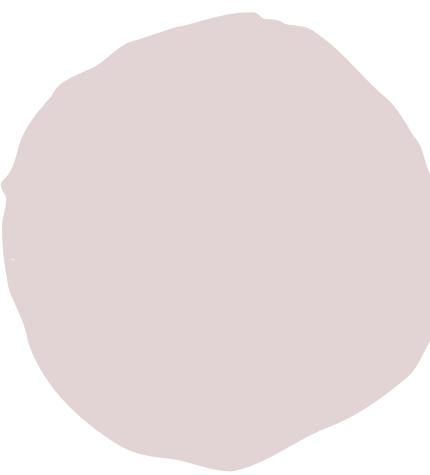
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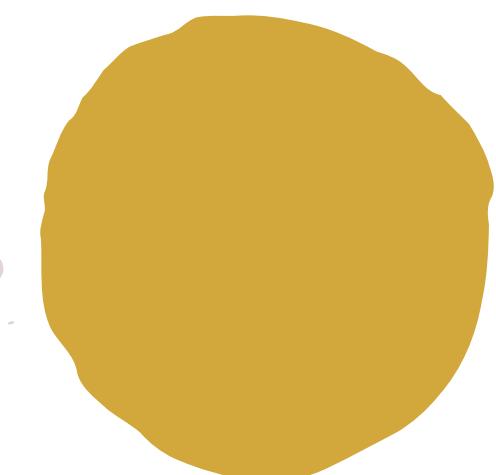
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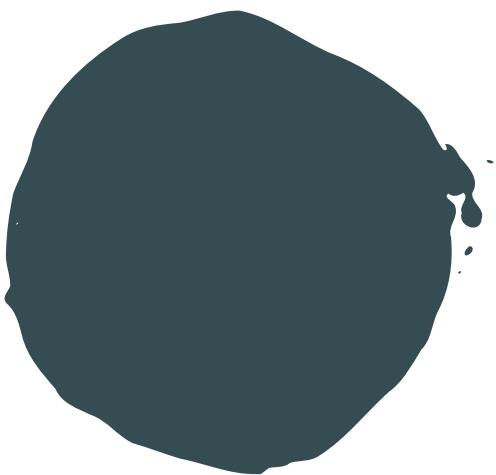
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PMS 7632



PMS 7753



PMS 5463

thank you.

house of  
current