



BEAUTY

**GIRVIN**  
Strategic Branding & Design

Pro Bios  
Laboratories, Inc.



Founded by Tim Girvin in 1976, GIRVIN has built a reputation of trust and excellence in our field.

We are a boutique creative agency with a talented team that applies unique skills and expertise to a sweeping array of capabilities:

- naming
- identity
- brand storytelling
- strategy
- websites
- environmental design
- messaging
- packaging
- print
- illustration
- type design
- social media
- marketing materials

## LET GIRVIN TELL YOUR STORY

At GIRVIN, we believe that every brand has a story, a soul—and our mission is to find that spark and coax it into brilliant life. That's why we'll do a deep dive into your brand—its past and your vision for its future—so we can focus on strategically building a unique creative direction that is meaningful to you, your audience, and your long-term market presence. For us, a successful brand is founded on a story that creates a powerful, memorable visual articulation and emotional connection transcending trends.

## METHODOLOGY & APPROACH

In our pursuit of embracing creative action and solutions for each client's unique needs, we have evolved proprietary processes for accelerated business results.

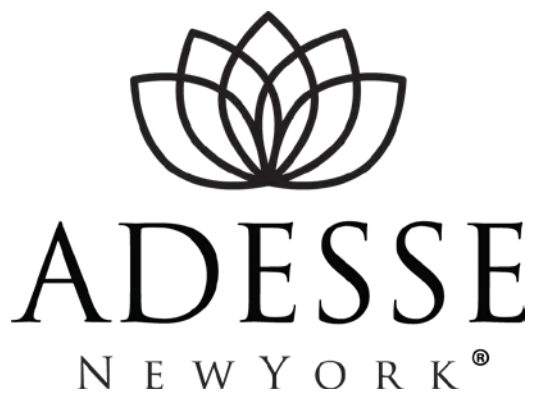
**BrandQuest®** A customized and collaborative team brainstorming workshop that builds consensus among executive team members regarding company vision, mission, values, positioning, and character. This assures a holistically framed team buy-in that allows for acceleration and effective integration into the next phase of brand evolution.

**Ideator®** Our proprietary naming process is a verbal exercise to define one of the most crucial elements of a strategically driven brand: the name. We use a highly collaborative and strategic approach to achieve the greatest creative potential when developing product names, brand names, and taglines.

**BrandSpirit®** Brands are created by humans, for humans. We find the emotional core and essence of the brand to serve as the source of strength for compelling marketing messages, striking visualizations, and captivating alignments for the brand's representations to market.

**BrandCode®** This organized approach to a brand's foundational touchpoints formalizes guest and consumer encounters with all that the brand story can offer its relationships. This "code" will be utilized to express the visual, verbal, audible, and tactile language of an individual brand for a coherent brand program.

**Transparent Design®** Our integrative service builds seamless communication of your brand's messaging across all media formats—from print and environmental to digital and broadcast platforms. This transparency of designed expression creates audience trust that there is a strategic and directorial focus on all aspects of branding implementation.



**CHALLENGE:** With Adesse's growing success, it was time to elevate the look of their website, packaging and other collateral to match the personality and quality of their products.

**SOLUTION:** GIRVIN focused the website design on the city-life character of New York, where the business was created and is still firmly rooted and programmed a new, robust back-end ecommerce system. We extended this design to their e-blast template and other digital assets. Additionally, we elevated the customer experience with new packaging for elevated shelf presence and a custom designed shipper box that introduced the brand to new customers.

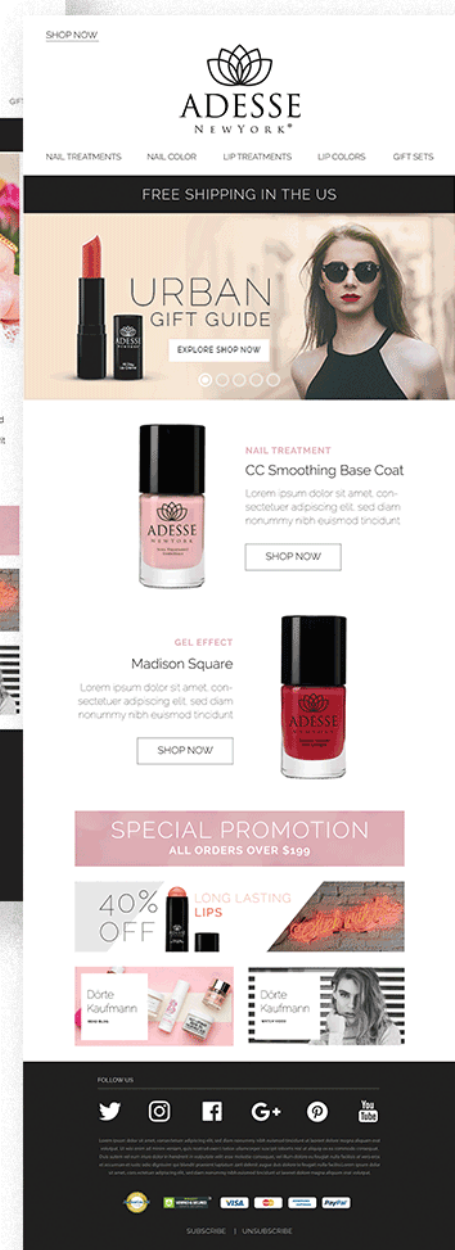
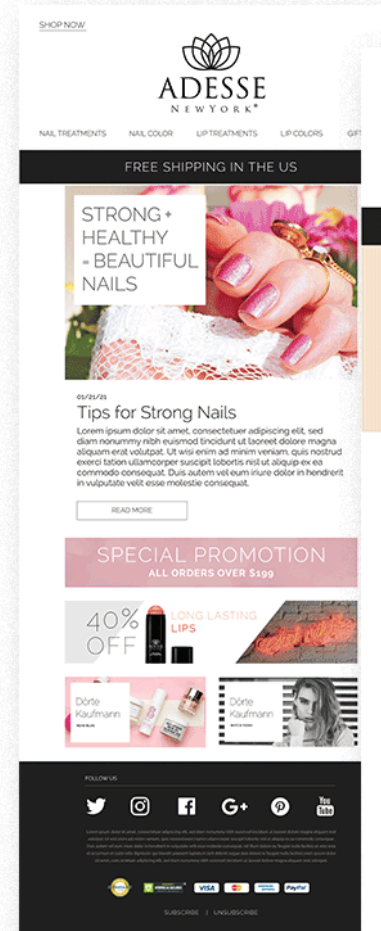
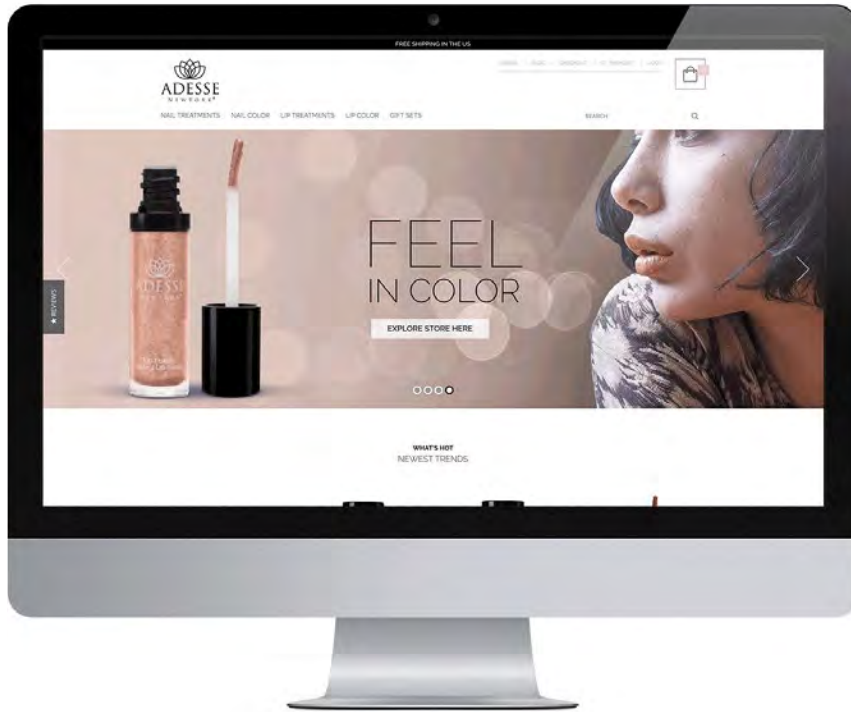
**RESULT:** The new website, focused on simplicity and usability, strengthened the customer experience by clearly featuring the products and making them easier to shop. The new packaging and product-focused shipper elevated customer experience.





# ADESSE NEW YORK - CONTINUED

GIRVIN



**CLIENT PERSPECTIVE:** "These are BEYOND gorgeous!!!! Thank you so much for your beautiful work AND for sending these in time for our QVC meeting tomorrow."

**SUZANNE ROBERTA | FOUNDER**





**CHALLENGE:** ButterLondon was an expressive, personality-driven brand with founding leadership in NY, London, and Seattle. With the integration of new leadership and brand talent, there was a diversity of viewpoints, brand attitudes, and visualizations—and it was GIRVIN’s task to bring these together, synchronizing into one integrated whole.

**SOLUTION:** Starting with a BrandQuest® summit, we worked with leadership to establish a foundational vision for the brand—then, in light of this direction, realigned all assets for a more strategic and disciplined alignment. This included a detailed examination of the logo, redrawing all art and icons, new packaging and digital assets, and a customized Victorian-inspired calligraphic script to support the brand’s visual legacy.

**RESULT:** This repositioning created a visually compelling and cohesive brand story and experience that generated more interest and engagement from their target audiences.











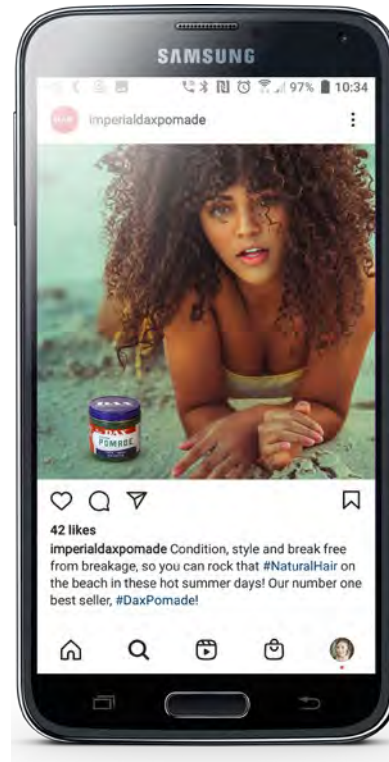
**CHALLENGE:** After 65 years, DAX decided it was time to update their brand and packaging to better reflect and connect with a wider audience, including the younger generations.

**SOLUTION:** Starting with a slight logo refresh to maintain brand equity, we then built out their extensive packaging lines to appeal to a wider audience while remaining authentic and recognizable to their loyal customers. We launched a new wave of social media and digital ads and supplied all sales support and updates for their Amazon page.

**RESULT:** A new look brought fresh engagement and more sales opportunities. DAX sales skyrocketed, up over 2000% YOY during our first year working with them.







**CLIENT PERSPECTIVE:** "Our rebranding has turned out perfectly. I appreciate all that GIRVIN has done for us."

DAVID JOY | GENERAL MANAGER

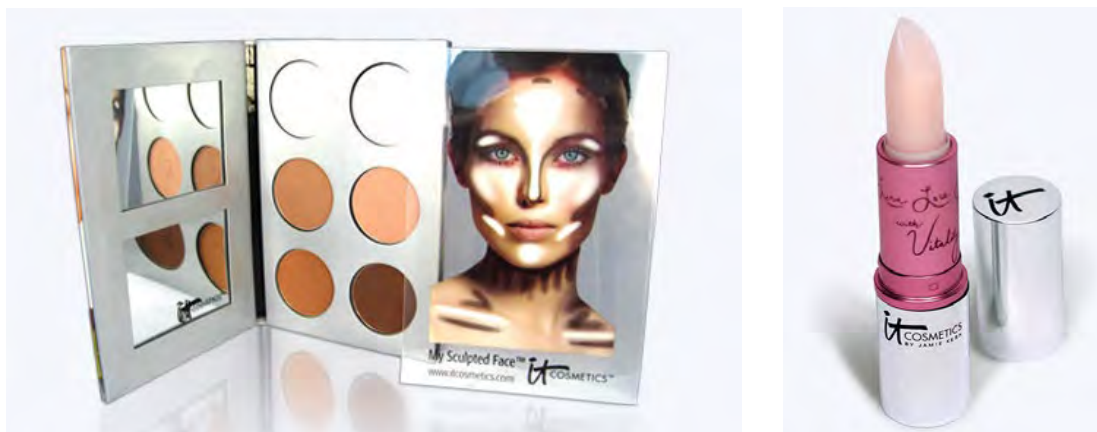




**CHALLENGE:** Jamie Kern, founder and creator of IT Cosmetics, reached to GIRVIN to build the strategy of her brand personality, with offerings and product concepts based on her extensive experience as a model, TV news anchor and beauty personality.

**SOLUTION:** Our BrandQuest® session resulted in an inspired and passionate brand strategy, influencing exclusive product offerings, as well as naming consulting, identity development, and package design.

**RESULT:** This foundational mapping and visual direction created opportunities for the brand to establish its iconic presence in the beauty industry and expand to a wider reach while maintaining a consistent standard.



**CLIENT PERSPECTIVE:** "I cannot articulate how amazing you are and how blessed I feel to be working with your team. What I consider an amazing amount of progress and a brilliant creation—a team creation. I can't even imagine where we would be right now as a company if our paths hadn't crossed. And I hope this is just the beginning of my work with GIRVIN."

**JAMIE KERN | FOUNDER**

# SILK THERAPEUTICS

GIRVIN



**CHALLENGE:** Silk Therapeutics found a way to create a stable liquid form of the 18 amino acids that make up the silk protein, making it possible to be used as a safe and natural way to deliver vital nutrients to the skin without the need for harsh chemical preservatives. They engaged GIRVIN to build the brand as a merging of luxury and biomedical innovation.

**SOLUTION:** We started with a BrandQuest® session to define and refine an effective brand message strategy and developed a brand identity that artfully encapsulated Silk's ethos and nature of its products. Then we infused this ethos into a distinctive packaging system, website, and marketing.

**RESULT:** The elevated brand presence better communicated the Silk story, product quality, and product benefits to the consumer.







**CLIENT PERSPECTIVE:** "For the first time and after working with many other agencies both large and small, we feel we have finally found a true partner in GIRVIN to help us reach our goals in establishing Silk Therapeutics as the leader with the cleanest and most effective anti-aging products in the market."

**GREG ALTMAN | CEO**

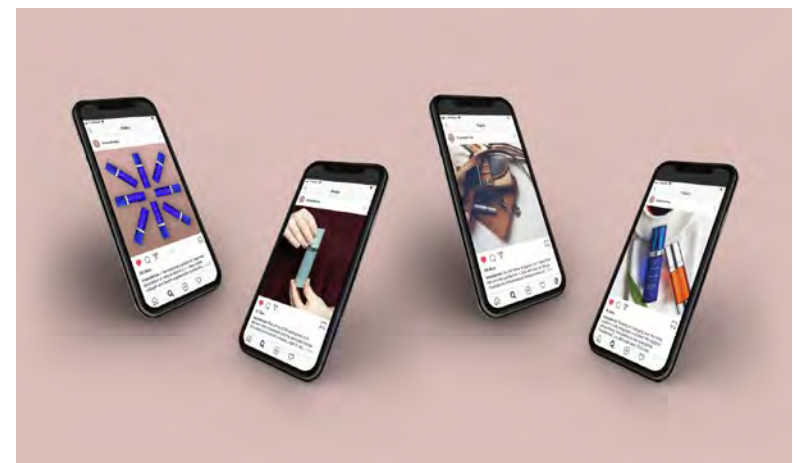
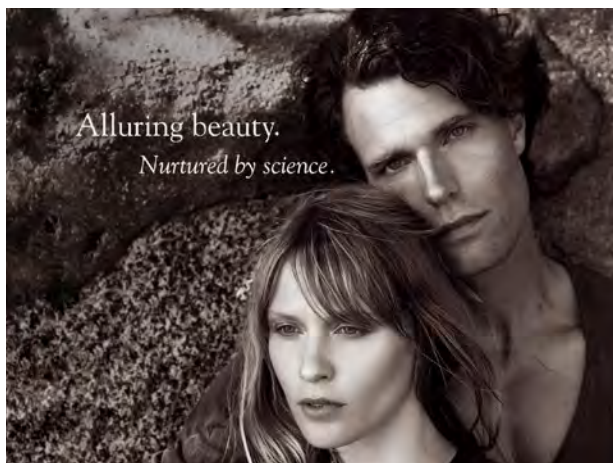
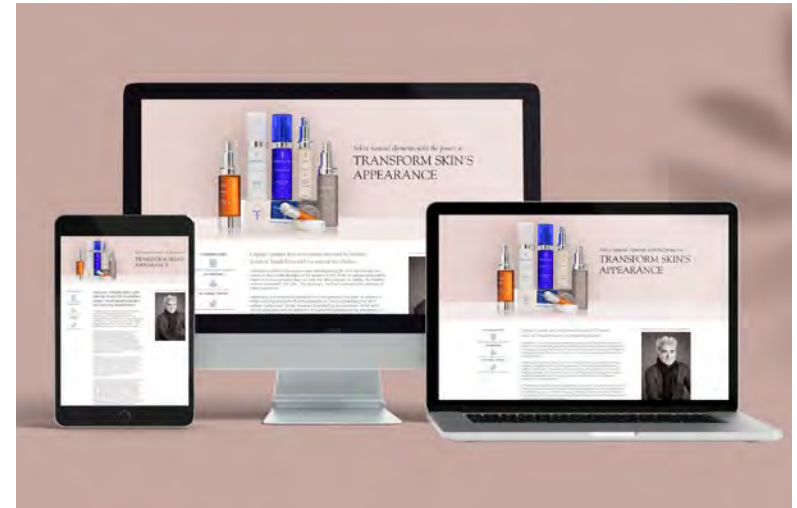


## TRANSDERMA

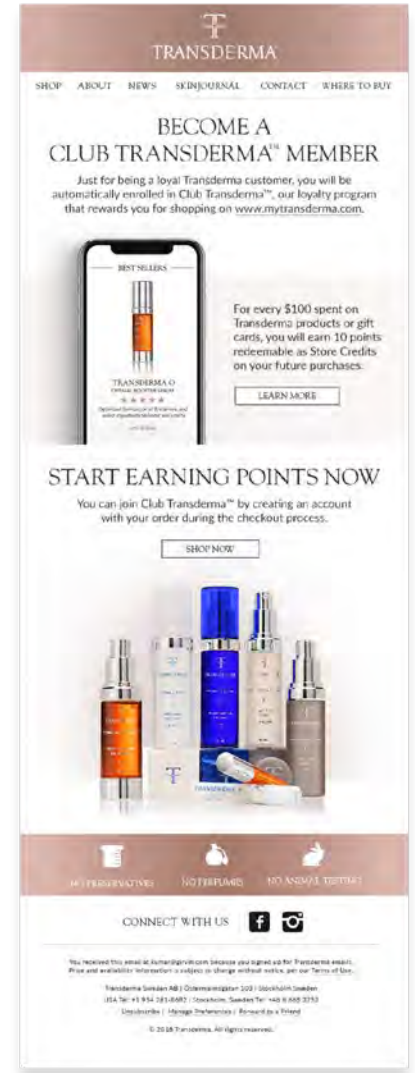
**CHALLENGE:** Dr. Alvin Ronlán and Graziella Gallelli Ronlán, of the Swedish company Transderma Serums, make a science-based line of skincare products. They called on GIRVIN to expand their audience and re-evaluate their messaging and how their company presents itself to the public, particularly through their website.

**SOLUTION:** GIRVIN first addressed Transderma's identity, elevating it and the messaging into the luxury stratosphere. We then incorporated these into a new website design, which eventually led to revamping the print and packaging for an overall seamless brand complexion.

**RESULT:** Transderma's new elevated luxury-science branding and messaging created a cohesive story that resonated with its price point and target audience, creating a surge in community engagement and product sales.

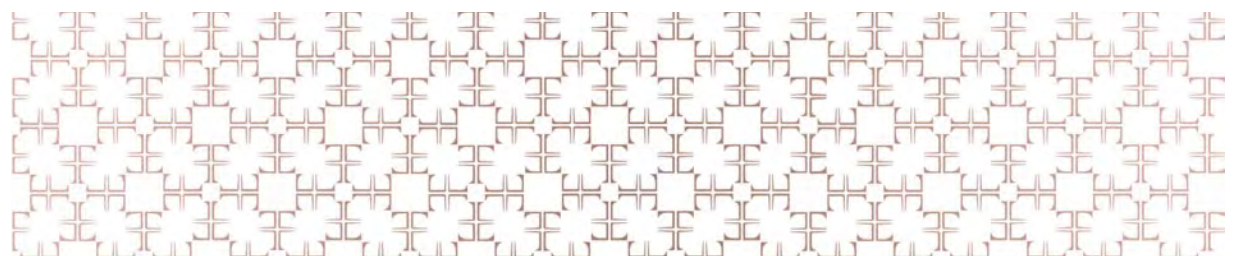






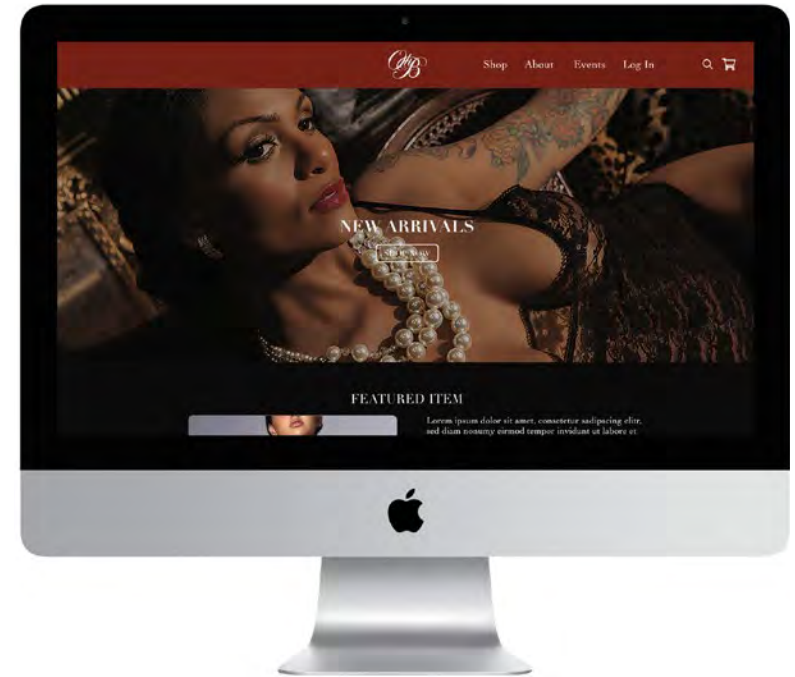
**CLIENT PERSPECTIVE:** "How lovely to work with you! You were able to transmit our passion and vision for the company and so much more!"

**GRAZIELLA RONLÁN | CO-FOUNDER**



# Oh Baby

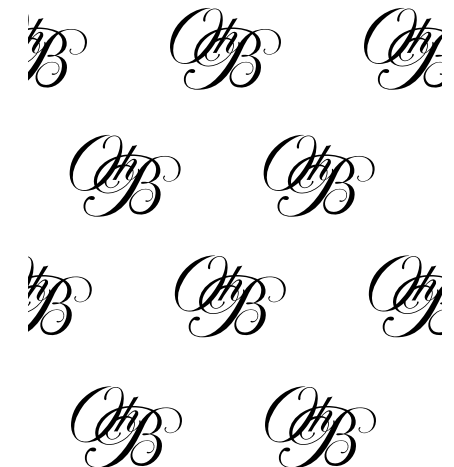
LUXURIOUS. SEXY. LINGERIE.



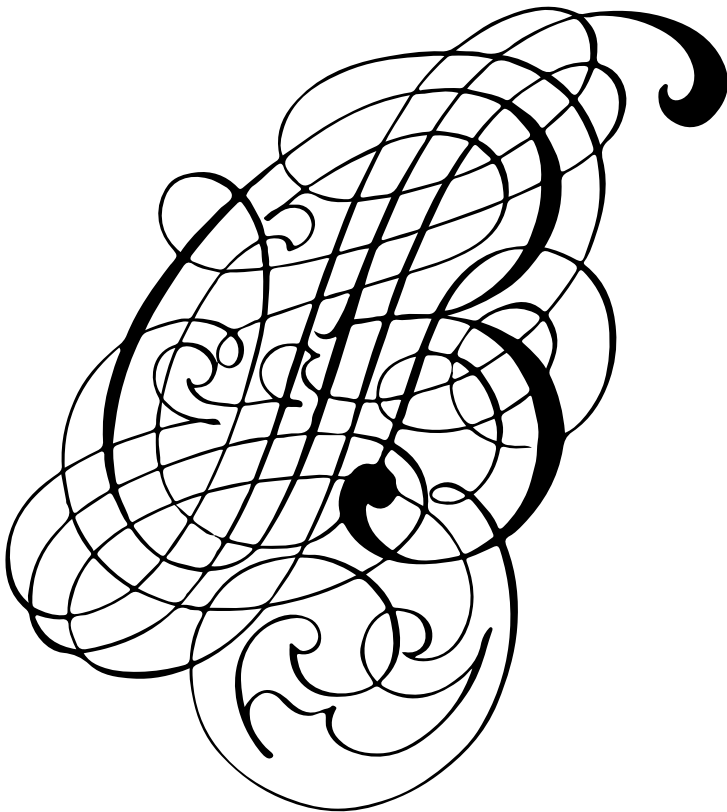
**CHALLENGE:** Portland-based Oh Baby Lingerie wanted a brand refresh, but wanted to retain some core brand elements.

**SOLUTION:** In collaboration with the founders, we refined the brand assets for the highest emotional resonance and evolved a wholly integrated brand strategy to newly define the brand storytelling. To the refreshed identity we added a new monogram and calligraphic decoration, as well as support typography, re-imagined packaging, and new website.

**RESULT:** Their new look supported their high-end offerings, gaining more trust and support from existing customers and more engagement from new clients.







**CLIENT PERSPECTIVE:** "Tim Girvin and I have history. When I was thinking about changing our brand, improving our retail presence and polishing our look, I talked to him, maybe for a year or more, just exchanging ideas, getting his advice.

When I had my chance to actually make it happen, I reached out, and quickly we were on the road to a workshop around the OhBaby story, who we are, what is important for us. And what's our voice? What is our style? And what we wanted to improve; what we wanted to change. Tim guided us through, listened, wrote us a strategic plan to move forward and helped us really make it happen through pretty much everything we do and say. A great experience: he and his team just get us, right to the heart and soul of who we are."

**LAURA FITZPATRICK | FOUNDER**

# HOUSE OF MATRIARCH

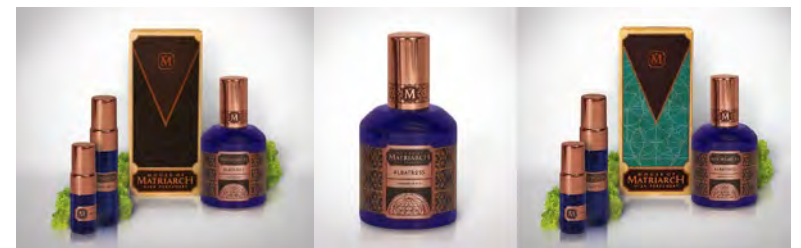
GIRVIN



**CHALLENGE:** The House of Matriarch High Perfumery believes in the transcendent power of fragrance and its ability to connect us to the past, present, and future. GIRVIN was tasked to translate this mystical ideology into a fully realized brand.

**SOLUTION:** We started with a BrandQuest® to dive into the soul of Matriarch and manifest an entire design language and organizing system built on astrological charts and 18th century illustrative techniques. From there, we expanded into all new marketing collateral, product design, print and packaging, display units, social media, video art direction, and website.

**RESULT:** Our strategy, high-end branding, and connections successfully introduced House of Matriarch into Nordstrom stores across the country.





# HOUSE OF MATRIARCH - CONTINUED

GIRVIN



**CLIENT PERSPECTIVE:** "Thank you so much for rallying the troops to get these done. We SOOOOOO appreciate you guys! Everything is looking great and we are whistling as we work!"

**CHRISTI MESHELL | FOUNDER**



THANK YOU

Seattle | Tokyo

3131 Western Ave  
Suite 501  
Seattle, WA 98121

206.674.7808  
info@girvin.com

[www.girvin.com](http://www.girvin.com)