



HEALTHY NAILS.
BEAUTIFUL NAILS.



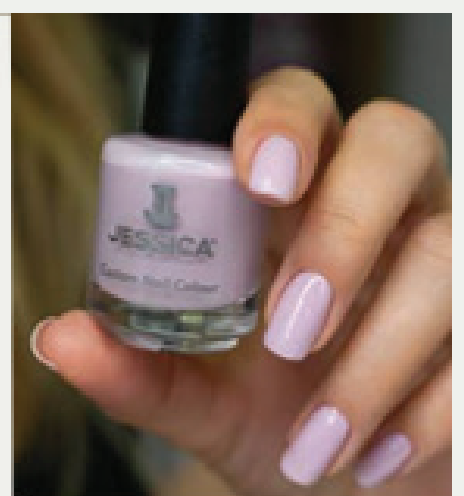
JESSICA COSMETICS | CAMPAIGN CONCEPT

Nail Care, Reimagined

A modern campaign showcasing Jessica Cosmetics' professional nail care system, combining beauty, wellness and confidence. The campaign featured a series of visuals that highlighted the brand's high-performance polishes and nourishing treatments, positioning healthy nails as a form of self-care.

KEY DELIVERABLES

- Key art & campaign visuals
- Product photography & lifestyle imagery
- Email campaigns
- Social media content
- Website updates
- Packaging & product design
- Print collateral (lookbooks, sell sheets, in-store)



PROFESSIONAL
CARE
AT HOME



NOURISH
STRENGTHEN
PROTECT

JESSICA

