

EVERLY REESE ESTHETICS | BRAND COLLATERAL & SERVICE CAMPAIGN

PROJECT OVERVIEW

Led the design and development of a complete brand identity and supporting marketing collateral for Everly Reese Esthetics. The proect focused on creating a cohesive visual system that reflects the brand’s modern, results-driven approach to skincare wihil elevating the overall client experience aross print touchpoints.



FACIAL BOOSTERS

- Enzyme Peel

\$20/\$15*

Melt away dull, dead cells with a gentle, no downtime exfoliating peel.
- Infusion Spray

\$20/\$15*

Instantly boost a dewy glow with professional strength serums to plump, brighten, or soothe.
- Instant Eye Lift

\$25/\$20*

Wake up your eyes in an instant, using NuFace microcurrent technology to lift, smooth fine lines, and brighten.
- DermaPen Nano-Needling - 20 min

\$75/\$60*

This micro-needling treatment with minimum downtime promotes natural collagen production in the skin to improve the appearance of wrinkles, pigmentation, and scarring.

**Available as a facial upgrade only

WAXING

- Eyebrows (a la carte) - 30 min

\$25
- Eyebrows (paired with facial) - 20 min

\$20
- Upper and lower lip - 25 min

\$25
- Chin or Lip - 20 min

\$15

MEMBERSHIPS

Save up to \$40 a month on facial treatments.

10% off Murad products.
Exclusive events and product specials.
Referral rewards

Monthly Facial Membership - 60 Min

\$99

Congratulations on dedicating time to prioritizing the most important person in your life - *You!*

Receive one 60 minute specialty facial each month for only \$99 (a \$120 value).

Monthly Facial Membership - 90 Min

\$150

Congratulations on dedicating time to prioritizing the most important person in your life - *You!*

Receive one 90 minute specialty facial each month for only \$150 (reg \$175).



VELLANY NELSON
Owner - Esthetician



www.EverlyReese.com

NEW CLIENT SPECIAL

\$99

REGULAR - \$120

312 South Catalina Ave, Suite E, Redondo Beach, CA 90277
(310) 619-4933 Vellany@EverlyReese.com

FACIALS

(*) indicates membership pricing

- Skin Therapist Recommendation

\$120/\$99*

60 minutes

Difficulty deciding which treatment to book? No problem! Every 60 minute service includes a consultation to make sure you are getting the best treatment to fit your needs. Choose this option for a completely customized experience.
- Skin Therapist Recommendation

\$175/\$150*

90 minutes

Difficulty deciding which treatment to book? No worries! Every 90 minute service includes a consultation to make sure you are getting the best treatment to fit your needs.
- Congestion Clearing Facial

\$120/\$99*

60 minutes

Improve your complexion with this clarifying treatment to help eliminate congestion and control breakouts.
- Teen Facial

\$120/\$99*

60 minutes

This deep cleansing facial includes a gentle enzyme exfoliation to clear breakouts and unclog pores, and educates younger clients on the importance of healthy skin habits.
- Men's Facial

\$120/\$99*

60 minutes

Reduce razor burn, ingrown hairs, clogged pores, and irritation with this all-inclusive facial designed to soothe and deep clean skin.

- Radiance & Glow Treatment

\$140/\$115*

70 minutes

Reveal your skin's natural glow with a brightening enzyme peel and vitamin-rich treatment mask that helps fade the appearance of hyperpigmentation and restore radiance.
- Congestion Clearing Back Treatment

\$140/\$115*

60 minutes

Eliminate congestion and control breakouts on your back with this clarifying treatment and detox mask.
- 4 Phase Resurfacing Facial

\$150/\$125*

70 minutes

The perfect "starting over" facial. Includes four customized types of exfoliation to dramatically refine pores, smooth lines, and brighten skin.
- Hydrate & Heal Facial

\$150/\$125*

70 minutes

Rapidly comfort sensitive skin with a nutrient rich Mangosteen enzyme peel, hydrating botanical Infusion Spray, and soothing jelly mask that leaves skin calm and glowing.

All About Eyes Facial

\$160/\$130*

70 minutes

Achieve a youthful, wide-eyed look with this facial, featuring NuFace microcurrent technology to lift your brows and soften fine lines and wrinkles. A micro-infused collagen gel eye mask with amino acids & vitamins instantly replenish and nourish dry eyes, plus receive a set to continue to boost your results at home.



- Lifted and Luminous Facial

\$200/\$170*

90 minutes

This treatment features two enzyme peels to smooth and brighten, then finishes with an "Instant Face Lift" using NuFace Microcurrent technology. Skin is instantly brighter, smoother, lifted, and contoured.
- THE Facial

\$250/\$210*

90 minutes

The ultimate anti-aging facial includes resurfacing peels to reveal fresh, bright skin. Nano-needling technology dramatically boosts natural collagen production to improve the appearance of wrinkles, pigmentation, and scarring. A collagen infusion jelly mask completes the treatment, leaving you with renewed, revived, and radiant skin.
- Express Peel

\$75/\$60*

30 minutes

Short on time? This 30 minute treatment deeply exfoliates to refine pores, smooth lines, and brighten skin.