# Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Introduction</td>
</tr>
<tr>
<td>9</td>
<td>Research</td>
</tr>
<tr>
<td>19</td>
<td>Design Research</td>
</tr>
<tr>
<td>25</td>
<td>Interaction &amp; Planning</td>
</tr>
<tr>
<td>31</td>
<td>Design Process</td>
</tr>
</tbody>
</table>
Bella Cara is a cosmetic company that provides bundles of makeup. These bundles are filled with makeup products that are designed to complement each other to help achieve the perfect look. These looks are based off of famous Hispanic women. As well as these products being designed to recreate famous Hispanic women’s looks, there is a guidebook within each bundle that has step by step instructions on how to create other looks with using the same products.
Mission Statement:

Bella Cara is driven by the inspiring influence that famous Hispanic women have in the industry. We encourage self empowerment with the use of beauty. We want to inspire people of all ages to be comfortable in their own skin and feel confident enough to try different looks.

Vision Statement:

Makeup companies produce products that are keeping up with the trends, and don’t try to create something that’s different than what the next company is doing. Bella Cara offers different looks from inspiring Hispanic women. We will always change our looks from soft to bold and stay consistent with choosing our different looks. Our customers can either purchase full bundles or only one piece of the bundle that they are interested in. We will broaden our looks to other women of different races, and promote successful women all around the world. We will provide high quality products and sell them at affordable prices.
Benefits:

My company does provide many benefits for our customers. We strive to give women and men a sense of confidence in themselves. Makeup is meant to help you to express yourself in a unique yet different way. We want our customers to get the most out of purchasing the bundles. Another benefit our company will have for our consumers is the hope to inspire them. To inspire them to step out of their comfort zone and try new looks.

Goals:

The goal of this project is to give women or men a sense of confidence in themselves to wear makeup. Bella Cara really stands by makeup being a tool of self expression, whether wearing makeup or not you should be confident in yourself and not be afraid to be bold. In doing so using looks from famous Hispanic women can show customers that they can rock that look as well. I would hope to inspire users to step out of their comfort zone when it comes to makeup. To also educate some that may not know how to use these products as well.
Research

Question: Does the way makeup advertising effect self esteem among woman and men?

Thesis: Advertising is an important factor for makeup companies to be able to sell their products. Without an effective marketing strategy, companies wouldn’t prosper allowing them to grow and become well known. Makeup brands create all different types of products. These range from lipsticks to highlighters and blushes. With companies designing all of these products, there is the issue of some brands not including items that would generally appeal to different skin tones. This lack of diversity within the brands, may result in some consumers having a lack of self esteem.
Advertising is an important factor for makeup companies to be able to sell their products. Without an effective marketing strategy, companies wouldn’t prosper allowing them to grow and become well known. Makeup brands create all different types of products. These range from lipsticks to highlighters and blushes. With companies designing all of these products, there is the issue of some brands not including items that would generally appeal to different skin tones. This lack of diversity within the brands, may result in some consumers having a lack of self esteem.

Makeup has been around for thousands of years. This is going back to the era of Ancient Egypt. In Ancient Egypt cosmetics were an important part of their culture. “Gods were honored by entire population with large use of cosmetics, almost everyone used oils, eyeliners, and similar products to enhance their look” (“Cosmetics History,” 2017). As makeup expanded within other countries the idea of cosmetics became increasingly popular. This was a process that grew into a big industry in the future. Yet not all products were created back during the Ancient Egypt era. Newer products developed over time because of the advanced chemistry discoveries that were made in creating each item. This happened throughout the 18th and 19th centuries. “...Victorian style that arose in the 19th century brought the cosmetic-centric fashion that demanded that all ladies must present themselves as beautiful and fragile...for that purposes eyeshadows, lipsticks, and other products started gaining traction” (“Cosmetics History,” 2017). Thus continuing into the 20th century the cosmetic industry expanded even more because of the rise of film.

With the idea of cosmetics growing quickly throughout time, the process and the ingredients to make products began to become much more complicated. According to Dr. Jones and Professor Selinger (2017), together they broke down the essentials when it came to cosmetics. “The key ingredients present in most cosmetics include water, emulsifiers, preservatives, thickeners, moisturizers, colors and fragrances” (Jones & Selinger, 2017). Addressing the ingredients that are in makeup; emulsifiers refers to any ingredient that helps to keep unlike substances from separating; preservatives are known as essential materials, meaning items that assist with extended shelf life which allows the consumers to keep products longer and prevent growing of bacteria; thickeners allow products to retain the same consistency. With ingredients in makeup products they can either be a combination of natural or artificial elements. “While the current scientific thinking on many of these chemicals is that they are safe to use, it is up to each consumer to make their own decision as to whether they purchase and use a product containing certain ingredients or not” (Jones & Selinger, 2017). In the end it comes back to what consumers prefer to use.

Amidst understanding the basics of how, when, where and why makeup came about, big corporations that are around today take into consideration about the process of creating makeup. The makeup industry is constantly expanding and growing. Whether it consists of high end, drugstore, or personal brands. For these types of companies to even grow to see a larger audience, it comes down to their advertising techniques/ strategies. Advertising can consist of commercials, magazine spreads, ads on YouTube or Facebook videos etc. To also enhance brand advertisement, Barton stated (2017) while on a particular site their ads may follow users to the next site. Even though
they may have visited that site hours before. This is a result of ad remarketing, which can be a great tool for companies to draw back the consumer (Barton, 2017).

These high end, drugstore, and personal brands have their own strategies when it comes to advertising. Yves Saint Laurent Beaute is known as a luxury high end brand. “Yves Saint Laurent Beaute aims at breaking the rules of fashion and beauty and empowers men and women to bend traditional guidelines” (Hellenkemper, 2017). The way they market their products is through campaigning. Campaigns are a series of events that help promote a certain product. This can consist of a series of photo-shoots that contain a persistent theme. The company stated the type of campaign and objectives they wished to fulfill. The goals were awareness, which is the design concepts, and pull, which is how the consumers are drawn in. Within the campaign they based all the aesthetics on the product they were promoting. While doing this YSL also put out the content onto social media, following with adding a hashtag under each post. A hashtag statement allows all of these products to easily be gathered together for users to see all the products.

Maybelline New York is known as an affordable drugstore makeup brand. Which is located in Walmart, CVS, Rite Aid etc. With their products evolving and becoming more involved with the hottest trends, Maybelline sought assistance from an advertising agency called BLITZ to help keep consumers interested. BLITZ gave Maybelline an opportunity to show their products in what they called Color Studio Tour: “...a dedicated studio that treated visitors to an unforgettable VIP experience. Color Studio provided custom on site makeovers using Maybelline products” (“Maybelline”, 2017).

These types of events were informative functions that acted as a resourceful way for Maybelline to advertise their products.

ColourPop Cosmetics is known as a drugstore/personal brand. The company is known to be “drugstore” because of the price range that all of the products are held at. Even though these products may only be found online, drugstore is an alternative term for affordable. Knowing that this company is only an online based store, they use social media as their main method of advertisement. This brand however gained its popularity within only 3 years. “ColourPop has relied solely on social media for its marketing, a method of advertising that was risky for a new indie brand” (Tapia, 2017). Their take on social media being the key factor in building their popularity up, a new marketing strategy emerged as in a result. This is known as influencer marketing, meaning that certain influencers of beauty promoted the use of their products. An example of an influencer would be a well-known YouTube beauty guru. Kathleen Lights is a beauty blogger who gives advice about life lessons, as well as creating makeup tutorials for people to learn from. She had discovered ColourPop Cosmetics, used most of their products and fell in love with them. The more she discussed these products on her channel, the more it influenced her viewers to try these products out as well. Soon enough ColourPop reached out to her offering deals of them sending a large quantity of products for her to test out on her channel. This resulted into Kathleen collaborating with ColourPop and creating products. She has been able to design and decide on their finish and color. This allowed her followers to buy products that she personally created. Having that type of platform to have thousands of subscribers watching her, gave ColourPop an introduction to
a large quantity of consumers. These are the type of advertising strategies that pushed other brands as well to become known.

Social media has come a long way throughout time coming from the early 2000’s to the present. There are many factors that play into social media being a positive and negative effect on one’s daily life. Certain social media applications like Facebook, Instagram and Twitter are prime examples of negative or positive factors. Most cosmetic companies have all gained a platform on social media, Instagram being the most used application. This is an easily accessible area for companies to advertise themselves to a larger audience. Using photography of their products, videos of products being used as well as showing how the products look on people is what is mainly posted onto the accounts. Companies give recognition to other beauty instagrammers that used their products and post those photographs as well.

YouTube is another social media application that gave makeup companies a source to reach farther audiences. Beauty gurus create tutorials using products and test them out. A prime example is again Kathleen Lights as well as Manny Mua, Amanda Ensing, Jaclyn Hill, Desi Perkins, and Daisy Marquez. Most giving honest reviews about these products. This gives consumers as sense of how these products worked, either persuading them to purchase them or not to. This can be a positive of YouTube, a negative makeup companies have from YouTube is that products that don’t work may cause the brand to lose profit on the product. It comes down to how companies take this criticism of their products.

Makeup companies have the determination of becoming well known and successful. With new products being made to help these companies prosper, some brands may fail in the process because if the products are only made for one type of skin tone they would lack diversity. Consumers that are passionate about makeup come in a different skin tones. Ranging from the fairest complexion to the darkest complexion. Discrimination in the beauty industry has been an issue for centuries. With lighter tones constantly being the headline for products. Companies campaigning their products in that manner, show that they only invest time into providing lighter skin tones with merchandise. As well as brands that show more interest in lighter skin tones, there are brands that say they contain diverse products yet have a limited amount. “Makeup companies are treating foundation shades for women of color like fraternities, discriminating against what they will let in...” (Orange, 2011). Brands that have this issue of such little selection for darker skin tones were L’Oreal Paris and Revlon. These drugstore brands carried a double amount of lighter tones than darker tones. This is simply an unfair and unequal form of providing beauty products.

With the issue of brands not creating diverse products, women and men of color may lose their self esteem. To constantly see a lighter toned model placed everywhere, many tend to think they aren’t good enough. That their skin tone isn’t beautiful and is out of the ordinary. This issue can also affect younger generations, having them grow up thinking that these are the expectations, making one feel incapable of becoming successful just because you don’t look a certain way. That is also sending the message out saying that this is a look that gets you more opportunities. Makeup is meant to help express ones’ personality. To allow one to either enhance their natural beauty features or simply change into a different mood or version of
themselves. To also take into consideration many use makeup to cover up imperfections they may feel embarrassed by. All of these factors occur within people no matter of what skin color.

Two studies were conducted involving the relationship between makeup and what effects it has with an emotional state of ones’ mind. The first was a study done by Scott (2017) she did an observation involving Caucasian women in college that had reversed their makeup routines. This means switching from wearing daytime makeup at night to nighttime makeup during the day. The difference between the two is the day time is light application of makeup and nighttime makeup having a more dramatic look. Scott had the women fill out a before and after survey of the process. The women then received journals which they were required to record how they felt throughout the procedure. At the end of the experiment the results measure out to be that the women “...felt more confident when they wore the going out makeup both to class and a party” (Scott, 2017). They were focused more on their appearances which unbalanced the natural anxiety levels Scott had tried to collect for data.

The second study conducted by Fieldmen, Hussey, and Robertson (2017) was a questionnaire addressing personality variables and cosmetic usage, “Who wears Cosmetics”. They gathered around 30 females with all different ethnic backgrounds. These questionnaires were divided between areas of anxiety, self-esteem, and intellect. The researchers concluded that “...social confidence, emotional stability, self esteem and physical attractiveness are significantly negatively correlated with cosmetic research...anxiety, conformity and self presentation are significantly positively correlated” (Fieldman p. 17). This study shows how makeup can either affect someone in a positive way or negative. That all personas from which ever background were effected in a similar way. These exact reactions that the studies have shown is what makeup brands must look into while producing advertisements. Makeup companies should realize it is more than just putting products out to make profit. These are materials that can help boost users’ self confidence and esteem in themselves. Take that concept away and numbers of consumers lose that sense of a safe place. Not only may makeup companies inspire others to be comfortable in makeup but also without to not be pressured to look a certain type of way. In conclusion the makeup industry is constantly changing and evolving. The way they advertise, the products that are produced, determines how much diversity within their brands they can reach. These are the aspects that each company should map their success around. Makeup is to empower anyone and everyone regardless of ethnicity.

References


Questions:
Can you buy just one product out of the bundle?
Will there be any bundles that are holiday collections?
What will be the best price point to sell the bundles?
Can all ages, gender, and purchase this bundle?
What products would work best with each other?
How many looks will there be in the That-Look-Book?

Assumptions:
My products must be made cheaply if they are to be sold at an affordable price.
You can only use the products together to create a look and not any other products.
The products are meant for Hispanic cultured people.
Many people do not like to try new looks.
Objectives:

A research objective is to go to stores that sell makeup and see what brands provide how to guides with their products. Another objective is to interview workers from Sephora and MAC to see how many women come to them asking how to use a product. This will give me an estimate of how many women have to receive extra help with understanding how to use a product because the product of their choice does not contain step by step instructions. These objectives make up my goal of this project by allowing me to understand how convenient and important it is to have how to guides to use the products as well as how to create looks.
Methods:
The research methods I will be using in this project are to go to Sephora and Mac cosmetic stores and see what products came with how-to guides. This will give me an estimate of what brands put that extra step in to provide how-to guides for their products. I will also conduct a survey on how makeup influences men and women. In this survey I will ask questions; if people wear makeup, how often do they wear makeup, how do they feel with it on and when they take it off.

Resources:
The resources that I would need for this project are accessibility to the internet, to research what beauty influencers say online about products. To see and understand all the different opinions they have of not having a how-to guide and well as having a how-to guide. Another resource I need is to see how other how-to guides are created and the basic set up of how in depth the steps go. I will have to have some examples to see what main information I need within the guides. The last resource I need is to use all Adobe Programs to be able to create and design all of the products I will have in my bundle, as well as the outer packaging, logos, how-to guides, sleeves for products, and cards.
In this section are examples of well known makeup brands that are carried in Sephora and MAC. This is for me to evaluate how the brands advertise their products as well as see the different kinds of packaging for the products.
Here are some products that are apart of Benefit Cosmetics. They have a dedicated display for their brow products which is shown as it’s own campaign. (A) Sephora departments have a section for customers to come and have a consultant perform test runs with the Benefit products too. (B) Their newest product Boi-ing concealer they advertised on its own display. (C)
Here are displays of Tarte palettes in combination with one of their popular mascaras some. (A) Every holiday Tarte creates a collection consisting of palettes, blushes, and brushes. (B) They also display each lip product going from the nude/peaches to the deeper reds and pinks. (C)
Too Faced creates custom palettes to sell just during the holidays (A) They also have a campaign for their Peaches & Cream collection that has a whole range of products from foundation to blushes.(B) One of their best selling products is the Hangover 3 in 1 Primer.(C)
MAC is their own separate department instead of being placed in Sephora with a whole selection of other brands. Here they are displaying the new holiday sets for the winter. These consist of highlighters, glitters, lipsticks, and glosses.
Bella Cara is here for anyone that is looking for inspiration on new makeup looks. Customers can visit our site directly to select which ever bundle fits to their specific needs. Purchasing the full bundle is voluntary, or they can grab just one select item that appeals to them. Having this option allows the customer to not be obligated to buy the whole bundle if they are only interested in one item. The participations of customers is meaningful because they get to take control on what exact products they want and fulfill their own desire of what makeup they want.
Visual Communication:

Bella Cara is a brand that represents being bold, sexy, and unique. With those being core styles of my brand, this is the type of communication that is represented in the visuals. There is also a vintage feel as well. I’d hope this method of communicating is something that would make an impression on my visitors.

Positioning Statement:

If you are looking for a creative new look that is inspired by famous Hispanic women, Bella Cara is the perfect makeup brand for you. Our products are designed to be able to recreate looks from the famous woman as well as being able to use those products to create other looks. Customers expect high quality products that help them achieve the exact looks of these inspiring Hispanic women. The outcome of our brand is to inspire people to step out of their comfort zones.
Persona:

Jenny is eager to change up her look, but she doesn’t feel confident enough in herself to be able to actually do it. She searches on the web for companies that fulfill what she wants to achieve. She comes across Bella Cara and sees one of her favorite actress’ looks being advertised. She sees that there are the exact products that can help her achieve the look. The guide she sees, really thoroughly explains how to create the look. Simple and easy steps to follow she purchases the bundle. Receiving her package in a reasonable amount of time, she is able to become as fabulous as her idol in no time.

Deadlines:

The rough estimate to create and or purchase all the products for Bella Cara is a range from 100-200 dollars. This amount is a great starting point; throughout the process it may range to be less or more.
Budget:  
The deadlines for the Bella Cara materials to be finished is by May 12th 2018. This is when the show and presentation of all products will be out for colleagues to see and enjoy.

Location:  
The location for the show is known to be held in Bouck Hall by the Barnes & Noble Bookstore.

Outcomes:
Website  
Business Cards  
Posters  
Photography  
Main Bundle Box  
Packaging for Products  
• Lipstick  
• Eyeshadow  
• Blush  
• Eyeliner  
How-To Guides  
Stickers
Attributes:

- **Bold**
- **Trendy**
- **Unique**
- **Affordable**
- **Vintage**
- **Stylish**
Visual Audit:

**CHANEL**
Expensive
Online & Instores (Sephora, Macys)
Beauty Products & Fragrances

**CLINIQUE**
Affordable
Online & Instores (Ulta)
Beauty Products

**Yves Saint Laurent**
Expensive
Online & Instores (Sephora)
Beauty Products

**Dose of Colors**
Affordable
Online Only
Beauty Products

**Jouer**
Affordable
Online Only
Beauty Products

**Morphe**
Affordable
Online & Instores (Ulta)
Beauty Products
Positioning Matrix:

Expensive

CHANEL

Yves Saint Laurent

Online

Bella Cara

In Store

CLINIQUE

Affordable

Morphe

jouer
Type Study:

Omnes ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Omnes Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Omnes Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Omnes Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Omnes SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Color Study:

C: 26
M: 99
Y: 83
K: 23

100% 80% 60% 40% 20%

C: 2
M: 22
Y: 31
K: 0

100% 80% 60% 40% 20%
Here is a logo concept for Bella Cara. The lips are placed in black and gray to see how the logo would balance with just those colors. Also, there are different fonts to see the variation between script and sans serif.
This logo concept for Bella Cara is the same as the prior page. The lips are placed in red to see how the logo would balance with the black in the text and hair. Also there are different fonts to see the variation between script and sans serif as well as the version in black.
This 1st logo concept is a scan in of my handwriting of Bella Cara. The lines of this version is much rougher and thicker than the next few. I felt the thick lines didn’t compliment the name of the brand well.

This 2nd logo concept is a finer scan in of my handwriting of Bella Cara. The lines of this version is less thick and more realistic as to how I actually wrote the name.

This 3rd logo concept is still the finer scan in of my handwriting of Bella Cara. I refined the lines more of the ‘ella’ part of Bella. Cara I left jagged and thicker becuase is adds demension to the logo and stands out more.
Here is the final result of the logo as well as it placed in interactions of the two main colors of the brand. Final retouches were done within the ‘ella’ to further smooth out jagged lines to make the letters flow well together.
Eyeshadow Quad

Before

After
Eyeshadow Quads

Salma Quad
- Ta Amo
- Frida
- Peace
- Glamour

Jennifer Quad
- Cost A Thing
- Block
- Get Loud
- Dance Again

Selena Quad
- Dreaming
- Amor
- Flor
- Bidi Bidi
Blush

Before

After
Eyeliners & Lipstick Stickers

Bella Cara
CREMA GEL LINER

Marrón/ Brown
NET WT. 0.2 g/ 0.01 oz
Distributed by Bella Cara
New York, NY 11211 / MADE IN USA

1971
MATTE / MATE
New York, NY 11211
Dist. By Bella Cara
Made in USA

1969
MATTE / MATE
New York, NY 11211
Dist. By Bella Cara
Made in USA

1966
MATTE / MATE
New York, NY 11211
Dist. By Bella Cara
Made in USA

Bella Cara
CREMA GEL LINER

Negro/ Black
NET WT. 0.2 g/ 0.01 oz
Distributed by Bella Cara
New York, NY 11211 / MADE IN USA
Thank You Cards

Thank you for shopping at bellacara.com
We appreciate your business and hope you enjoy your new items!

Stay Connected with us:
@bellacara | #BellaCara
Stickers & Business Card

Stickers

Business Card

CEO / Founder / 55th Sunrise Ave, New York, NY 11211
315.224.5601
Ieasha Lopez-Gonzalez
bellacara@gmail.com | www.bellacara.com
Bundle Cards

Products

Eyeshadow $15  Blush $10
Lipstick $10  Eyeliner $8

Products

Eyeshadow $15  Blush $10
Lipstick $10  Eyeliner $8

Products

Eyeshadow $15  Blush $10
Lipstick $10  Eyeliner $8
Box Design
Box Design Cont.
Box Design Cont.
Photography
Posters
Product Shots
Product Shots Cont.
Product Shots Cont.
Final Showcase