

A close-up photograph of a person's face, focusing on the skin texture and lips. The skin is smooth and has a natural glow. There are several white, circular bubbles of varying sizes scattered across the left side of the image, some overlapping the person's hair and others floating in the air. The background is a soft, out-of-focus white.

3%club<sub>rx</sub>

Branding Guidelines



“Well, it’s no secret that the best thing about secrets is telling someone your secret, thereby adding another secret to your secret collection of secrets, secretly.”

-Spongebob Squarepants



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This project represents my complete journey through the world of skincare. If you had asked me about my skincare routine 4 years ago I would have shown you my face cloth and my favorite bar of soap.

Today I'm obsessed!

Not because of the cute packagings that lines the shelves or the 30 minute pamper sessions that are now non-negotiable in my book, but because I realized that my skin is as unique as the swirls, dots and impressions that make up my thumbprint.

No one in the whole world frowns like me, squints like me, or cries happy tears like me. Therefore no one will wrinkle like me, match my dark circles, or have to hide the same pattern of dark marks and hyper-pigmentation.

If there is one thing the skincare industry has shown me, is that we are all certainly uncertain about the make up of our skin.

The 3% Club exists as infallible proof.

Welcome to the club.



# Welcome

**IN-** CLUDING

THE **EX-** CLUDED

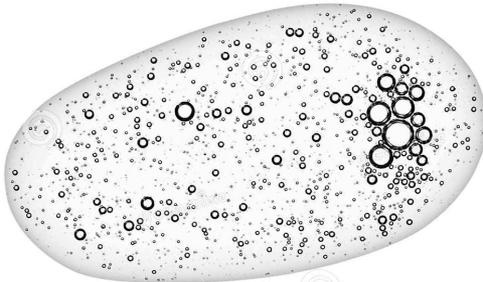


The mission of the 3% Club Rx is to educate, support, and contribute to the space of dark complexions in the field of clinical skin care.

We believe that skin is unique at a molecular level and that **no two surfaces are the same, like a thumbprint!** Therefore there is no end to the stories we can tell. We believe there is room for every voice and space for every shade.



Learn about our mission



# The Purpose



We exist because you do.

We are at the service of a population who is overlooked and under-represented in the world of clinical skincare.

Our purpose is to educate and demote what other consider as the "beauty standar"

**Efficacy. Education. Accessibility.**

CREATIVE

Black-  
Owned

WE PLAY BY OUR OWN

SPECTRUM

PROBLEM

+

SOLVING

The Essence of 3%club<sub>rx</sub>

Clinical. Effective. Accessible.

DATA-  
DRIVEN

RELATABLE

KINDA

NERDY

# But at the Core of Our Brand...There's You

**How does the 3% Club make me look?...**Honestly, it makes me look like I'm in on a secret! I've put all of my friends on to this brand and they can't stop thanking me.



**How Would I Describe the Brand?...**I mean it works! I feel like I found the perfect product that actually cleans my skin!

**What does the 3% Club do for me?...**I've never felt more connected to a community of people who struggle through the same skin concerns as me. I definitely learn something new everytime I read their blogs!



**How does the 3% Club make you feel?...** I finally feel like a beauty brand sees me. Not only do I feel more inspired, but I feel more confident in my ability make a change where I see necessary.



# Our Story

# A LACK OF REPRESENTATION

## **We wanted to tell a story about shades.**

The same shades that make mega color cosmetic companies millions. Yet, are still a challenge to match to foundations in 2020. We wanted to tell an authentic story that's 100% cover-up free. Our story started with the research:

Melanin is known to be one of the earliest and most complex forms of cell development, but very little research surrounds the complexity of these cells. Based on this lack, we recognize that dark complexions held a molecular uniqueness that was yet to be discovered.



**Partnering with leading BIPOC dermatologist, the 3% Club Rx will bring dark complexion into the conversation of efficacious skin care**

The lack is also witnessed in the dermatological field where consumers gain the most insights into their skin. Currently African Americans make up about

3%

of the dermatological field. People of color, in total, make up less than 20%. We understand that this has **resulted in a lack of research, inaccurate diagnosis, and miscalculated formulations for deeper skin tones.**

African Americans represent a majority of our consumers who are guided by products that are inspiring and reflect their future aspirations. By creating a space for skin education, health and wellness, our hope is to empower our community to shatter social norms and challenge any and all limitations. Our desire is for skin health to be synonymous with self-worth. In order to do this, the 3% Club will bring clinical skin care developments and accurate diagnosis studies into the conversation of complexion treatment. Our campaign, the #skinunknown, represents a conversation between consumers and our brand as we confront the lack of research and inclusion in the world of clinical skincare for deep tones. This campaign seeks to promote self-discovery and helps consumers to understand what makes their skin unique. Discover the skin unknown to clinical research.



3%club

SECTION

01



#theskinunknown



BRAND MESSAGING



3%club  
■■■■■ rx

# BRAND CONCEPT

Based in science and education, we believe in providing our community with insightful knowledge about our skin. Melanin is known to be one of the earliest and most complex forms of cell development that's found in every living thing. Besides its ability to protect the skin from harmful sun rays, very little research surrounds the complexity of these cells. We recognize that being of a darker complexion holds a molecular uniqueness that only our concentrated formulas are tasked to nurture.



Discover the Brand

#theskinunknown

# ART DIRECTION

Ingredients remains at the forefront of everything we do. Expressing this in the most concise manner is important for us and our consumers in order to make clinical skincare synonymous with accessibility.



3%club<sub>rx</sub>



VOICE &  
TONE





## THE BRAND

Our voice represents the collective of insight from diverse perspectives. We believe that beauty comes in all shapes and sizes and that our community members are an expert in their own right! We represent the epicenter of results, solutions and relatable content for the beauty beginner all the way to the skin expert.



## THE EXPERTS

At the frontline of our brand are our skin experts. They work to reveal the latest in skin perfecting research. We encourage our experts to cut through the noise of “efficacious” ingredients and provide relatable and custom insight for our community.





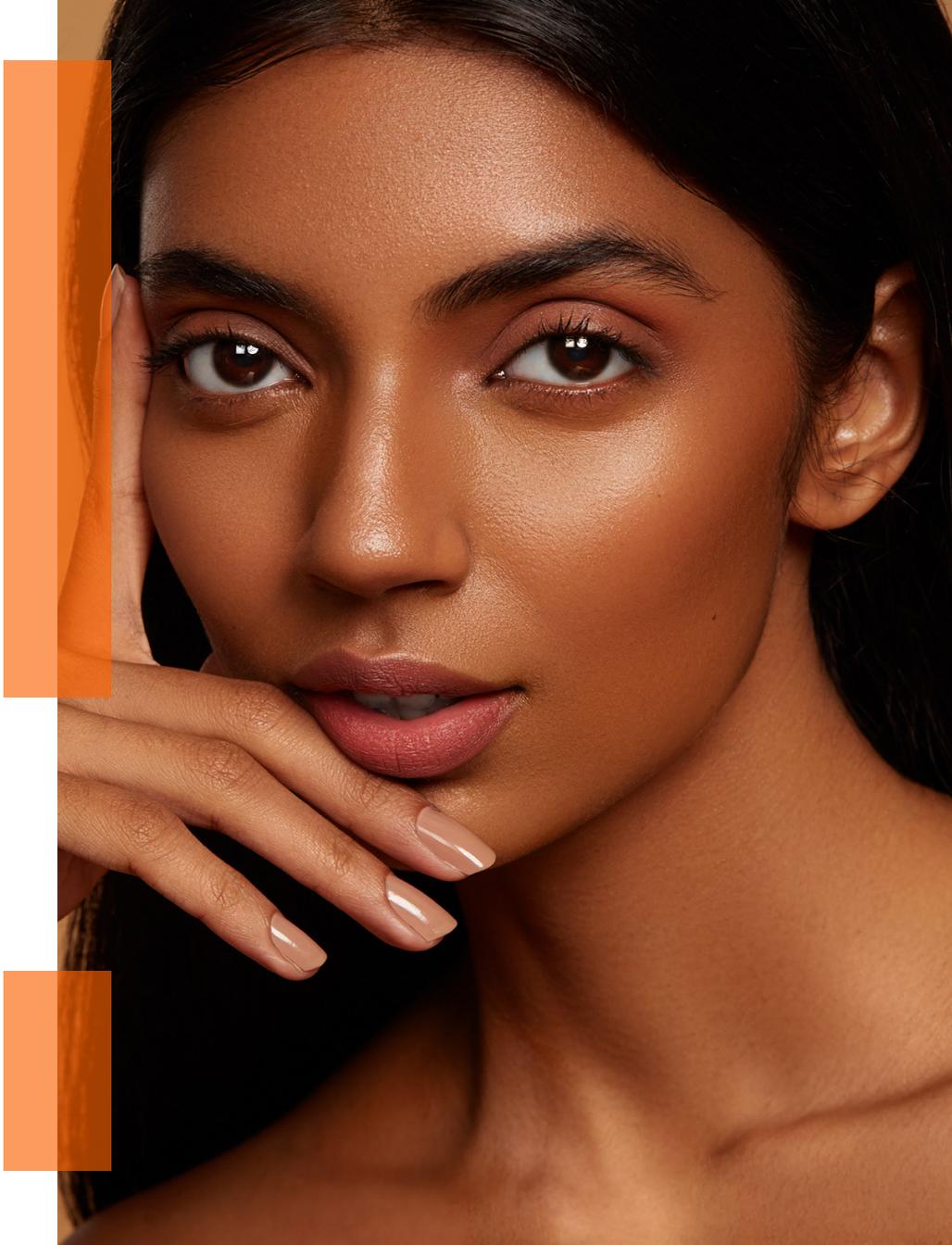
# THE INFLUENCERS

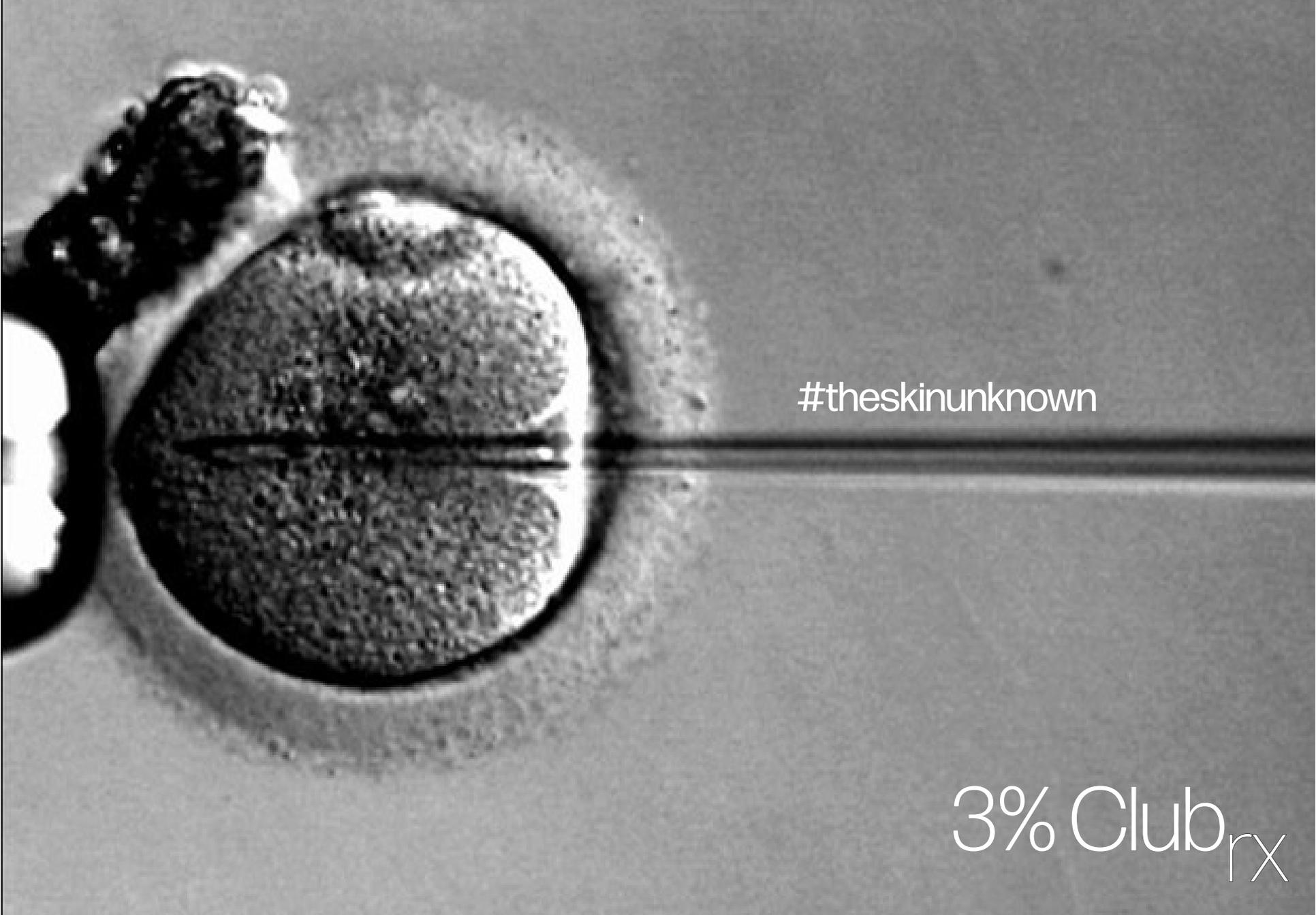
Our influencers are die-hards for skincare and have a proven track record for sticking to the facts. We encourage our influencers to retain their own tone of voice as they share their experiences.



## THE INDIVIDUAL

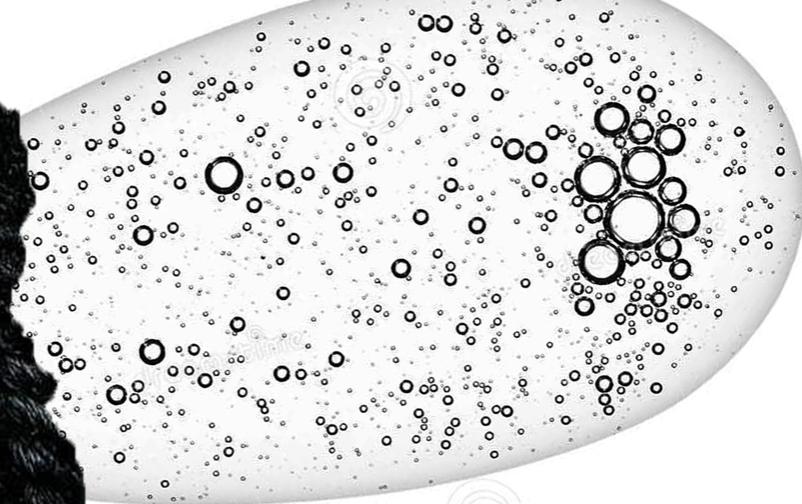
Skincare is not a one size fits all. As a brand, we reside in the multi-dimensionality of skincare and recognize the challenge facing our consumers of finding your perfect regimen. In order to foster our community with real-life context, we support and share our communities UGC, while encouraging real-time feedback





#theskinunknown

3% Club<sub>rx</sub>



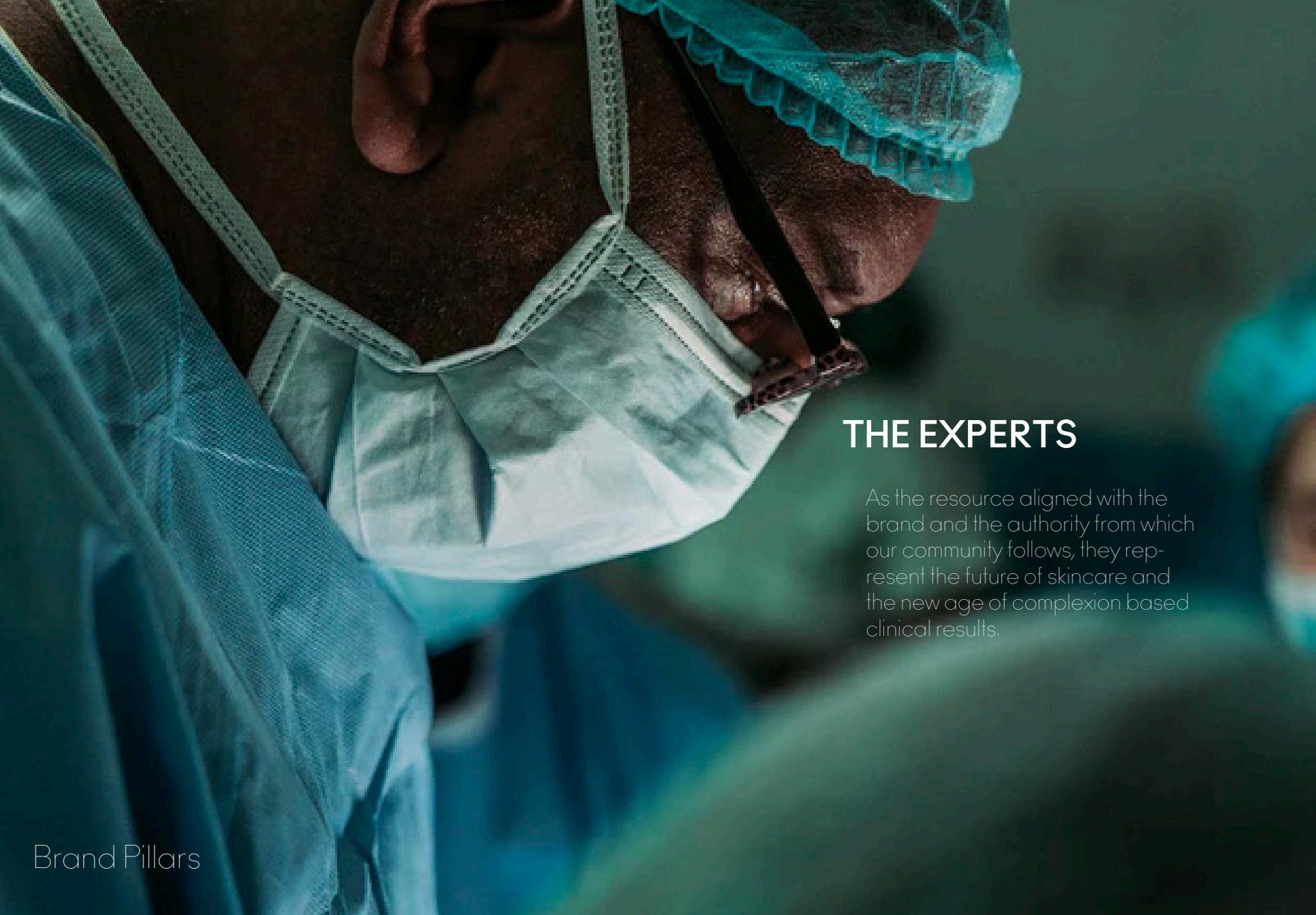
# BRAND PILLARS





## THE COMMUNITY

Our community represents the strength of our brand. They absorb the poetry of our products and mix and match their faves in order to discover and share their routine to perfect skin.



## THE EXPERTS

As the resource aligned with the brand and the authority from which our community follows, they represent the future of skincare and the new age of complexion based clinical results.



## SOCIAL MISSION

Our duty as a brand is to encourage and empower our community of color and to remain an ally for change for POC. Responding to social change as it occurs as well as continually supporting social causes is a significant driver for our brand.

**BLACK LIVES MATTER  
LGBTQIA+ INITIATIVES**

A CLUB OF  
MANY MEMBERS

JOIN THE CLUB



## THE STATE OF OUR COMMUNITY

Our members have grown up in a rule breaking environment. There's no need to remind them of their space and power because they consistently activate it everyday by where they shop or what brands they support.

They are the 20somethings that will flip our society on it's head with new innovations and discoveries. In their eyes, there's no excuse for exclusion, especially in the beauty industry. Every day they fight to be seen and heard by those who overlook their unique qualities and individual needs.

The 3% Club Rx represents their outlet for prevention, personalization, one-on-one expertise, and complexion-based clinical products that are designed to tackle their specific needs. Here, they have a voice!



3%club<sub>rx</sub>

THE SKIN-SKEPTIC

THE BEAUTY NOVICE

TURNING THE CORNER

Entry-Level Consumers  
Early Adopters  
Seeking "Forever" Brand  
Value vs. Price

# THE SWEET SPOT

We accept all consumers at every level of engagement. Each level keeps us grounded in our goals to educate, foster skin-indulgence, and challenge the status quo of beauty standards. Skepticism is a big part of the clinical space and it's up to us to offer guidance and education to consumers until their knowledgeable of their skin needs both inside and out.

The corner-turn is a pivotal moment for our consumers. **Their making the choice to learn more about what makes their skin tick.**

They've become the early adopters. They haven't found their "forever" brand whose beliefs they can back, but their stepping into skin education and narrowing down the pros and cons of brands with the highest word-of-mouth.

THE EXPLORER

THE BEAUTY EXPERT

# MEET SAMUEL

## “THE SKIN SKEPTIC”

### AGE

21

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### ATTITUDE

A hard worker and a believer in efficiency, Samuel never delegates too much time on one task. It's important to him to maintain a sustainable work ethic in the event a big job opportunity fall into his lap.

---

### LIFESTYLE

He makes time for his friends when he can and often times connects with them on weekends. Well respected by his peers, they often go to him for advice on life or relationships.

---

### NEEDS & MOTIVATIONS

It's important for him to appear put together. He feels encouraged when others acknowledge his readiness. He feels most motivated when presented with clear and concise information.



# MEET BIANCA

## “THE BEAUTY NOVICE”

### AGE

24

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### ATTITUDE

Bianca is often indecisive when it comes to trying new things. She believes it's important to try new things, but often incites her friends for their opinions and knowledge

---

### LIFESTYLE

Social media runs most of her life as it's where she learns the most about her favorite brands, influencers and community events. She enjoys sharing her favorite finds with her family, friends, and followers.

---

### NEEDS & MOTIVATIONS

Often caught up in the next social media trend, she desires to learn how to stand out authentically amongst her peer.



# MEET APRIL

## “THE BEAUTY EXPLORER”

### AGE

24

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### ATTITUDE

April believes it's important to stand out from the crowd. Often buying things simply for their uniqueness, she finds it necessary to go the extra mile to discover things outside the norm.

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### LIFESTYLE

She likes to stay organized. She often journals about any new experiences or researches any new discoveries. Her friends often ask for her opinion on new products or brands.

---

### NEEDS & MOTIVATIONS

She's often motivated by things that celebrate her uniqueness. Self discovery plays a big part in her shopping habits.



# MEET LOGAN

## “THE BEAUTY EXPERT”

### AGE

22

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### ATTITUDE

It's important to Logan that self-expression is present in everything they do. They believe it's important to take time out of the day to care for yourself and other.

---

### LIFESTYLE

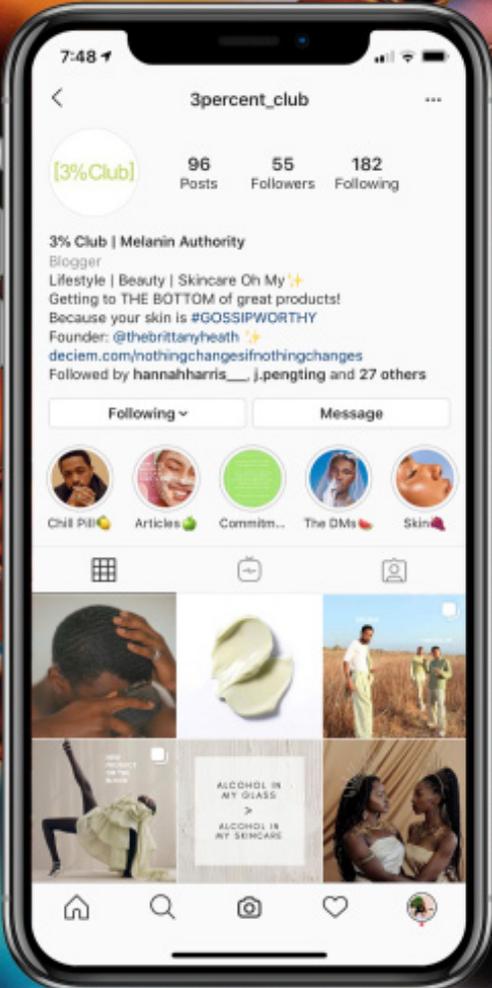
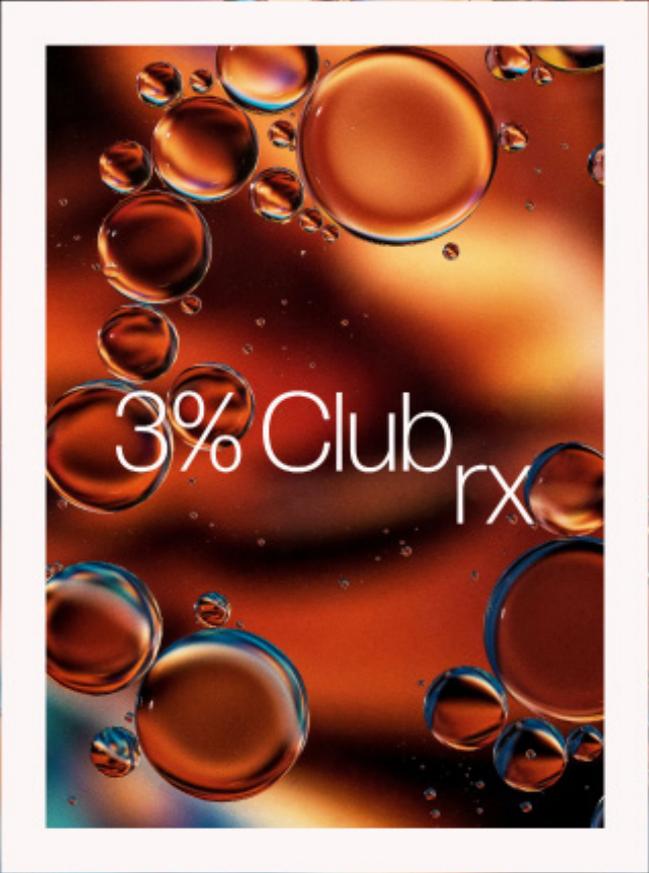
Sticking close to their community of friends and family is important. They often support their community by volunteering at food banks or participating at rallies to support their community or local businesses

---

### NEEDS & MOTIVATIONS

Brand's who foster community and give their consumers a voice is a big motivator for them. They believe in brands that believe in them as well as offer personalization

she/her/they/them





# ART DIRECTION

“New Beginnings”



INSTAGRAM

YOUTUBE

TWITTER

PURPOSE

To deliver the news with bright and engaging editorial shots. Stirs the current conversations around skin health and ingredients.

To showcase how-to videos and influencer take-overs in full scale.

To deliver the news with bright and engaging editorial shots. Stirs the current conversations around skin health and ingredients

CONTENT

User generated content, product shots, campaigns and editorials.

Brand campaigns, influencer content, and how-to videos.

Latest product drops and brand insider content

CREATOR

Brand, influencers, community

Brand, Influencer

Brand, Influencer

STONE

Current and relatable flow that evokes conversation

Current and relatable flow that evokes conversation

Current and relatable flow that evokes conversation



# CONTENT CATEGORIES

VISUALS

## PRODUCT

Ambient shots of products against bright engaging backgrounds



## INSIGHT

Industry insights on innovations in medical-grade skincare for POC



## HOW-TOS

Brand-led, bright, engaging mini how-to video clips



## FULL FACE

Bright engaging full face shots displaying textured products.



## SWATCH

Tight cropped textured swatch shots of product



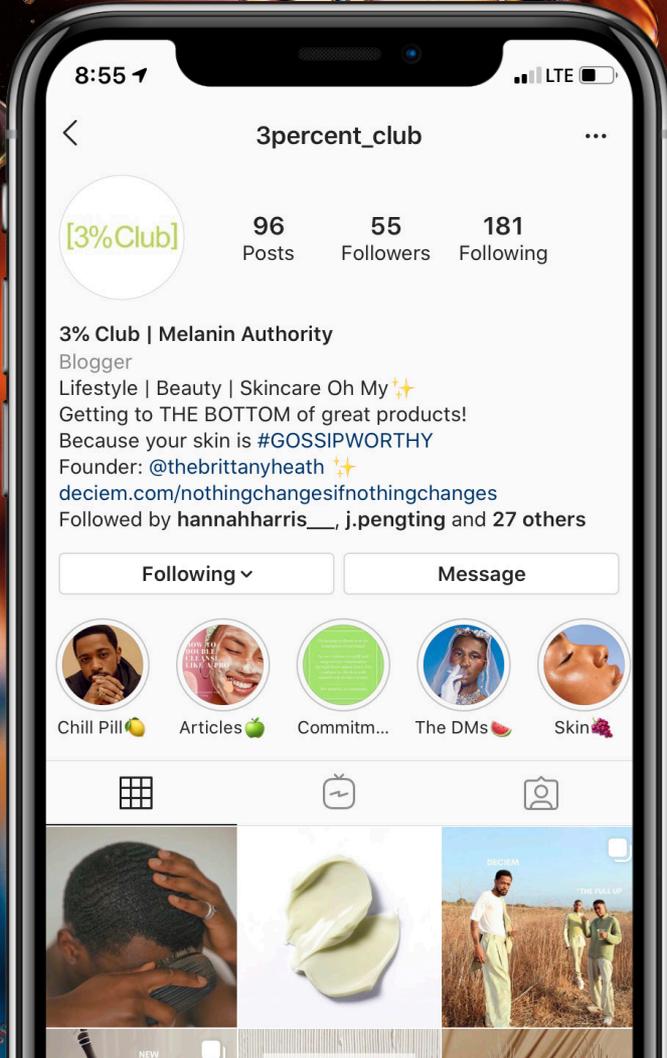
## COMMUNITY

Engaging UGC Content

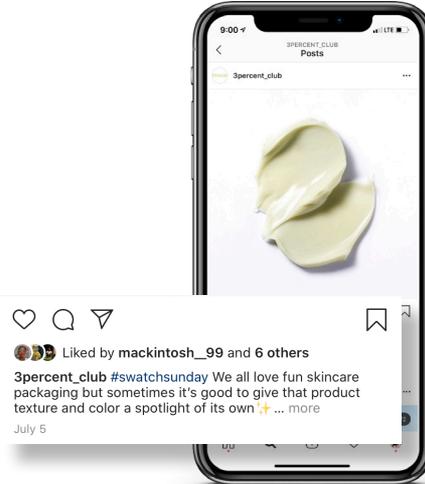


# BIRD'S EYE VIEW

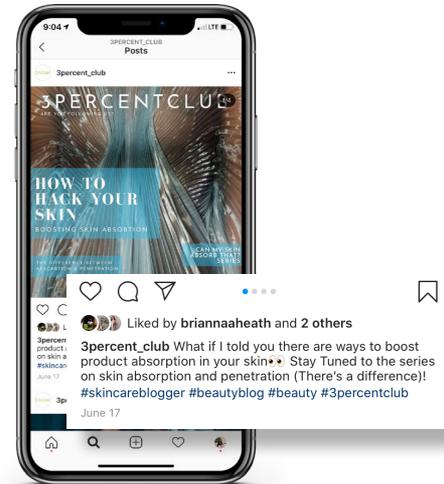
@3PERCENT\_CLUB



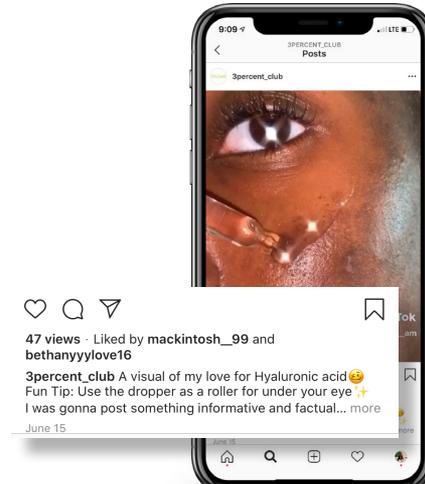
## SWATCHES



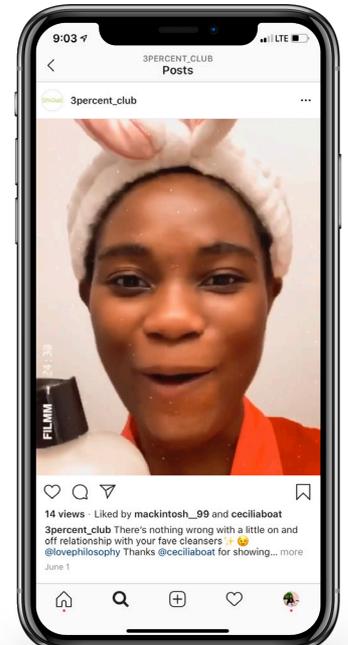
## INSIGHT



## HOW-TOS



## COMMUNITY



A photograph of a laboratory setup. In the foreground, a glass beaker contains a small amount of clear liquid. A glass pipette is positioned vertically, with its tip submerged in the liquid. To the left, a large Erlenmeyer flask is partially visible. In the background, several other glass beakers are arranged on a white surface. The lighting is soft and even, creating a clean, professional atmosphere. The text 'FAIR CONCEPT' is overlaid on the right side of the image in a white, sans-serif font, set against a light teal rectangular background.

FAIR  
CONCEPT

# LOGO

## Master Logo



### Welcome Screen



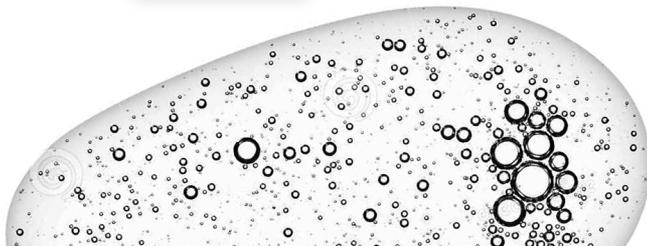
### Favicon



### Mandatory



### Basic Icon



The 3% Club was named as so to shed light on the small majority of African Americans in the field of dermatology. We seek to engage this small community of experts in order to lead our consumer to proper skin formulations and techniques

### Concise.

Forma DJR Display (Logo) & Ano (Headers and Body)

-Simple font to signal a brand focused on transparency, concentrated formulas, and science.

### Dynamic.

Skin care, in general, lacks a focus on dark complexions. This logo design emphasizes the brand's promise of inclusion and diverse skin care.

### Inspiring.

The 3% Club is the beginning of the conversation surrounding health and medical practice in and around the African American community. Although we keep the focus around the significantly low numbers of black dermatologist, we want to educate our consumers on the marginalization and discrimination occurring in the medical field.

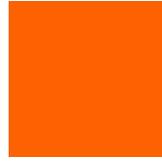


#F8BA9D



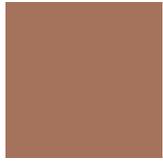
# COLOR SCHEME

#D0987D



#FC6202

#B27C63



#DDE9EB

#A8755E

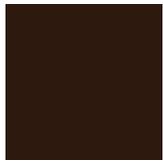


#000000

#9C6D56



#50362A



# ANO

# TYPEFACE SELECTION

# A

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.,?!;'"\$]\)

ANO BOLD

# A

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.,?!;'"\$]\)

ANO REGULAR

# A

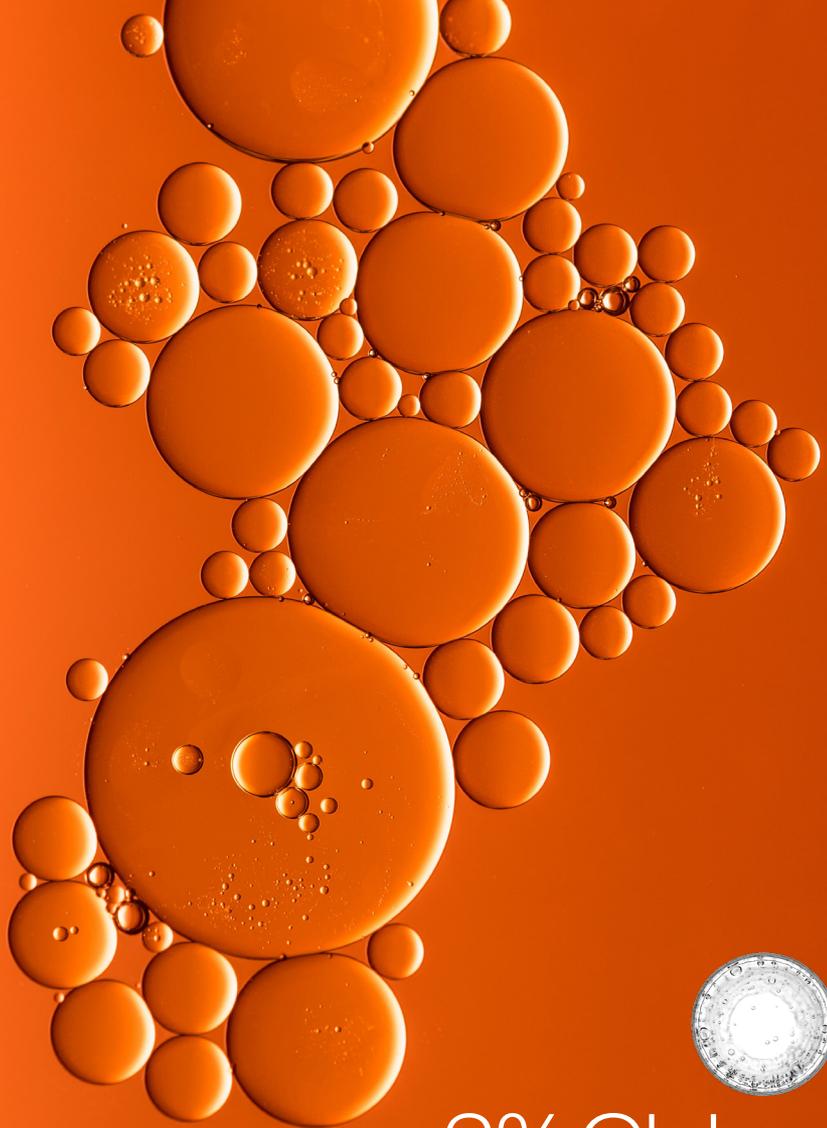
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.,?!;'"\$]\)

ANO QUARTER




DISCOVER THE  
DIGITAL ASSETS





## THE EXPERIENCE

Introducing the 3% Club  
Joining the Club  
Hooked on the 3% Club

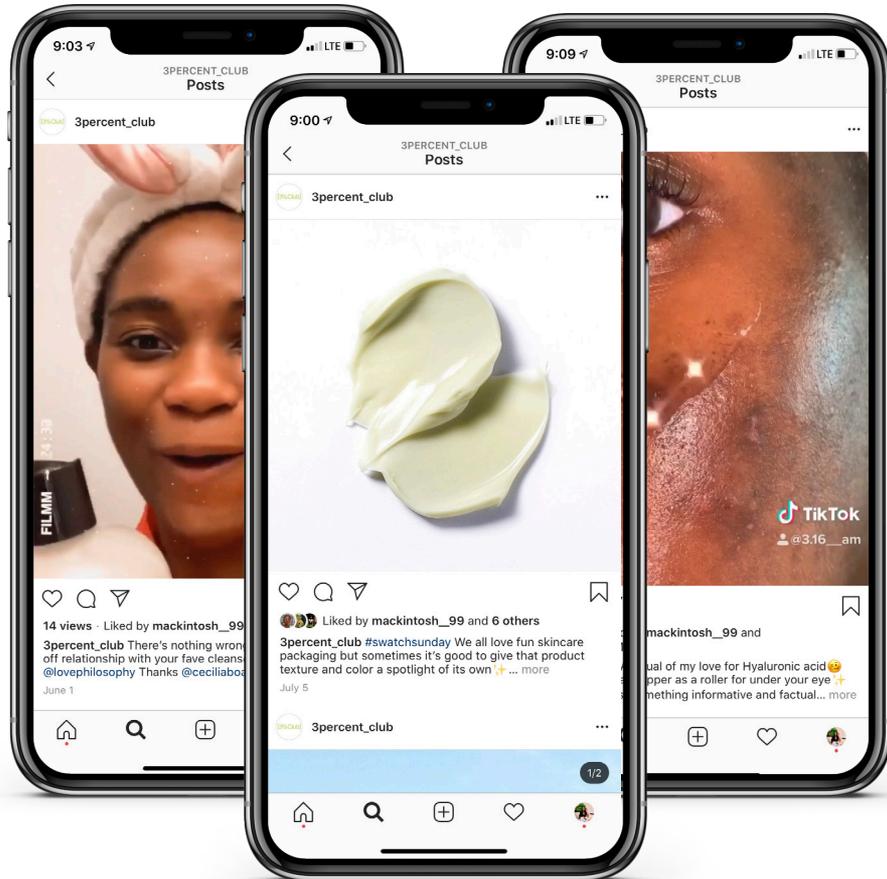
## RETAIL STOTRES

Distribution Doors



3% Club  
THE CONSUMER JOURNEY rx

# INTRODUCING THE 3%CLUBRX



## EVERGREEN CONTENT | CAMPAIGN LAUNCH

### “The Skin Unknown” Campaign

Skin health starts with education. Brand usage video describing the pedigree and authority of the brand in the space of clinical skincare

### Product Lineup

Full display of product assortment as well as their benefits

### Before & After Skin

Posting before and after results of skin after a month of usage

### Product Swatching

Making ingredients the main focus. Posting product textures and highlighting the hero products and ingredients

# INTRODUCING THE 3%CLUBRX

## EVERGREEN CONTENT

### Ask the Doc

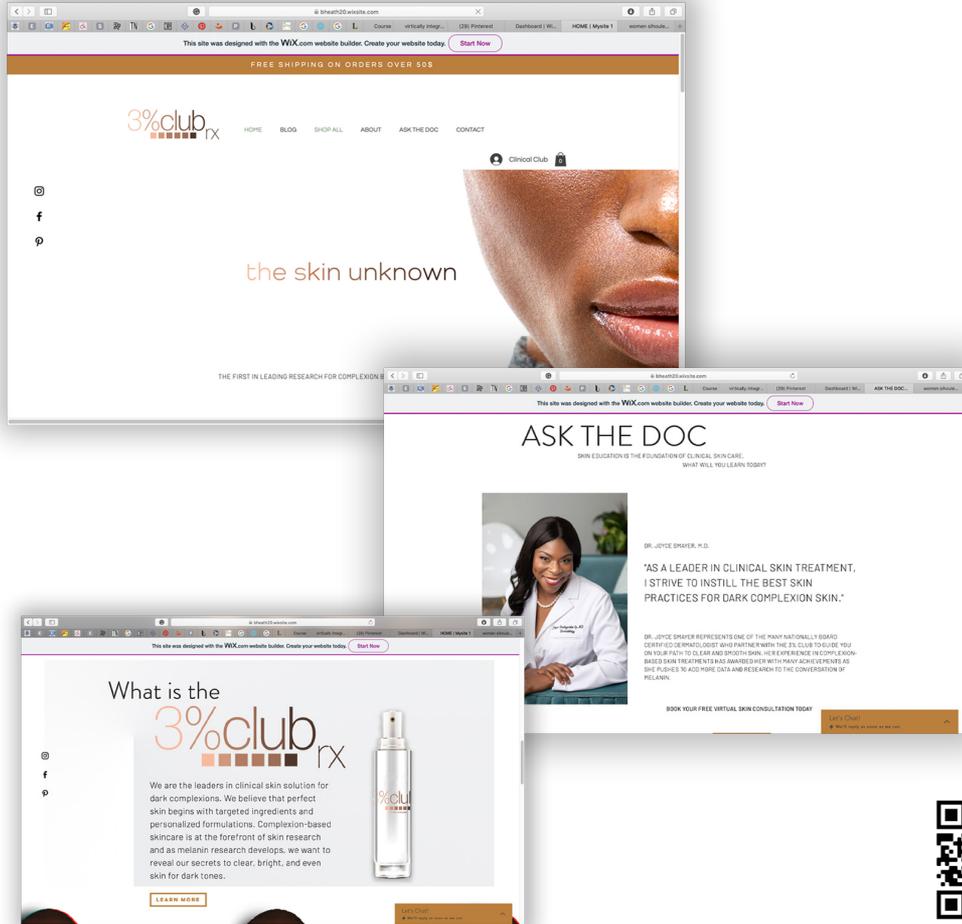
Integrating the virtual skin consultations with national board certified dermatologists to diagnose top skin concerns for consumers. Our on-call dermatologist recommends products from our assortment allowing the consumer to then choose from an assortment of free samples to try

### Introductory Set

A travel size cleanser, toner and serum set priced 66% lower than the normal value

### Free Samples

The homepage of the website will prompt first time visitors to a link to get three free samples of our products to try before they buy



CHECK OUT OUR SITE!

# INTRODUCING THE 3%CLUBRX

## CAMPAIGN LAUNCH

### Ask the Doc

As the first physical space for the brand. The kiosk will feature full size, travel size and sample products. Our knowledgeable sales associate will guide our consumers to clinical solutions. Maintaining social distancing guidelines, the kiosk will provide free self serving virtual skin assessment stations that provide accurate analysis of skin and give recommendations to the correct products to treat skin. Free samples will also be provided by our sales associates



# JOINING THE CLUB

## LEARN ABOUT US

### “What’s Inside?”

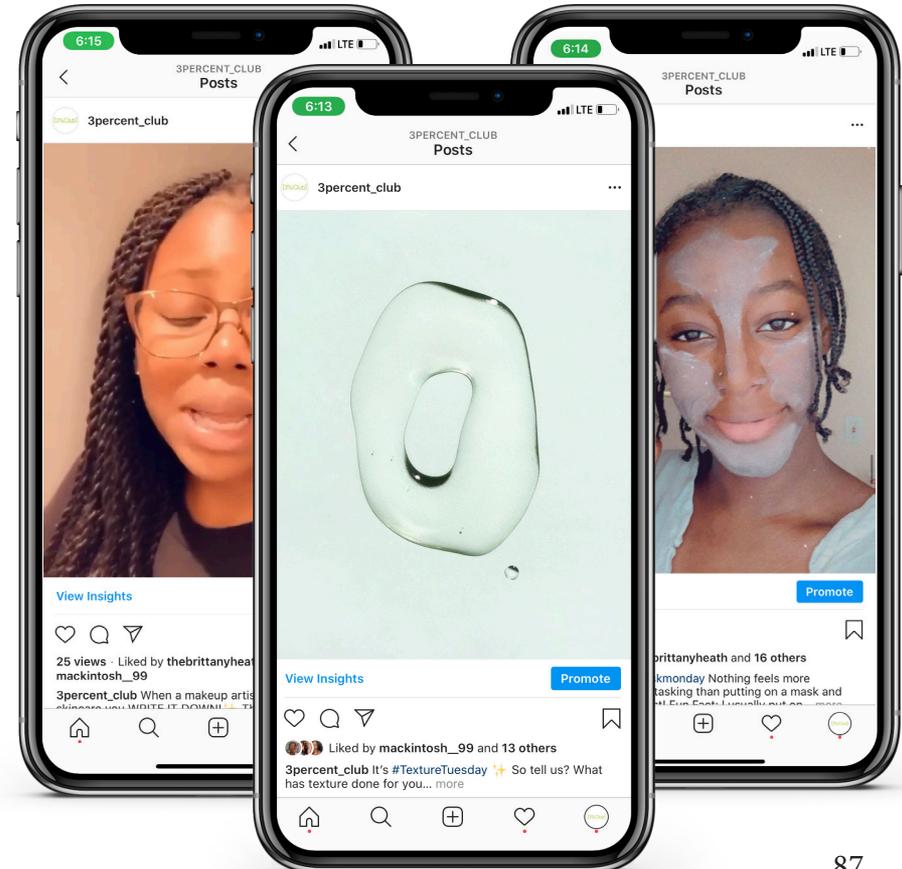
A highlight on the hero ingredients in each of our product assortments as well as the benefits and how they affect darker complexion skin

### The Clinical Club Easter Eggs

The Clinical Club is an awards program that allows consumers to learn more about the brand while earning points towards products and prizes. Followers participate in activities across all social media platforms then at the end they can scan the QR code and earn points. Joining the club also allows consumers to scan their products to earn points and learn about the manufacturing of their product

### Influencer Takeover

Top engaging influencers like our on call dermatologists and beauty blogger takeover our story to highlight their favs



# JOINING THE CLUB

## YOUTUBE

### How To Videos / Education

**How to Achieve Smooth Skin.** This segment will highlight the best regimen to achieve smooth skin based on the consumer's skin type

**What Sunscreen Is the Right Sunscreen.** This segment will highlight the perfect SPF level to apply to your skin based on your skin type, sun exposure, and existing skin concerns

### How To Join the Clinical Club

This series will highlight all of the perks of joining the Clinical Club. Perks will include access to exclusive launches, promotions, and virtual skin consultations



# JOINING THE CLUB

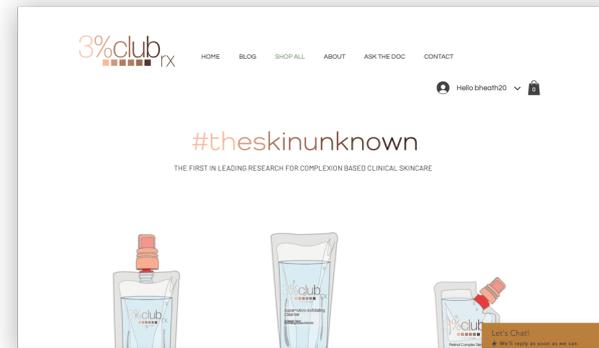
## QR CODE ADVENTURES

### Scannables In-Store

Every store location and Kiosk will have a QR Code displayed where consumers are able to scan and earn points if they're a first time visitor to that location. Code sends you to our brand's latest campaigns, dermatologist forums, and prompt consumers to sign up for the Clinical Club

### Collecting, Tracking & Redeeming Points

The website will feature a members only sections that allows members to track their points and make purchases with their points. They can keep track of past recordings of their virtual dermatologist sessions and learn about the manufacturing process of each product



# HOOKED ON THE 3% CLUBRX



## ENGAGEMENT TO CONVERSIONS

### “Till The Last Drop” (IGTV)

This series will feature top influencer’s and micro influencer’s testimonials on how their skin reacted to 3% products after 2 months

### “Life of a Clinical Clubber” (IGTV)

This series follows our ambassadors as they experience our brand, speak with dermatologist, attend our events, and purchase our products

### “Chat with a Derm” (IG Live)

Our in-house dermatologist will host IG Live sessions once a month to talk about the latest regimen theories and techniques to achieve clear skin

# HOOKED ON THE 3% CLUBRX



## POINTS-OF-SALE

### Brick & Mortar

Our kiosk location represents the physical touch point of our brand. They serve to educate new consumers and drive consideration to the brand. As the most interactive touch point, it will serve as our high-touch counter distributing samples and full products

### E-Commerce ([www.3percentclubrx.com](http://www.3percentclubrx.com))

We provide an array of services to peak our consumer's understanding of complexion based solutions. We offer written editorials on skin advancements, one-on-one skin consultations with our in-house dermatologist, and access to our 24 consultants for insight on product usage and selection

# HOOKED ON THE 3% CLUBRX



## POINTS-OF-SALE

### Clinical Club: Certified

The Clinical Club: Certified program connects consumers to their soon-to-be favorite products through their favorite physicians. This program caters to the community of both medical students as well as established professionals by giving them an opportunity to become their own boss and sell products they believe in. We recognize our dermatologist as major influencers in skin care and want to partner with professionals who are knowledgeable in dark complexion maintenance, culturally fluid, and enjoy experimenting with concentrated formulas to create the best results.

### Social Media (@3Percent\_club)

Our social platforms serve as the hub for bite-sized insights, launches and community content. This is where we give our community a space to chat and voice their opinions around what they need from the beauty industry.

## EVENT

# HOOKED ON THE 3% CLUBRX



BEAUTY CON  
ATLANTA BEAUTY EXPO  
AFROPUNK  
CURLFEST

3%club rx  
#theskinunknown



## VIRTUAL EXPERIENCE

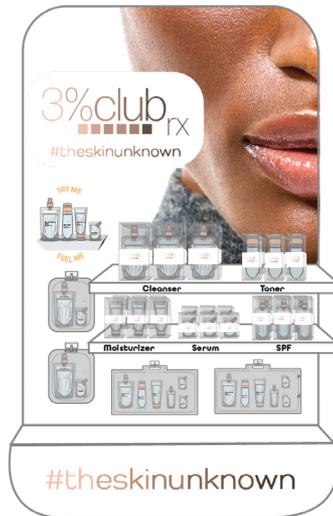
### Conventions & Expos

The 3% Clubrx will participate in events that recognize beauty and skincare for all complexions. Connecting with our consumers in this direct format will help them put a face to the brand. We also want to create a space to help consumers become knowledgeable about their skin as well as our products

# RETAIL SCOPE

# DISTRIBUTION DOORS

Having access to popular brick and mortar distributions doors will boost our brand recognition as well as help users to become comfortable incorporating the products into their routine.



## ENDCAPS

Mall Kiosk



Clinical Club: Certified



## DIRECT-TO-CONSUMER

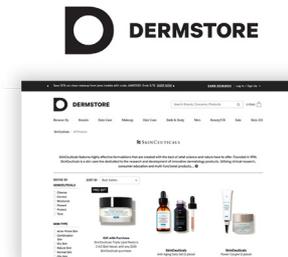
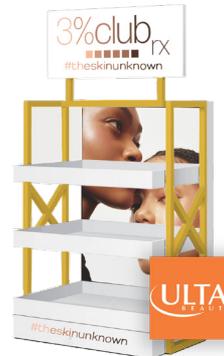
Dermatologist Offices



Event Space



## PR/EVENTING



## SPECIALTY/MULTI



3%club<sub>rx</sub>

#theskinunknown



STEP 1:  
CLEANSE



STEP 5:  
SPF

3%club<sub>rx</sub>

EXTRA STRENGTH SPF 40  
FACE & BODY

PROTECTS SKIN FROM HARMFUL  
UV RAYS WITH AN  
EXTRA STRENGTH FORMULA

300ML / 10FL. OZ.



STEP 3:  
REVIVE

3%club<sub>rx</sub>

RETINOL COMPLEX  
SERUM



50ML / 2FL. OZ.



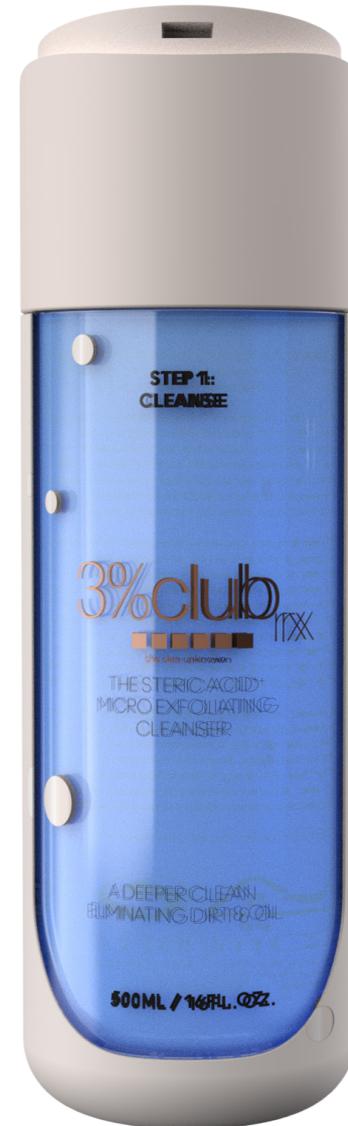
# OUR PRODUCTS

Discover more about  
our packaging!



# PRODUCT CONCEPT

Skin investigation goes deeper than your skin type. Tone plays a big part in how our skin finds its balance. Prolonged sun exposure, heat, and even scratches can have damaging affects to unprotected skin. **This is the first in leading research for complexion based skincare.** Discover the skin unknown to clinical research by treating your skin to the correct balance of ingredients to reveal a bright and even complexion.





# THE COLLECTION

DISCOVER THE SKIN UNKOWN



The 3% Club represents a efficacious solution to top skin care concerns for dark complexions. As one of the few clinical brands that focuses on targeting formulations for hyperpigmentation, dark marks, and scarring based solely on skin pigmentation, it's our responsibility to project a clean and clinical positioning to our consumers through our collection of products





# THE STERIC+ MICRO-EXFOLIATING CLEANSER

The Steric Acid Cleanser provides a deep clean to eliminate signs of excess dirt and oil. It gently, chemically exfoliates your skin leaving it refreshed and clear. The main ingredient is a surfactant known for its cleansing and skin protecting abilities as it helps your skin build up a barrier

**500ml**  
**\$29.50**

Gel Based  
Steric Acid  
Butylene Glycol  
Antioxidants



## WHY THIS PRODUCT?

Gel-based products are known to sink deeper into the skin. Having a cleanser that delivers a deep clean is a key factor for our collection





## WHY THIS PRODUCT?

Toners act as the prep step for our skin, bringing it back to neutral after removing the dirt, oils, and dead skin. Our repair toner acts as a boost and barrier of moisture that is needed to maintain deep skin tones.

## THE GLYCERIN+ SUPER REPAIR TONER

The Glycerin+ Super Toner balances and adds an layer of moisture to repair skin and eliminates dryness. As it sinks into your pores, the added Silica jump starts the production of collagen and reduces inflammation.

**200ml**  
**\$34.50**

Gel Based  
Glycerin  
Silica  
Antioxidants





## WHY THIS PRODUCT?

Who doesn't love to treat their skin? Serums are known as the added benefits or boosters in skincare. It was important to create a collection of serums that our consumers can mix and match to meet their skin needs.

# THE COMPLEX SERUM SERIES

The Complex Serum Series represents a series of concentrated formulations that are designed to tackle dark marks, inflammation, hyperpigmentation, scarring, and fine lines and wrinkles. They leave the skin feeling fresh and rejuvenated with supporting ingredients that moisturize and seep deep to provide ultimate results.

**50ml**  
**\$27-\$62**

AHA/BHA  
Glycerin  
Vitamin C  
Antioxidants  
Fatty Acids





## WHY THIS PRODUCT?

Optimizing skin's moisture is at the center of our assortment. Incorporating a high-performance moisturizer was important to our brand and consumers.

## HYALURONIC DERMA-SMOOTHING MOISTURIZER

The Hyaluronic Derma-Soothing Moisturizer is formulated to heal the skin while adding a thicker layer of moisture to trap water. The main ingredient acts as a booster to prevent fine lines, promote supple skin, and reduce signs of scarring.

**300ml**  
**\$36.38**

Hyaluronic Acid  
Essential Oils  
Glycerin  
Antioxidants





## WHY THIS PRODUCT?

Spf is the greatest defense against the harmful rays of the sun. Incorporating sunblock into our collection was an important element to maintain deep skin tones.



## EXTRA STRENGTH SPF 40

The Extra Strength SPF 40 sunblock helps to block harmful UV Rays from penetrating the skin. This product works to reverse signs of existing hyperpigmentation and skin inflammation while leaving skin smooth with no white cast. This product will be apart of a collection of tagreting sunblocks that cater to the needs of sensitive skin, dark spots, and even vitiligo.

**300ml**  
**\$29**

Hyaluronic Acid  
Essential Oils  
Glycerin  
Antioxidants



3%club<sub>rx</sub>

#theskinunknown

There's More to Discover...



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