

FUTURE BRAND · INDEPENDENT PORTFOLIO CONCEPT

CENORIA

Premium Skincare Brand Website

Case Study

A premium skincare website concept built around a calm science-and-nature identity, a coherent five-product system, and an e-commerce-ready brand architecture.

ROLE Brand / Web / Product Visual Design

VISUAL DIRECTION Ivory · Sage · Warm Gold

LIVE SITE cenoria-skincare.netlify.app



Brand Direction

A future skincare brand designed to feel coherent before launch.



Design System

- Premium restraint instead of visual clutter.
- Science-led credibility balanced with botanical warmth.
- Consistent packaging language across the routine.
- Scalable for e-commerce, bundles, campaigns and documentation.

The Collection

Five essentials, presented as one coherent ritual.



Gentle Foam Cleanser

CLEANSE

Niacinamide 10% Serum

TREAT

Hyaluronic Deep Serum

HYDRATE

Barrier Repair Cream

MOISTURIZE

Daily UV Shield

PROTECT

The visual system is intentionally consistent so the collection can work as individual products, a guided routine, or a future bundled offer.

Product Visual Language

Soft light, frosted glass, natural textures, and restrained gold details.



Packaging & Routine Architecture

Designed as a system, not a single product.



From individual SKU to premium set presentation.

Science & Documentation Direction

A technical visual language is already part of the brand system.

FICHE TECHNIQUE

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1 USAGE INSTRUCTIONS

STEP-BY-STEP APPLICATION GUIDE

1 CLEANSE
Use Foam Cleanser on damp skin.
Massage gently and rinse thoroughly.
AM & PM

2 TREAT – CHOOSE YOUR SERUM
Apply 2-3 drops of Niacinamide Serum or Hyaluronic Serum to clean, dry skin.
Gently pat until fully absorbed.
AM & PM

3 MOISTURIZE
Apply Barrier Cream evenly to face and neck. Massage until absorbed.
AM & PM

4 PROTECT (MORNING ONLY)
Apply UV Shield generously as the last step of your morning routine.
AM ONLY

Pro Tip: Layer from the lightest texture to the richest for optimal absorption and barrier support.

2 CONTRAINDICATIONS & SPECIAL RECOMMENDATIONS

CONTRAINDICATIONS

- Do not use on broken, irritated, or inflamed skin.
- Avoid contact with eyes. In case of contact, rinse thoroughly with water.
- Discontinue use if irritation or sensitivity occurs and consult a healthcare professional.
- Not recommended for individuals with known allergies to listed ingredients.

SPECIAL RECOMMENDATIONS

- Patch test recommended before first use.
- Store in a cool, dry place away from direct sunlight.
- For external use only.
- Keep out of reach of children.
- For best results, use consistently as directed.

3 PRODUCT COMPARISON

PRODUCT	TYPE	ACTIVE INGREDIENT	KEY BENEFIT	FREQUENCY
NACINAMIDE SERUM	Serum	Niacinamide 10% + Zinc PCA	Minimizes pores, controls excess oil, evens skin tone.	AM & PM
HYALURONIC SERUM	Serum	Hyaluronic Acid + Panthenol	Intensely hydrates, plumps skin, reduces dryness.	AM & PM
BARRIER CREAM	Moisturizer	Ceramides + Cholesterol + Fatty Acids	Strengthens skin barrier, soothes and nourishes.	AM & PM
UV SHIELD SPF 50 PA++++	Sunscreen	Tinosorb® S + Uvinul® A Plus + Niacinamide	Broad-spectrum protection, prevents photoaging.	AM ONLY
FOAM CLEANSER	Cleanser	Amino Acid Complex + Glycerin	Gently cleanses, removes impurities without stripping moisture.	AM & PM

4 REGULATORY COMPLIANCE

CERTIFICATIONS & STANDARDS

GMP CERTIFIED

ISO 22716 CERTIFIED

CRUELTY-FREE CERTIFIED

PARABEN FREE

SULFATE FREE

FDA COMPLIANT*

*Manufactured in FDA-registered facility. Products are in compliance with applicable cosmetic regulations in target markets.

CENORIA BEAUTY

SCIENCE-BACKED. SKIN-LOVING. CONFIDENCE-BOOSTING.

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Portfolio today. Validation before market.

- Technical sheets shown are concept directions.
- Formula concentrations must be verified before launch.
- SPF performance and certifications require laboratory / regulatory validation.
- No commercial efficacy or certification claim is made in this portfolio case study.

CENORIA

A future skincare brand, already designed to feel coherent.

This independent concept demonstrates brand strategy, product architecture, premium product visual design, website structure, and e-commerce-ready storytelling without claiming client work or commercial results.

BRAND

Science × Nature

WEBSITE

Responsive premium brand presence

PORTFOLIO VALUE

Shows broader brand-system thinking beyond a landing page

Live site: <https://cenoria-skincare.netlify.app>