



DR. GRAM PUTS YOUR SKIN FIRST.

Branding effort created an upscale look and feel for a new skin care line.

CHALLENGE » Dr Gram, a leading pharmacist in San Diego, saw the need to develop a line of skin care products that balanced the right mix of pharmaceutical grade ingredients to get a synergistic effect. Once the products were developed, Dr. Gram needed our help to brand, package and launch his line.

SOLUTION » We worked with Dr. Gram to create a product line called Skin1. It illustrates his philosophy of putting one's skin first. From there, Soloflight developed a gender neutral brand that clearly conveys the effectiveness of each product. By developing a highly versatile approach to visual elements and packaging components, Soloflight has ensured a sustainable brand.

RESULTS » The strength of the new brand enabled Skin1 to gain product placement on the Dermstore website, an international e-commerce website for skin care products.