

face reality®

Clear Skin for *Good*

2024 Brand Expression Guide





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our story

Laura Cooksey founded Face Reality® in 2005 after years as a solo practitioner. It was her own personal experience with acne that inspired Laura to become a licensed esthetician and open an acne-focused clinic to help others get long-term clear skin in a safe and effective way.

Face Reality® has since become the #1 provider of education and support for estheticians who want to give clients a solution to acne using the Face Reality Clear Skin Method™.

our mission

For anyone who wants a lasting solution to acne, Face Reality® is an esthetician-founded skincare company that activates the power of skincare professionals to give everyone clear skin for good.

Our Acne Professional Program™ trains you in our Clear Skin Method™ to give you a path to business success with our products, treatments, and a strong community of fellow estheticians always there to support you. You'll spend your days giving people the clear skin they deserve and build a full book of clients for life.



*Based on using both professional treatments and home care products under the guidance of a trained Face Reality skincare professional (Certified Acne Expert). Results may vary.

our programs



The Acne Professional Program™

Professional training and certification in our **Clear Skin Method™**, plus exclusive access to all the clinically effective products, resources, and support you need to build a successful business giving people the clear skin they deserve.



The Face Reality Clear Skin Method™

Certified Acne Experts work 1:1 with their clients to design personalized programs that include acne-safe lifestyle guidance, the right combination of professional treatments, and clinically effective home care products that are adapted over time to give them clear skin for good.

brand identity & legacy

This evolution of our brand was inspired by you, our valued community of Acne Experts. Your feedback and insights prompted us to not only incorporate functional enhancements but inspired us to reimagine the Face Reality® brand with an elevated look and feel that reflects the trust you and your clients place in the **Face Reality Clear Skin Method™**.



our logo & icon

We value where we have come from, and the simplicity of our logo is an integral part of our DNA. We have refined the font and symmetry of our logo for design consistency and recognition. *Skincare* has been removed from the logo because Face Reality® is more than an award-winning product line—we are leaders in holistic acne treatment, education, and business support in the professional skincare industry.

The updated water drop icon exemplifies our placement within the intersection of contemporary and clinical skincare.

face reality®
+


new packaging

We've elevated our packaging and design to offer a better overall experience for you and your clients—including several functional upgrades inspired by your feedback. Rest assured, our products still provide the same exceptional results you expect from the **#1 Professional Acne Brand**. Our new, improved packaging will start appearing in January, and will gradually replace the existing packaging throughout 2024.



upgraded experience



Cleansers and scrubs
now have caps that
dispense product cleanly
without clogging.

Cleansers and toners
use heat induction
seals to prevent
products from leaking.

easy dispensing

New back bar push top toner caps easily meter out product with less waste.



airless packaging

face reality®



8% l-mandelic
serum

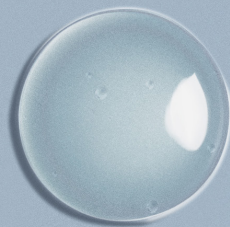
exfoliates and
brightens

ACNE-SAFE

1 fl oz / 30 ml

Improved screen-printed labels that won't peel or disintegrate.

Serums are in a new airless tube that withstands dynamic pressure and provides visibility of how much product is left.



updated product names*

Old



ultra gentle
cleanser



salicylic
serum



vitamin A
corrective serum



vitamin A
corrective II serum



antioxidant peptide
face serum



hydrabalance

New



ultra gentle
gel cleanser



salicylic+
serum



retinal B3
serum



retinol peptide
serum



antioxidant peptide
serum



hydraBalance
gel

updated product names*

Old



clearderma



20% lactic
peel



acne peel
#1, #2, & #3



acne back
peel



hydrating enzyme
mask



ultimate protection
spf 28

New



clearDerma
moisturizer



bright skin
peel 1



clear skin peel
1, 2, & 3



clear skin
back peel



hydrating enzyme
treatment



mineral matte
spf 28

stay in the know

All protocol, product, and client documents have been updated to reflect our elevated brand expression. For more detailed information and updates, please reference pros.facerealityskincare.com.



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