Graphic Design Showcase

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Rebuilding Trust in Skincare Advertising Through Visual Communication

Perfect skin is often portrayed as the norm, yet many consumers are left wondering how much of what they see is actually real. This project explores how visual communication can rebuild trust in skincare advertising by promoting honesty, transparency, and authenticity.

Inspired by the message "We Don't Sell Perfection, We Sell Honest Skincare," the campaign comes to life through posters, video advertisements, social media content, merchandise, and an interactive website. Ultimately, it encourages more realistic skincare expectations and fosters stronger trust between brands and consumers.

