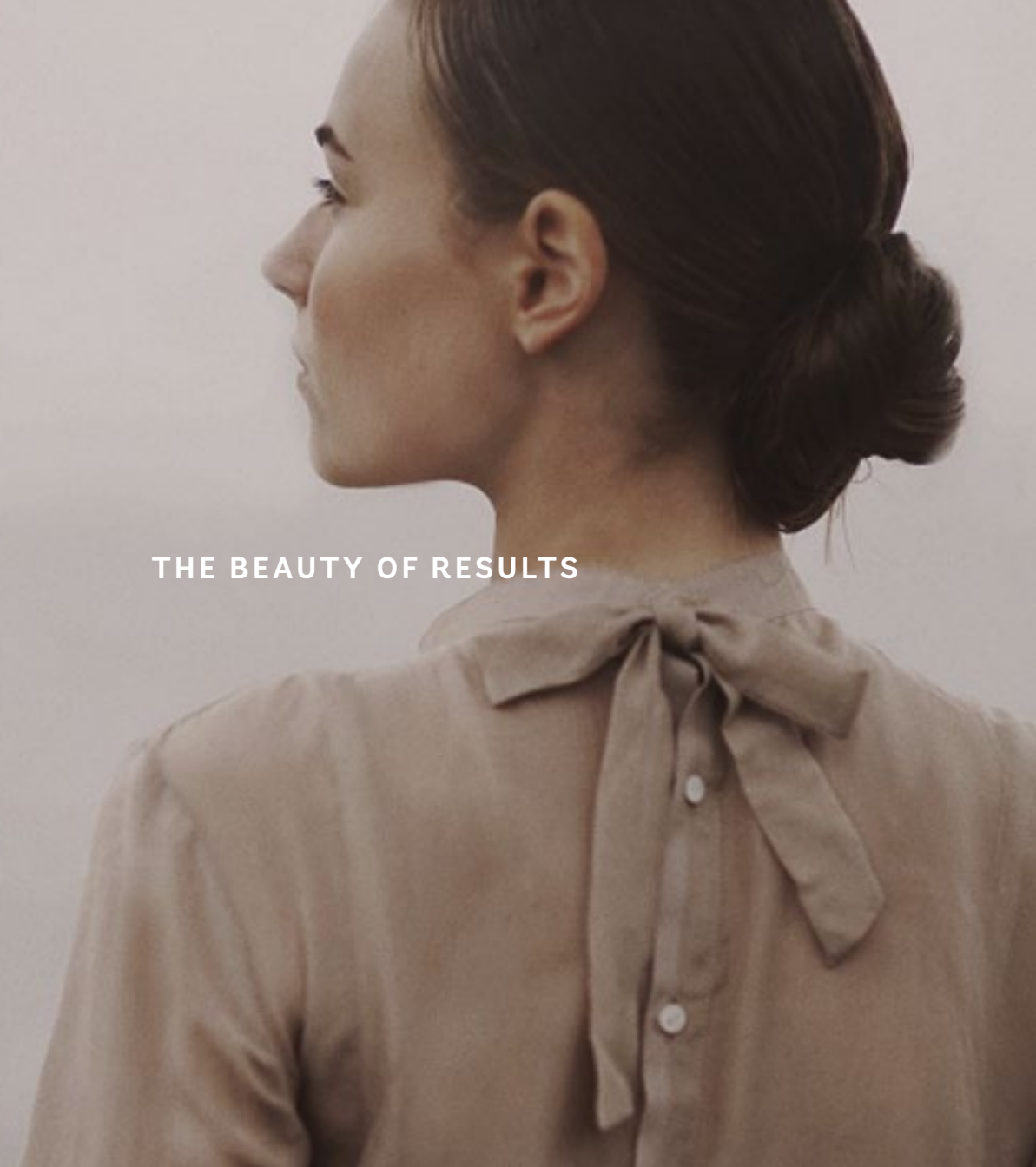


THE BEAUTY OF RESULTS



THE POWER OF FEELING BEAUTIFUL

Beauty is more than skin deep. When we feel beautiful, we're more confident, happy and successful in every aspect of our lives. This is an intrinsic truth that can be traced back thousands of years, and to every culture around the world. Vivier aims to create category redefining skin care products that are proven to revitalize, repair and protect women's skin. This document constitutes the entirety of the Vivier brand and products, and is our guide to how we think about and live our brand.



A close-up, high-quality portrait of a woman's face, showing her eyes, nose, and lips. She has light skin, blue eyes, and blonde hair. The image is used as a background for the left side of the page.

WHO WE ARE

- PASSIONATE ABOUT BEAUTY -

We are scientists, and architects of beauty; dreamers, and entrepreneurs of solutions. More specifically, we are a family-owned business that creates, manufactures, markets and sells premium pharmaceutical skin care products that are tried, tested and true. Our passion for healthy skin and making anti-aging products that deliver exceptional results led to the creation of L-Ascorbic Acid, the #1 Vitamin C Serum in the world. We are true believers in the beauty of results.

THE POWER OF TRANSFORMATION

After three years of research, innovation, and product development, Jesse Vivier founded Vivier Pharma. Mr. Vivier has over 30 years of experience in ethical and cosmetic pharmaceuticals. As Founder and CEO, one of his daily missions is to inspire the team to continue to create world-class pharmaceutical grade skin care solutions for the care, maintenance and protection of women's skin.





P

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Q



WHAT WE BELIEVE

We are PINQ. We are passionate and innovative about everything we do. Our clients tell us that we are nice, finding us honest, trustworthy and reliable. We are focused on quality, from ingredients selection to after-sales support. These are our guiding principles, values, and the way we like to work with people. There is great strength in being PINQ.



PASSIONATE

INNOVATIVE

NICE

QUALITY



P

WE ARE PASSIONATE

Passion is the driver of human creation. It makes us jump out of bed in the morning knowing there's nothing we can't do. It fuels our beliefs and pushes us to act on them. So what are we passionate about? Improving women's lives with advanced skin care that gets results.





WE BRING INNOVATIVE IDEAS TO LIFE

Innovation is what dreams become when we are awake. It's that burning desire to ask: **What if?** and, **Why not?** It sets us on a course of exploration and discovery to find the true nature of things, and then, make them better. Vivier's products are made from dreams. And the results speak for themselves.

N

WHAT DOES “NICE” MEAN TO US?

To be nice is to be honest, trustworthy and easy to work with. That’s important to us. In a world where people are used to being treated as anonymous accounts, striving to be decent and considerate is a refreshing change. After all, we are family-owned and operated, not some multinational conglomerate. Nice is underrated. Nice is inner beauty. Nice is how we choose to be.





Q

WE PROVIDE HIGH QUALITY

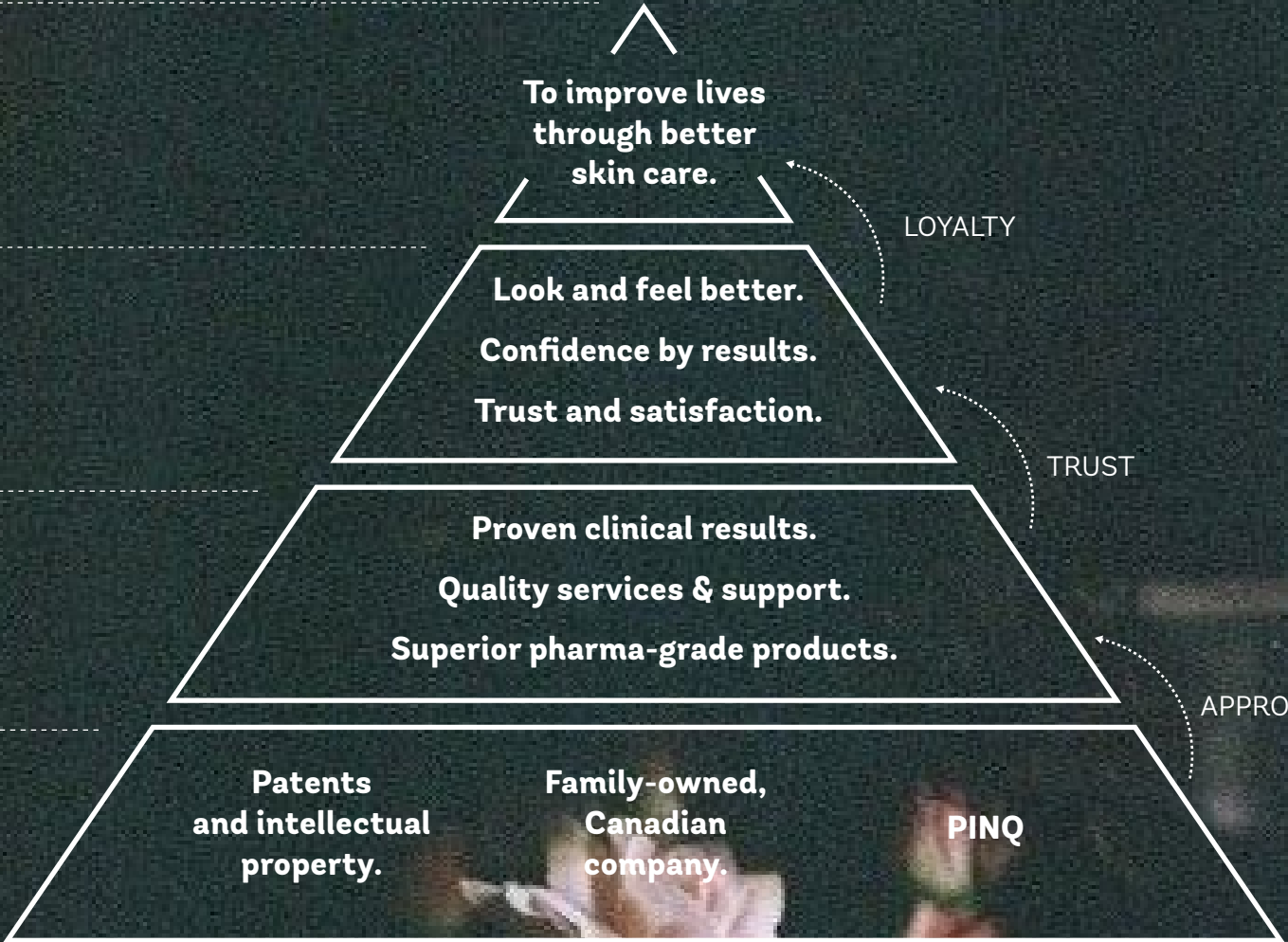
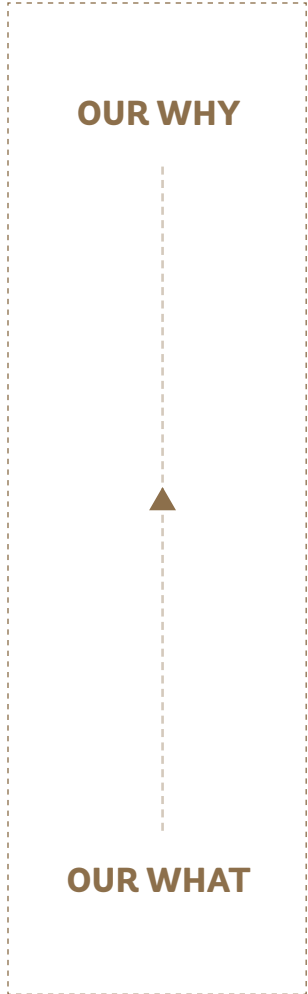
At Vivier, we believe that quality is a journey, not a destination. We also believe that like our beauty products, high quality should deeply penetrate every aspect of our organization. We strive to always offer only the best to our customers.

A black and white close-up portrait of a woman's face, looking slightly to the left. She is wearing a black and white horizontally striped shirt. The image is partially obscured by a dark brown vertical bar on the right side, which contains white text.

OUR PROMISE

– WHY VIVIER? –

Our consumer's safety and overall satisfaction are our top priorities. And that's the reason we only use pharmaceutical-grade ingredients in our patented formulations. All of our products are approved by Health Canada and the FDA, and in Mexico as well as parts of the Middle East. And as should be expected, they provide verified measurable results and benefits to our consumers. We believe this is why we're Canada's number one skin care company in the physician dispensing market.





DIFFERENTIATORS

Why being different is better. In a world of multinational conglomerates who often spend more on marketing than product innovation and quality, we stand apart. We are family-owned and operated and our passion for skin care is in our DNA. We own a considerable number of patents and intellectual property, and are proud to say we're PINQ.

FUNCTIONAL BENEFITS

A world of Good, Better, & Best. I think you know where we're going with this. At Vivier, we strongly believe that when it comes to taking care of our skin, you should never settle. We use superior-grade ingredients at medical level doses to achieve the best results possible. Additionally, our service and after-sales support is second to none. In our opinion, there is only "best".





EMOTIONAL BENEFITS

It's how you feel. Discovering Vivier is a life-altering experience for many of our consumers. Friends and family tell them they look great: and this makes them feel amazing! Increased confidence and self-esteem are important benefits of using our products. We are pleased to hear that the vast majority of our clients are extremely satisfied, and completely trust us.

BRAND PROMISE

Our Vitamin C Serum is the top choice of physicians and beauty professionals around the world. And that means a lot to us, and our consumers. When they use Vivier, they know they are investing in premium quality products without compare. We are extremely gratified in knowing that we can make a difference in how people feel about themselves. **At Vivier, we promise to improve lives through better skin care.**





OUR PERSONALITY

- PROUD BUT HUMBLE -

In the world of beauty, style often takes the lead over substance. But we believe that celebrity endorsements and extravagant advertising campaigns can only go so far. We on the other hand are a small family-owned company two generations strong. We are fuelled by honesty and integrity in everything we do. We know our products get results. And so do the people who choose them.

THE SPIRIT OF VIVIER

The spirit that drives us is ancient, primal and indestructible. It lives in the heart of the first stone-crafted tool and blew through the hair of the Wright brothers. It is the spirit of innovation through imagination. When inventions possess so much transformative power, they are indistinguishable from magic.





THE LOOK OF VIVIER

GRACEFULLY CONFIDENT

Confident, elegant, sincere, and trustworthy are a few of the words that describe what our brand looks like. We take as much pride in our tried and tested products as in the elements that combine to visually express who we are. After all, that's how the world sees us. Clean design elements frame beautiful aspirational photography and copy to elegantly show what we are saying.

THE VOICE OF VIVIER

GENUINELY FRIENDLY

Honest, approachable, and friendly are a few of the words that describe how our brand talks with people. We are recognized experts in the category. And that means a lot. But just as importantly, we are warm and considerate in all our interactions. Our words are forged in science but flow from a warm and sincere smile.





OUR CUSTOMERS

– THE RIGHT MESSAGE TO THE RIGHT AUDIENCE –

Our primary targets are doctors, beauty care professionals and consumers. We need to keep that distinction in mind when speaking with them. The motivations for each group's decision to choose Vivier are different. Launch campaigns and promotional offers will have a messaging set that communicates the same information with a slightly different emphasis to meet each targets specific objectives.



- DOCTORS -

We are the number one skin care company in the physician dispensing market in Canada. Doctors are one of our primary growth drivers and present a very large revenue stream for our brand. While scientific messages are important in proving the effectiveness of our product, we should not understate the aspirational benefits that are so important to their patients.



- BEAUTY PROFESSIONALS -

Our products are sold in numerous spas throughout Canada and the world. These are often very premium locations and the perfect setting for our brand. Beauty professionals are very knowledgeable about regiment, usability, comparison to competitor products and other important factors. To best promote our product they need to know the science behind why it works, but more importantly, the full benefits associated with our products.



- PEOPLE LIKE YOU AND ME -

Our consumers trust us and can see and feel the difference our products make in their lives. Our products are little magic potions that they value and cherish. They may share their special find with a very good friend, or instead keep it for themselves. With access to any information just a few clicks away, it's easy today for anyone to become well-informed on anything that interests them. When speaking with our consumers, we should always be honest and transparent while heavily emphasizing lifestyle benefits.

A photograph of a person wearing a long, flowing white dress, standing on a wooden deck. The person's hand is visible, holding the edge of the dress. The background is a bright, hazy sky. The text 'OUR TOOLS' is overlaid on the image in a white box with a dark border.

OUR TOOLS

- BE TRUE TO THE BRAND -

Our brand guidelines constitute how Vivier should be perceived by the world. Whether we're speaking to doctors, beauty care professionals, consumers, colleagues or suppliers, we must always keep the Vivier brand in mind. When creating any type of marketing or internal documents, a good question to ask is, "Is this how Vivier would say it?"

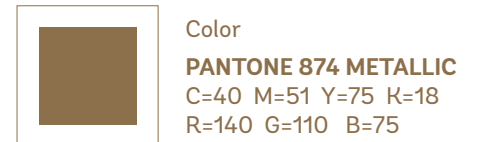
WHAT WE WANT PEOPLE TO FEEL

Clean design elements frame aspirational photos to elegantly make our audience feel what we are trying to convey. Trustworthy doctors, confident beauty care professionals, and consumers who look secure and satisfied comprise most of our key visuals. Our words also have an aspirational quality and politely get to the point without being verbose or sensational. We share powerful ideas in a soft-spoken manner. People lean forward to listen when we speak.



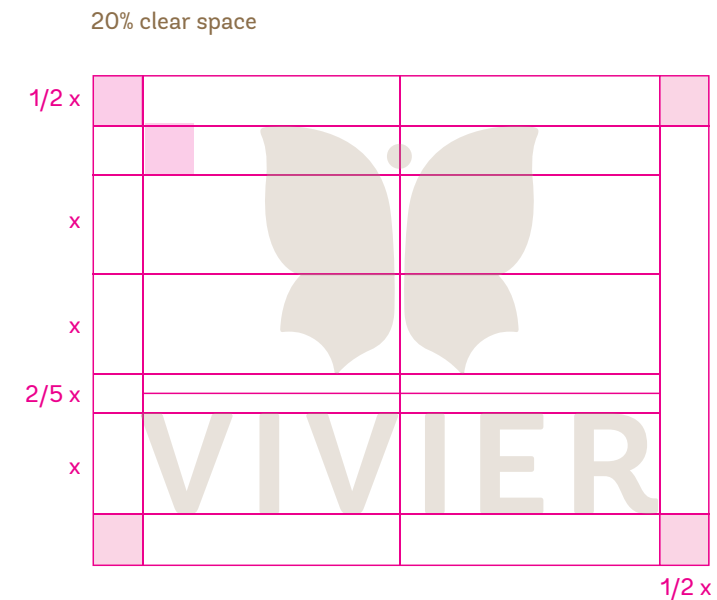
THE VIVIER LOGO

Our logo embodies our visual identity. It is the universal signature across all Vivier communications. We use the same version in print, on screen, and on packaging. It is our sign and symbol, and the face consumers recognize. We always treat it with the respect it deserves.



LOGO SAFETY

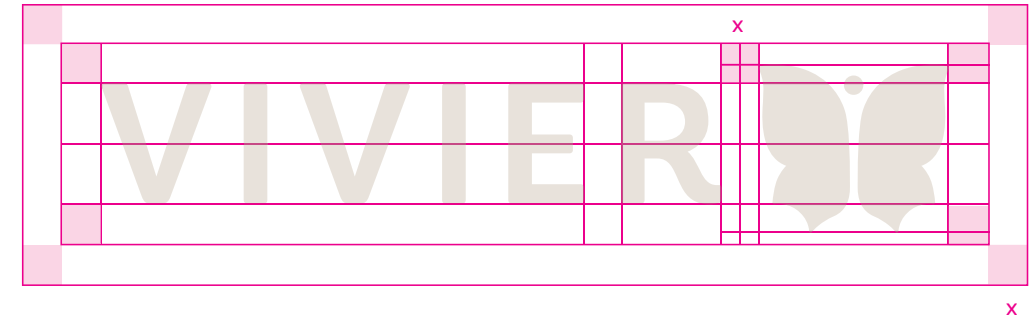
To ensure that all logo versions are clearly visible in any application, they need space to breathe. The area directly surrounding them is protected and free of type, graphics, and images to avoid visual clutter. When the full name logo is used, a clear space of 20% of the symbol's height is always maintained.



Note: the logotype typography has been carefully spaced, and should not be changed, or re-typed.

THE VIVIER LOGO HORIZONTAL ORIENTATION

This logo should only be used when it is not possible to use the vertical logo. While the proportions of the icon and the name Vivier are different in size than in the vertical version, the necessity to maintain its visual integrity and safety remain the same.



WRONG LOGO APPLICATION

To maintain brand consistency, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the Vivier logo and should be avoided. If you have any questions, please contact our marketing department.



DON'T change proportion of visual elements.



DON'T integrate non-approved colors.



DON'T rotate the logo.



DON'T add elements to the logo.



DON'T add a drop shadow, reflections or graphic filters to the logo.



DON'T place type, images or graphic elements in safety area.



DON'T stretch the logo. It's perfect as is.



DON'T create an outlined version of the brand.



DON'T use the symbol to frame imagery.



DON'T use the symbol as a graphic element not allowed.



DON'T use the symbol as a bullet point.



DON'T place the logo over a busy background.

TYPOGRAPHY

Fonts are the clothes that words wear. They give personality to the words we say and their character and visual idiosyncrasies are critical to our brand. Although seemingly imperceptible to some, the improper use of typographic components can damage our credibility – we must dress our message appropriately for the occasion. Vivier wears **Andes Rounded** or **Andes Condensed**.

ANDES ROUNDED EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/

ANDES ROUNDED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/

ANDES CONDENSED BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/

ANDES CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 — &*#@?!/

SECONDARY TYPEFACE

In cases where a standard system font is required, such as in Word or PowerPoint documents, Helvetica light is an acceptable substitute. Please use discretion and common sense.

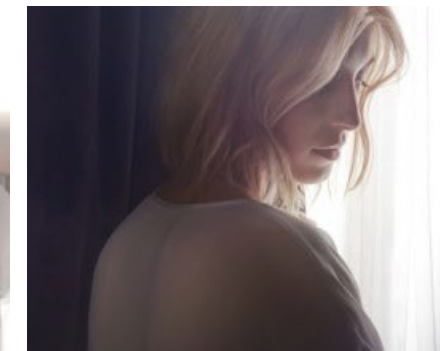
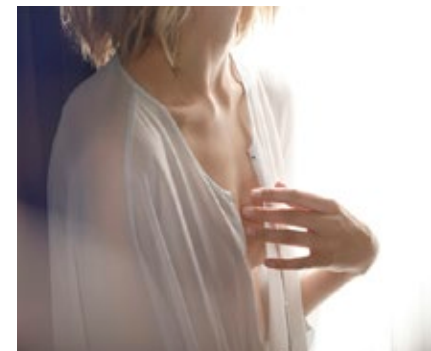
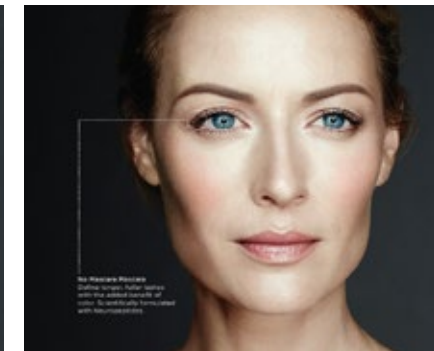
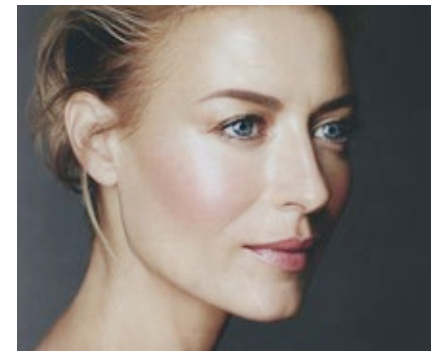
COLOUR PALETTE

The Vivier colours are in keeping with the honest, approachable and friendly voice of our brand. They are inspired by natural light, spring colours and soft tonalities found in nature. Our hues are a mix of earthy and feminine, dark and light. Our voice is felt through our colours.

 <div>Pantone 427 c18 m11 y13 k0</div>	 <div>Pantone 2330 c16 m11 y17 k0</div>	 <div>Pantone 7534 c16 m13 y25 k0</div>	 <div>Pantone 7506 c1 m10 y32 k0</div>	 <div>Pantone 2050 c4 m19 y4 k0</div>	 <div>Pantone 705 c0 m14 y4 k0</div>	 <div>Pantone 663 c7 m11 y2 k0</div>
 <div>Pantone WG3 c33 m29 y32 k0</div>	 <div>Pantone 413 c26 m18 y26 k0</div>	 <div>Pantone 400 c26 m22 y29 k0</div>	 <div>Pantone 2310 c14 m25 y37 k0</div>	 <div>Pantone 5245 c11 m17 y9 k0</div>	 <div>Pantone 670 c2 m22 y0 k0</div>	 <div>Pantone 656 c13 m3 y0 k0</div>
 <div>Pantone WG2 c21 m18 y22 k0</div>	 <div>Pantone 406 c25 m23 y26 k0</div>	 <div>Pantone 7528 c25 m25 y33 k0</div>	 <div>Pantone 481 c15 m27 y32 k0</div>	 <div>Pantone 482 c19 m35 y40 k0</div>	 <div>Pantone 2085 c12 m21 y0 k0</div>	 <div>Pantone 7443 c13 m12 y1 k0</div>
 <div>Pantone 7530 c42 m43 y51 k7</div>	 <div>Pantone WG5 c44 m40 y43 k4</div>	 <div>Pantone 407 c40 m38 y38 k2</div>	 <div>Pantone 2311 c22 m39 y56 k1</div>	 <div>Pantone 7612 c18 m47 y45 k0</div>	 <div>Pantone 5165 c14 m27 y6 k0</div>	 <div>Pantone 665 c23 m27 y1 k0</div>
 <div>Pantone 7529 c33 m34 y41 k1</div>	 <div>Pantone 402 c48 m44 y49 k9</div>	 <div>Pantone 2325 c42 m42 y65 k11</div>	 <div>Pantone 2316 c31 m47 y59 k6</div>	 <div>Pantone 7613 c24 m55 y54 k3</div>	 <div>Pantone 2051 c11 m29 y7 k0</div>	 <div>Pantone 2071 c29 m36 y0 k0</div>
 <div>Pantone 451 c48 m37 y76 k12</div>	 <div>Pantone 2327 c55 m47 y73 k26</div>	 <div>Pantone 7504 c43 m56 y72 k26</div>	 <div>Pantone 874 c40 m51 y75 k18</div>	 <div>Pantone 4645 c11 m46 y64 k30</div>	 <div>Pantone 435 c32 m34 y26 h0</div>	 <div>Pantone 2635 c31 m37 y0 k0</div>
 <div>Pantone WG8 c55 m55 y56 k25</div>	 <div>Pantone WG7 c53 m53 y53 k19</div>	 <div>Pantone 7615 c49 m63 y58 k30</div>	 <div>Pantone 7614 c36 m55 y53 k10</div>	 <div>Pantone 436 c43 m48 y34 k3</div>	 <div>Pantone 5295 c41 m35 y11 k0</div>	 <div>Pantone 2176 c40 m16 y22 k0</div>

LIFESTYLE PHOTOGRAPHY

The gracefully confident essence of the brand is interpreted through aspirational and lifestyle photography. Our confidence in our products and sincerity in our results are visually expressed through our images. Our guiding principles for photography are:
FEMININE • ELEGANT • NATURAL • RELAXED • INTIMATE.



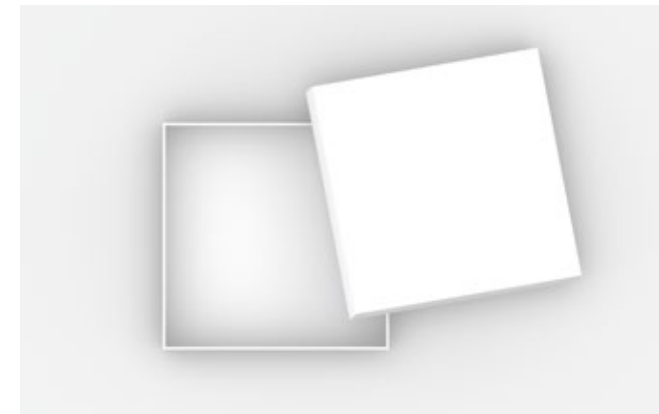
PACKAGING PHOTOGRAPHY

As applicable to all other elements of the brand the packaging photography is inline with the new brand position as it too reflects the Vivier voice. Product photography is simple, pure, and approachable.

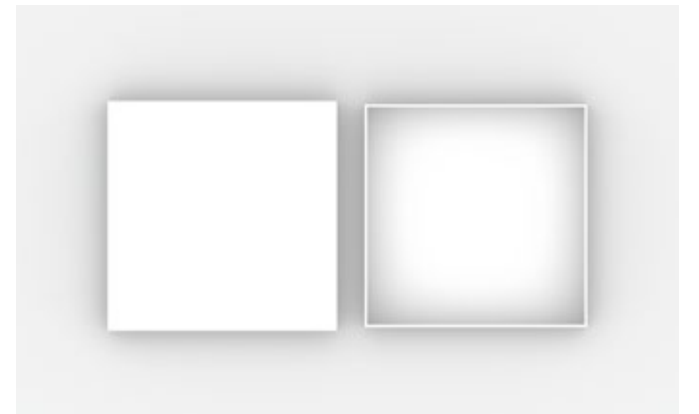
Products are always shot at eye-level, in a clean white background environment. No shiny reflections of the packaging except for natural shadows. To ensure more flexibility all photos should be shot in the same style.



Individual packaging and group/mood packaging
Outer box: shot at $\frac{3}{4}$
Inner product: shot directly

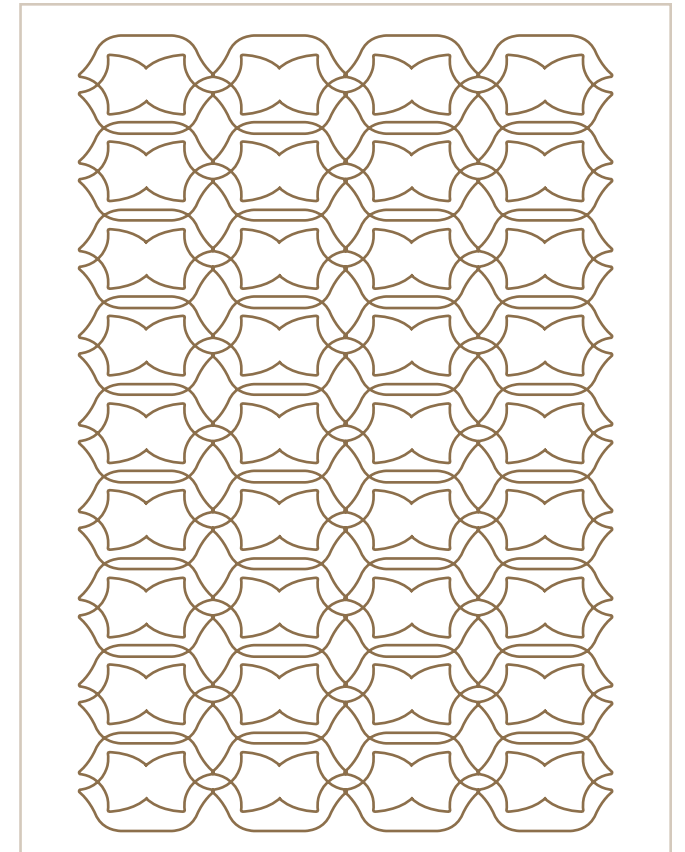
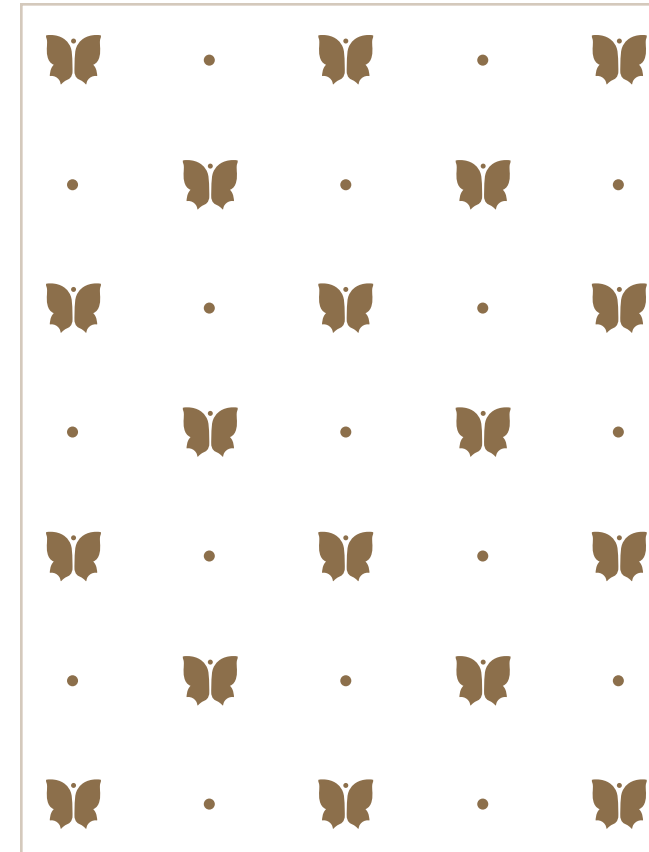


Box/Kit: Shot from above or at $\frac{3}{4}$



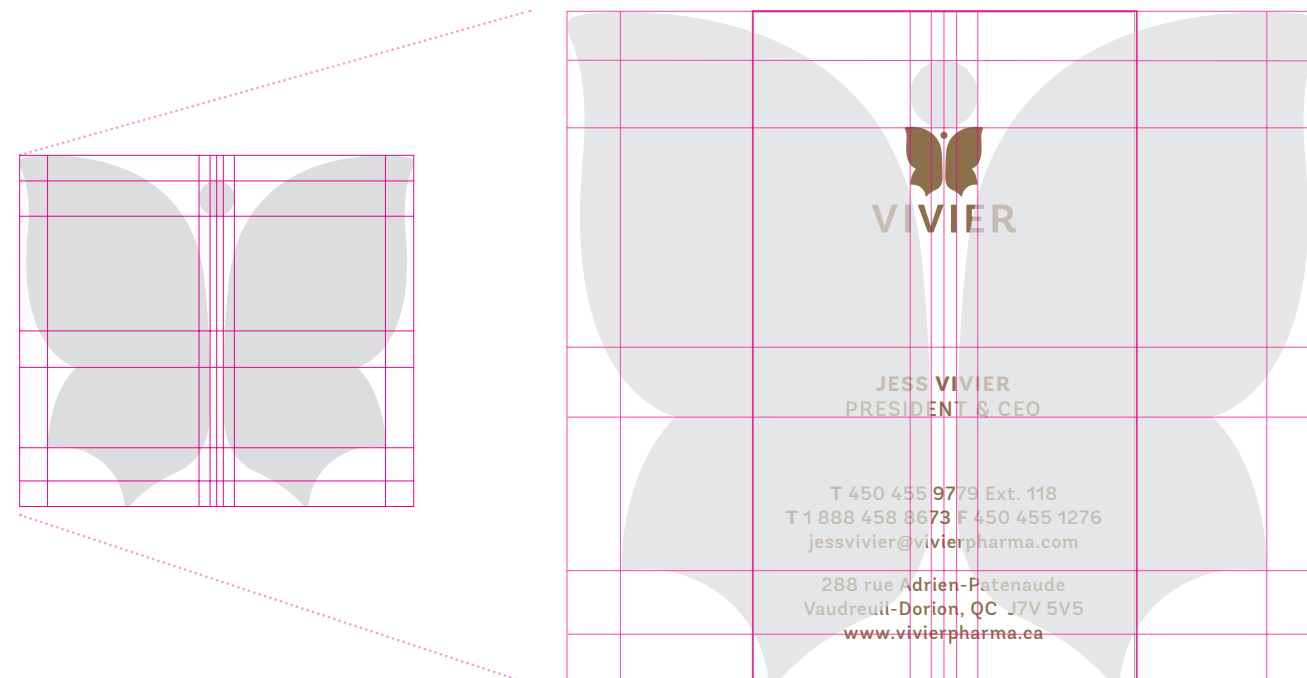
PATTERNS

The butterfly pattern can be used only on entire surfaces and must never be interrupted by text or other graphics. The pattern is special and should be applied with care on items as a supporting element to the rest of the brand aesthetic. The pattern must be used carefully and in keeping with the elegant style of the Vivier brand.



THE GRID

All printed materials are based on the proportions of the Vivier symbol. Because the logo is symmetric, it is well suited for central orientation and should be centered whenever possible.



THE GRID APPLIED

The grid is the basic guide when producing any printed material.

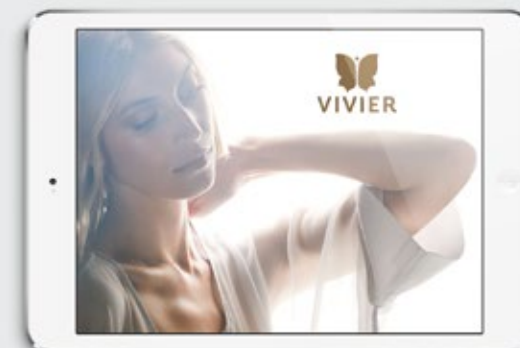
In order to properly apply the grid, you must enlarge the butterfly symbol so that it is equal in height or in width with the printed dimensions of the material in question.

1- Place the logo in any area adjacent to the dot that serves as a visual anchor, always respecting the safety area.

2- Use the guides to justify the text and other elements going into the composition of the layout.



EXAMPLES OF PROPER APPLICATIONS







it's intended to encourage community members to work out their own problems. He said the anti-Muslim rumblings are "minor agitations that are normal in any multi-

April 2012, a 2,000-strong mob including monks and a monk north-central city of Dambulla as police looked on. The government later ordered the removal of the decades-old mosque, saying its location within a sacred Buddhist area was an affront. In March last year,

While a monk and a monk north-central city of Dambulla as police looked on. The government later ordered the removal of the decades-old mosque, saying its location within a sacred Buddhist area was an affront. In March last year,



Ut enim ad minim veniam, quis nostrud exercitation
Dutch colonial forces. Today, they control at least half of small businesses and hold near-monopolies in the textile and gem trades. Because most speak Tamil, and not Sinhala, they were key players in



Several h on Thai p

BANGKOK — Several Thai government protesters were wounded after gunmen opened fire on a rally in Bangkok, opposition leaders said on Saturday, adding pressure on the caretaker government ahead of a planned city-wide "shutdown."
The kingdom is the grip of a political crisis that has led to parliament being dissolved, with demands aimed at toppling Prime Minister Yingluck Shinawatra and ending the influence of her widely divisive brother on Thai politics.
One protester was seriously wounded after unknown gunmen fired at the protesters' main rally site in two separate attacks early on Saturday, Thai police said.
The first attack occurred at 2:30am, wounding two people, including a protest security guard. The second took place a few hours later, wounding five protesters, said Police Lieutenant General Pravit Thanomwil of the Royal Thai Police. The toll was confirmed

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sciam, a — A US-based children's charity has asked the Philippines to investigate the suspected involvement of child workers for sex trafficking in a region devastated by Super Typhoon Haiyan, an official said on Saturday.
Plan International said it was concerned about five high school girls who were recruited after the typhoon hit southern Leyte and Samar in the island of Samar that devastated the region.
The girls were recruited to work in a sex trafficking ring in Manila, the charity said. It said the girls were recruited by a man who offered them a job in a sex trafficking ring in Manila. The girls were recruited by a man who offered them a job in a sex trafficking ring in Manila.

She said "hundreds" of women from Samar have ended up working in the sex trade district of the north-east city of Hong Kong since 2004, when Plan International began a campaign against human trafficking in the island. Within the project, staff work to the five girls arrested there because the government said they would be sent to Manila. They were recruited to work in a sex trafficking ring in Manila. The girls were recruited by a man who offered them a job in a sex trafficking ring in Manila.

THE BEAUTY OF RESULTS



THE BEAUTY OF RESULTS

ABOUT US UT ENIMR AD MINIM VENIAM.

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SED UT PERSPICIATIS

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TOTAM REM APERIAM

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DIGITAL MEDIA

When producing video or any digital media we need to consider all of the guidelines that are set for any Vivier communication and stay true to our personality. More specifically, in producing such media we must ensure that all 7 key elements are consistent with the brand positioning and ask the question “Is this how Vivier would do it?”

tone: Honest, approachable and friendly.

language: Use appropriate language according to the intended audience.

colour palette: Stay within the family of colours proposed in the colour palette.

logo: The logo should be used respectfully as in all other touchpoints. No special effects on the logo such as animated butterflies, or transitional colours. The brand is elegant and simple.

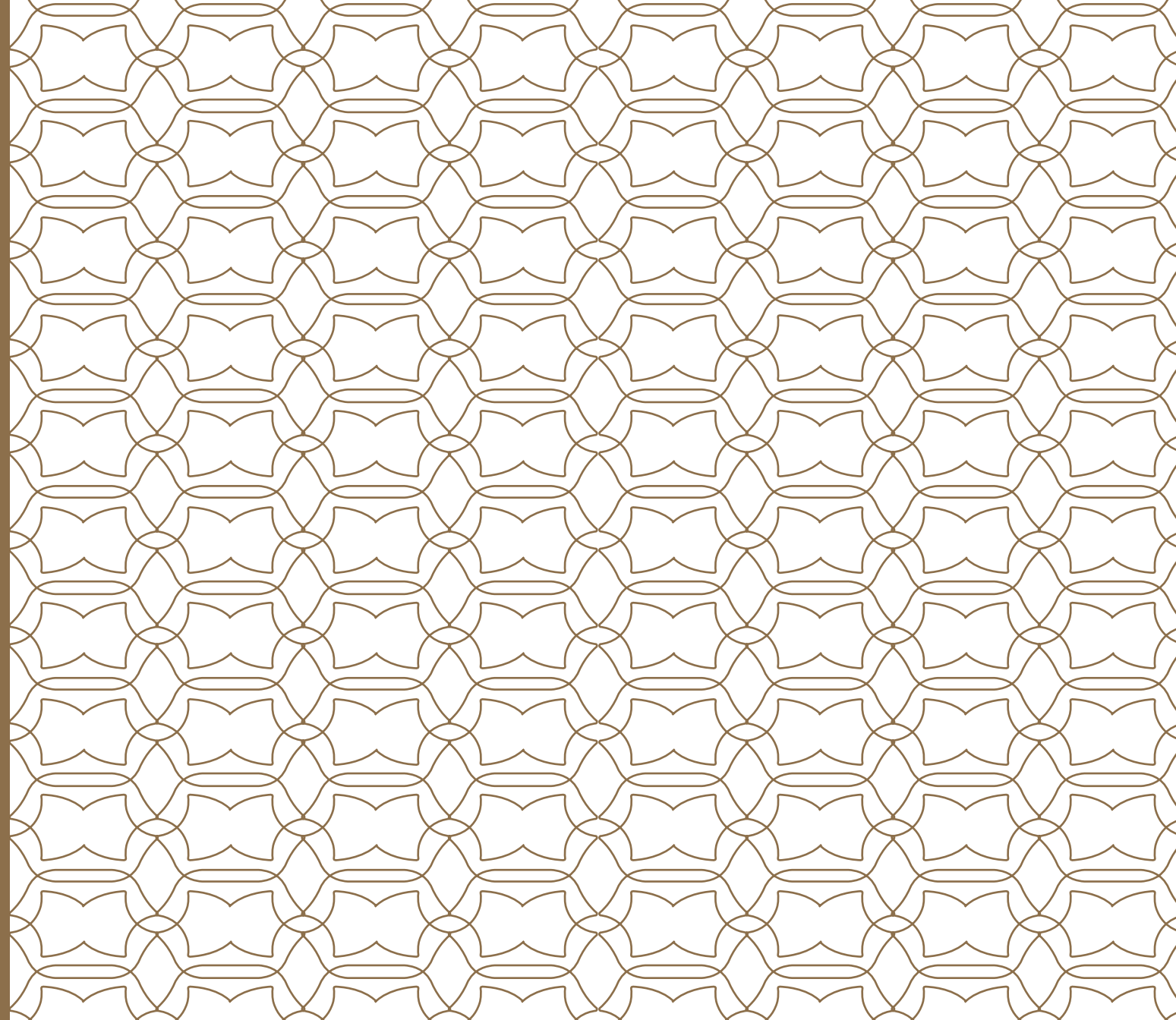
typography: Supers should have the same fonts as indicated in the brand guidelines, and the effects should always be in keeping with the Vivier Brand in mind. No extreme effects: Supers should appear and disappear with simple effects.

sound: Whether it is a voice over, talking on camera or sound effects we must always be inline with our brand personality. We don't use loud sound effects or overly animated personalities to get our messages across.

promotions: We must ensure that the promotional channel selected to broadcast our media is in keeping with the brand personality and doesn't come into conflict with the Vivier positioning.

- THE BEAUTY OF RESULTS -

We are as good as the results we provide to our consumers. As a company, we must be vigilant to ensure the consistency of our message every time someone experiences the brand. To improve the lives of our consumers through better skin care and to demonstrate the beauty of results.





THE BEAUTY OF RESULTS