

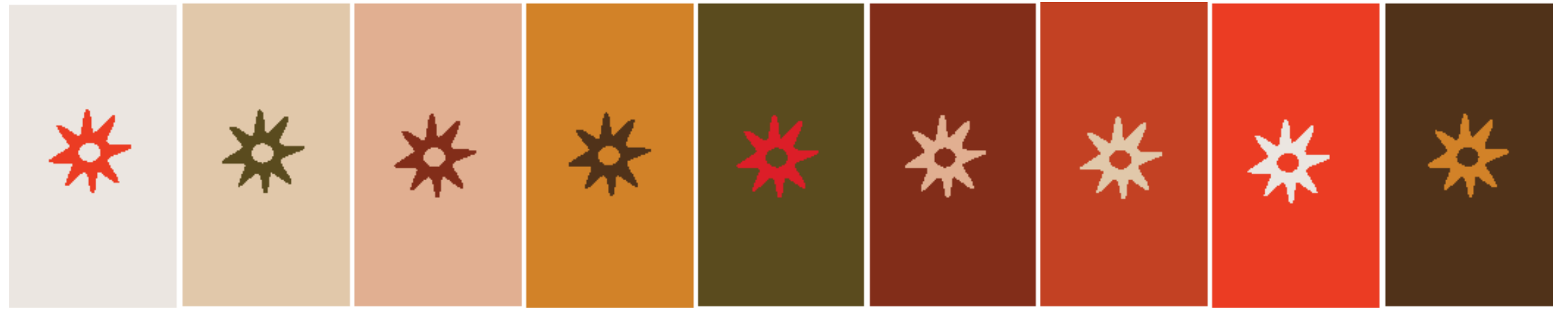
PRIMARY LOGO

FIG&OLIVE

ALTERNATIVE LOGO



COLOR PALETTE



FIG&OLIVE

ICONS



TYPOGRAPHY

LOGO FONT

medea ITC STD medium

AA

bb cc dd ee ff gg hh ii jj kk ll mm
nn oo pp qq rr ss tt uu vv ww xx
yy zz .?!/;()@#%

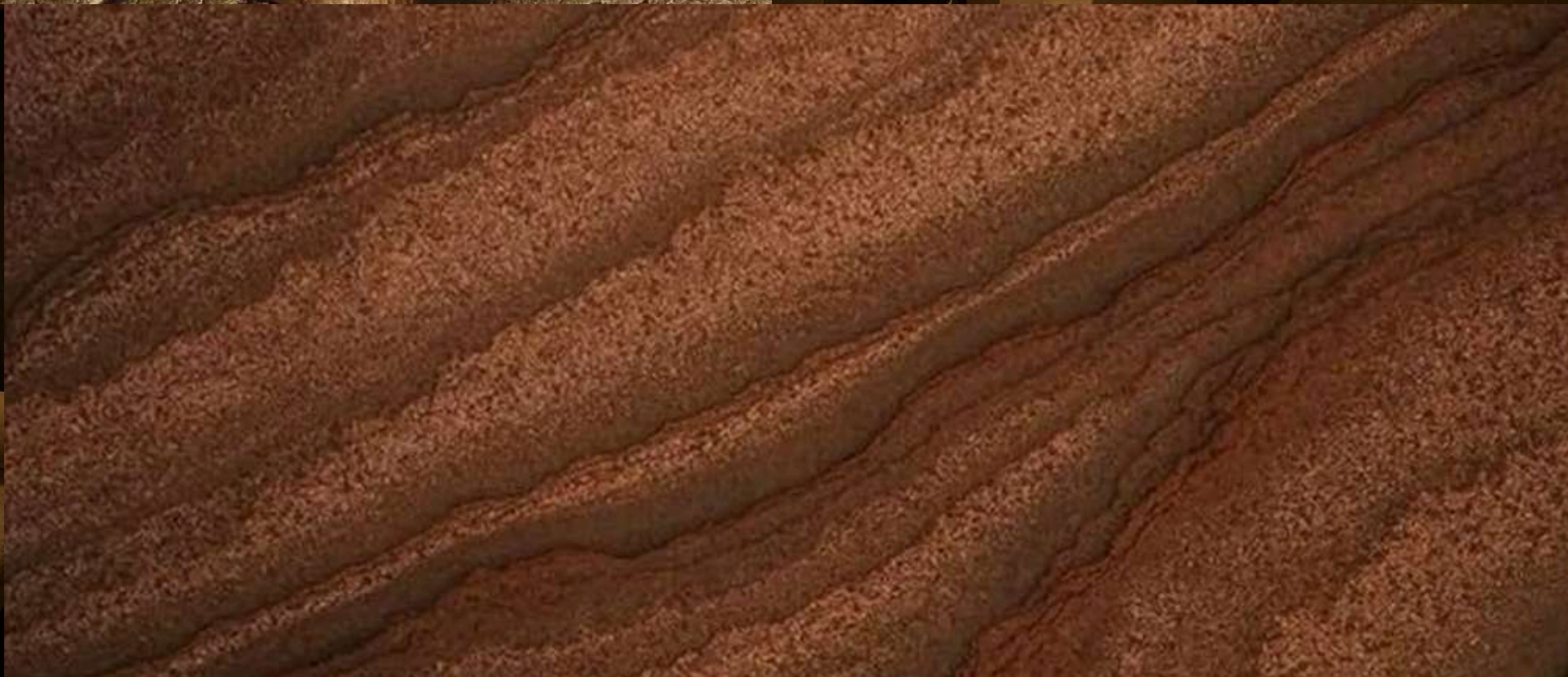
Canela Deck Light

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz .?!/;()@#%

The Concept

A sensory escape — fusing Eastern scalp massage traditions, organic elixirs, and wellness treatments designed to restore energy from the roots. A multi-sensory scalp experience designed to regulate cortisol and support hormone balance through head therapy. Treatments are created for burnout recovery, sleep improvement, hair vitality and nervous system regulation. Rooted in Eastern traditions and plant-based care, combining organic elixirs, Ayurvedic oils, touch-based rituals, and modern wellness tools.



A close-up photograph of a tree trunk, showing the texture of the bark and shadows cast by leaves. The text "FIG & OLIVE" is overlaid in white, bold, sans-serif font. The background is a dense forest with green foliage and a blue sky visible through the trees.

FIG & OLIVE



the concept

A SENSORY ESCAPE, FUSING EASTERN SCALP MASSAGE TRADITIONS, ORGANIC ELIXIRS, AND WELLNESS TREATMENTS DESIGNED TO RESTORE ENERGY FROM THE ROOTS. A MULTI-SENSORY SCALP EXPERIENCE DESIGNED TO REGULATE CORTISOL AND SUPPORT HORMONE BALANCE THROUGH HEAD THERAPY. TREATMENTS ARE CREATED FOR BURNOUT RECOVERY, SLEEP IMPROVEMENT, HAIR VITALITY AND NERVOUS SYSTEM REGULATION. ROOTED IN EASTERN TRADITIONS AND PLANT-BASED CARE, COMBINING ORGANIC ELIXIRS, AYURVEDIC OILS, TOUCH-BASED RITUALS, AND MODERN WELLNESS TOOLS.

ROOTED IN RITUAL

VISION

TO REDEFINE SELF-REGULATION AND RITUAL CARE THROUGH THE FORGOTTEN POWER OF THE SCALP

MISSION

TO RESTORE BALANCE FROM SCALP TO SOUL THROUGH SENSORY RITUALS, ROOTED IN EASTERN TRADITION AND ORGANIC CARE.



RETAIL RANGE

A CURATED SPACE FOR ORGANIC CARE AND RITUAL WELLNESS. FROM SCALP ELIXIRS TO HERBAL BLENDS, EVERY PRODUCT IS ROOTED IN NATURE AND DESIGNED TO RESTORE BALANCE—INSIDE AND OUT





SIGNATURE RITUALS

A CURATED MENU OF SENSORY TREATMENTS, DESIGNED TO RESTORE BALANCE THROUGH THE SCALP.
EACH RITUAL COMBINES ORGANIC INGREDIENTS, EASTERN TECHNIQUES, AND GROUNDING ELEMENTS TO SUPPORT DIFFERENT ASPECTS OF WELLBEING.

SIGNATURE RITUALS

For Burnout + Energy Recovery

Created for when the system is overstimulated and the mind is tired. These rituals offer stillness, warmth, and deep grounding

→ Root Recovery Ritual

A herbal scalp cleanse, steam elixir infusion, and grounding foot & shoulder massage. designed to re-energize from the roots.

→ Cortisol Calm Session

A deep nervous system reset. Ayurvedic oil drip, infrared scalp therapy, and acupressure to reduce cortisol and restore calm.

→ The Grounding Way

A full-body ASMR-style ritual with whisper-guided breathing and sensory stillness to soothe the overwhelmed

SIGNATURE RITUALS

For Sleep + Stillness

→ The Quiet Ritual

A closed-eye, open-ear guided ritual using sound frequencies, light touch, and breath to regulate the nervous system.

→ The ASMR Wash

A warm water cleansing ritual using soft acoustics, oil infusions, and sound textures, designed to silence sensory overload.

SIGNATURE RITUALS

For Scalp Vitality

→ Fig Infusion Therapy

Customized oil-blend scalp massage, rhythmic brushing, and warm towel wrap, to stimulate scalp circulation and hair health.

→ Oasis Oxygen Ritual

An oxygen scalp steam, adaptogen-rich mask, and sound-healing rinse, for scalp clarity and lightness.

→ Root Therapy

Rhythmic Ayurvedic oil application over marma points, paired with elixirs to balance doshas and enhance scalp function.



COLLABORATIONS

WE PARTNER WITH LEADING AYURVEDIC DOCTORS, SOMATIC THERAPISTS, AND SOUND HEALERS TO CO-CREATE HEAD-CENTRIC WELLNESS RITUALS.
OUR WORK BLENDS CLINICAL-GRADE CARE WITH ANCIENT RITUAL.

OUR FOCUS INCLUDES



- Hormone-focused scalp therapies
 - Sleep & adrenal regulation protocols
 - Neuroscience-backed sound healing sequences
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Ayurvedic Doctors

- Dr. Shyam Bhat
 - Dr. Piyush Juneja
 - Ayurmana Centre
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Sound Healers

- Nadine Ghammachi
 - Illuminations Center
 - Sanjeev Krishna
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A dark, textured ceramic jar with a wide, slightly flared rim. The jar has a rounded, bulbous body and a matte, earthy finish. The text 'FIG & OLIVE' is printed in a clean, white, sans-serif font across the center of the jar's body. The background is a plain, light-colored surface.

FIG & OLIVE