

Proactiv Clean

Sub-Brand Identity, Packaging System & Omnichannel Launch



Introducing Proactiv's Most Gentle Routine

THE OPPORTUNITY

Proactiv Clean was developed and executed as a distinct sub-brand, with its own identity system, voice, and retail presence while remaining clearly connected to the Proactiv master brand.

Designed for sensitive, reactive, acne-prone skin, the line introduced a new formulation approach that moved away from benzoyl peroxide in favor of mineral-derived actives.

This shift required more than new products. It demanded a softer visual language, clearer education, and a cohesive system that built trust while remaining unmistakably Proactiv.

Scope:

- *Identity and logo design*
- *Packaging design & sustainability collaboration*
- *Photography art direction*



Senior Digital Designer & Product Lead

MY ROLE

I led the creative and product expression of Proactiv Clean from early sub-brand identity through packaging, retail, digital, experiential, and video launch.

My role bridged strategy and execution, partnering cross-functionally while remaining hands-on across design, technical production, and on-set product direction.



Scope:

- Sub-brand identity system
- Packaging design & sustainability collaboration
- Photography art direction
- Omnichannel launch assets
- Video campaign product leadership

Designing for Gentle, Without Losing Credibility

SUB-BRAND IDENTITY SYSTEM

Proactiv Clean needed to feel calm, modern, and reassuring, without drifting into clinical or losing connection to the broader Proactiv brand family.

The result is a scalable sub-brand system designed to live independently across packaging, retail, digital, and experiential environments.

The identity balances softness and clarity through refined typography, a carefully researched color palette, and ingredient-led visual cues that signal care and trust.

proactivclean™

color palette



Clean Green
#00A98F
Pantone 3268C

Deep Ocean Teal
#104A54
Pantone 316C

Ice
#E8F4F5
232 - 244 - 245

Sand Dunes
#F5F1EA
246 - 241 - 233

Legacy Gray
#54585a
Pantone 425C

icons



clean beauty seal



patterns

**Get that clean
skin feeling.**

typography

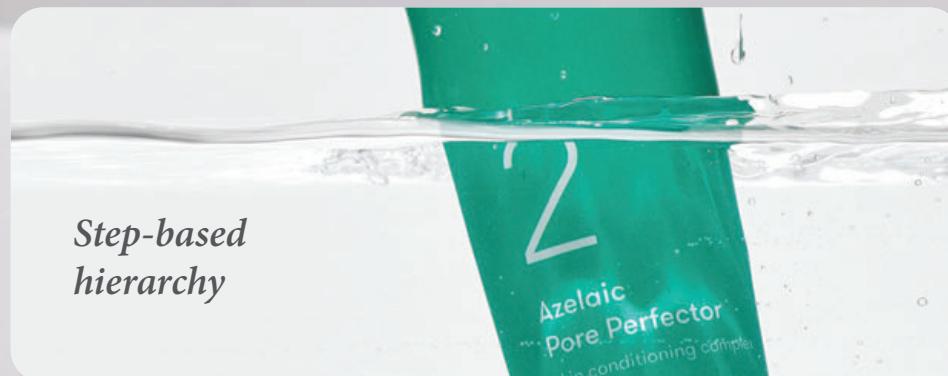


Clarifying the Routine Through Design

PACKAGING SYSTEM & SUSTAINABILITY

The packaging system was designed to make the three-step routine immediately understandable using hierarchy, spacing, and form to guide the consumer intuitively.

Working closely with New Product Development, the final solution balanced clarity, sustainability, and manufacturing feasibility, allowing the system to scale across markets and sub-brands.



Step-based hierarchy

Simple step flow



From Design to Shelf

RETAIL EXCLUSIVES & TECHNICAL EXECUTION

Proactiv Clean launched exclusively at Ulta, including a custom 2-step bundle created specifically for retail.

I partnered with a fellow Senior Designer on structural box design and led the technical artwork guiding files along with the NPD team through regulatory review and legal approval to ensure accuracy, compliance, and on-shelf readiness.



Retail
bundle box



*Dieline and
technical artwork*

In-store shelves at Ulta

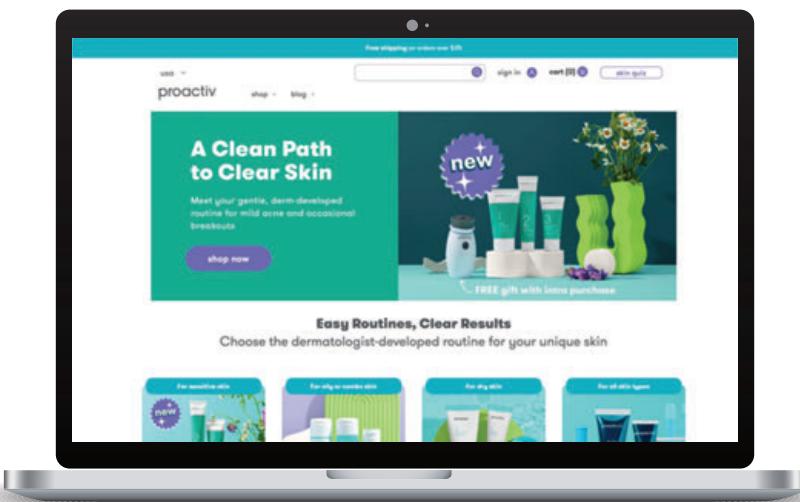


A Cohesive System Across Every Touchpoint

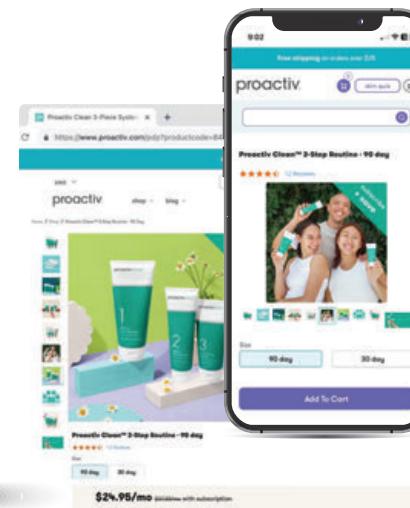
OMNICHANNEL ECOSYSTEM

Once the visual system and voice were established, Proactiv Clean launched as a unified sub-brand across digital, retail, social, and experiential channels, ensuring consistency wherever the consumer encountered the brand.

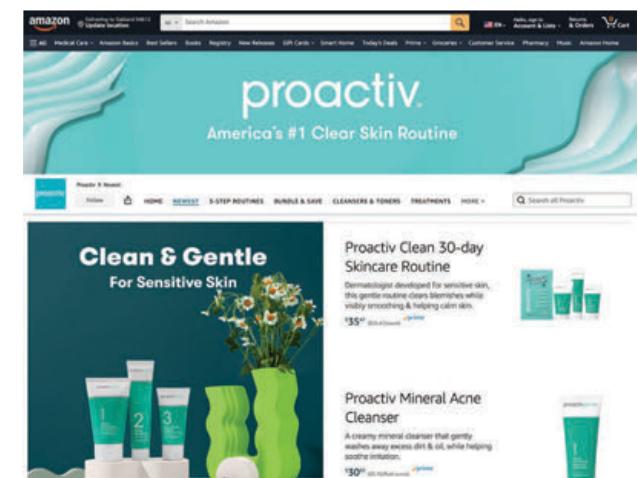
The system was also integrated into the Proactiv Skincare Quiz, helping users identify the right routine for sensitive skin.



Website / Landing Page



Product Description Page (PDP)



Amazon Storefront

Building Trust Through Education & Storytelling

VIDEO & LAUNCH CAMPAIGNS

Video played a critical role in introducing Proactiv Clean, combining emotional relatability with expert credibility.



Introducing Proactiv Clean

Shot in Scottsdale, AZ

Short-form testimonial-led spots
highlighting routine clarity and gentleness

:30 | :15 | :06



Proactiv Clean with Dr. Rachel Nazarian

Shot at Milk Studios, Los Angeles, CA

A long-form educational piece differentiating Proactiv Clean through dermatologist-led authority.

02:09

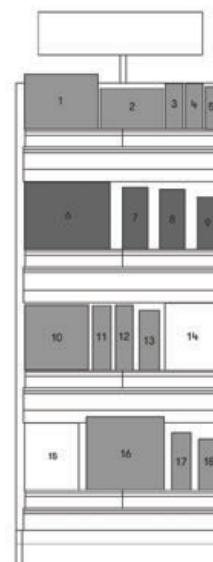
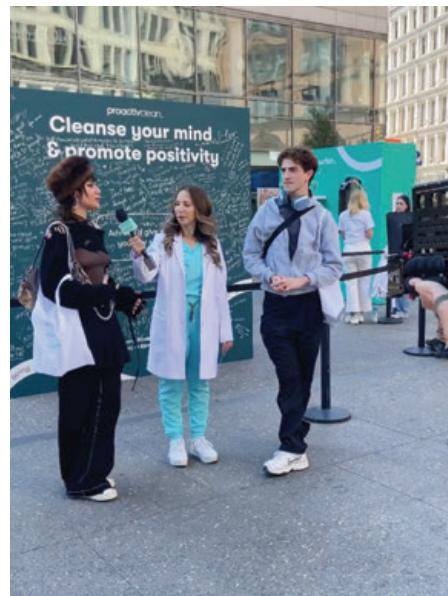
As Product Lead and Creative Consultant, I supported both campaigns on set, ensuring product accuracy, visual consistency, and brand tone across production partners and talent.

Meeting the Consumer Where They Are

RETAIL, EXPERIENTIAL & CULTURE

Beyond packaging and digital, Proactiv Clean lived in physical retail and experiential spaces, reinforcing education, approachability, and community engagement.

This included in-store merchandising, Ulta conference environments, and a New York experiential activation designed to spark conversation and connection.



*Proactiv Clean
Launch Activation*

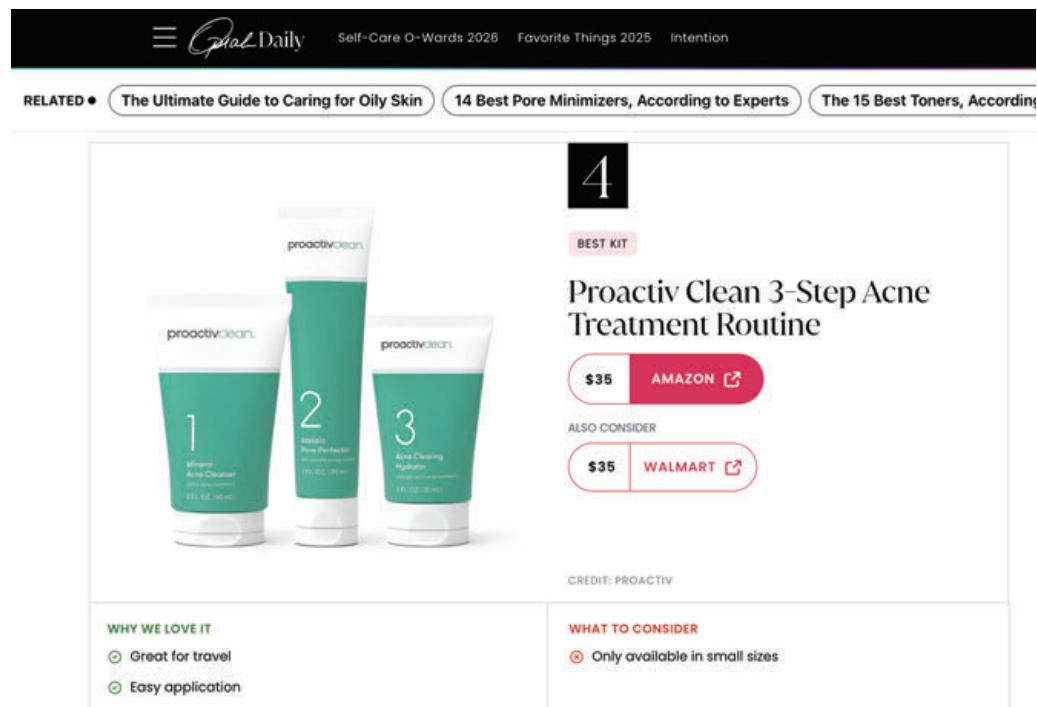
*Store Set-up
Wireframe*

*1/2 Shelf
Planogram*

Impact & Results

OUTCOMES & RECOGNITION

- ✓ Successful national retail rollout
- ✓ Expansion across major retail partners and platforms
- ✓ International application of the packaging and design system
- ✓ **2024 Oprah Daily Editor's Choice Award for Best Acne Kit**



The screenshot shows a news article from Oprah Daily. At the top, there are navigation links: a menu icon, 'Oprah Daily', 'Self-Care O-Wards 2026', 'Favorite Things 2025', and 'Intention'. Below this, a 'RELATED' section includes links to 'The Ultimate Guide to Caring for Oily Skin', '14 Best Pore Minimizers, According to Experts', and 'The 15 Best Toners, According'. The main content is an article titled '4 BEST KIT Proactiv Clean 3-Step Acne Treatment Routine'. It features three green tubes of Proactiv Clean products labeled 1, 2, and 3. The price is \$35, with purchase links to 'AMAZON' and 'WALMART'. Below the product image, there are sections 'WHY WE LOVE IT' (Great for travel, Easy application) and 'WHAT TO CONSIDER' (Only available in small sizes). The credit 'CREDIT: PROACTIV' is at the bottom. The overall design is clean with a white background and green accents.

Figuring out a routine for acne-prone skin is challenging, but this kit makes it easy. It's not only perfect for travel but includes everything you need to target breakouts. The three-step routine consists of a sulfur-based cleanser, the Azelaic Pore Perfector to help decongest buildup in the pores and improve skin texture, and a moisturizer that contains salicylic acid to treat existing breakouts and prevent new ones from forming.



Ulta Conference Booth, Florida



Outdoor Activation, New York

THANK YOU

Proactiv Clean was launched with care by a cross-functional team. My goal was to translate that dedication to healthy, gentle skincare into a cohesive sub-brand system, ensuring teams were equipped with the assets, guidance, and visual language needed to execute confidently across all channels.

