

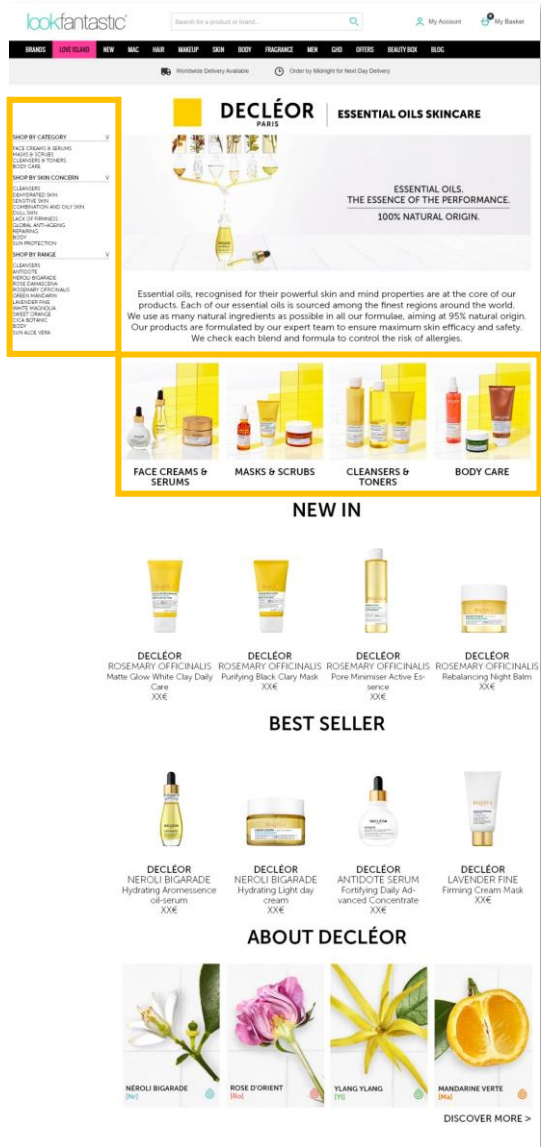
**DECLÉOR**  
PARIS

**ESSENTIAL OILS SKINCARE**

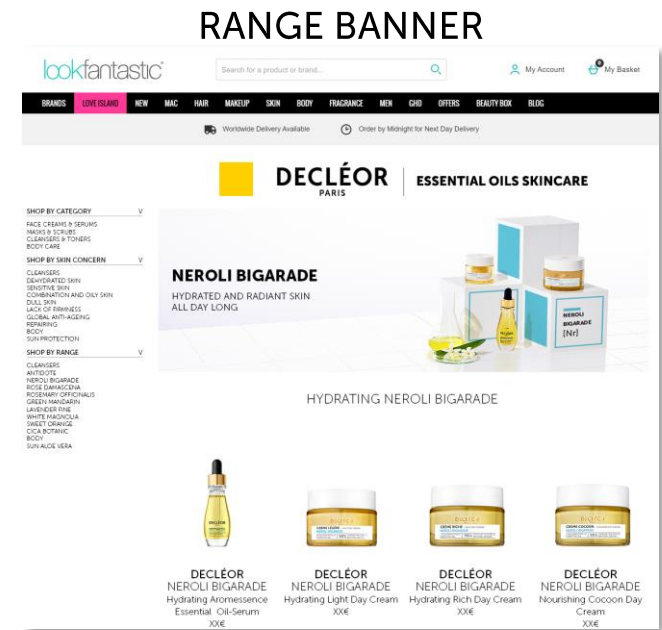
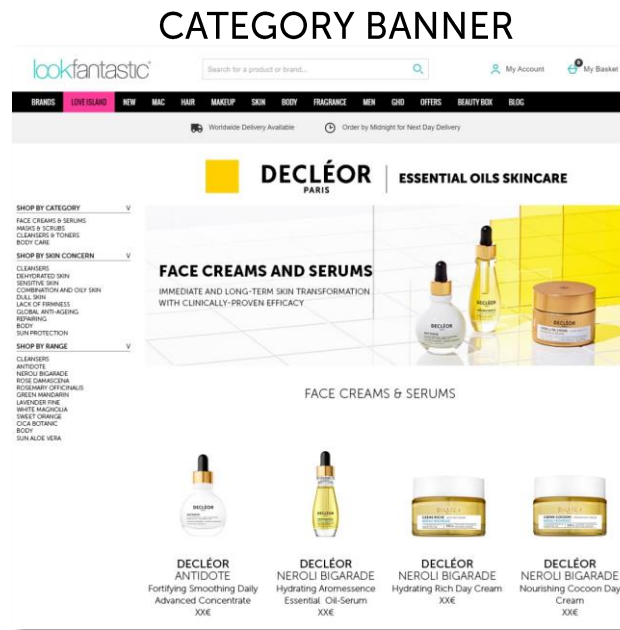
**BRAND ROOM GUIDELINE  
CATEGORY BANNERS**

2020

# CATEGORY BANNER WHAT IT IS? WHERE TO USE THEM?



REDIRECTS TO

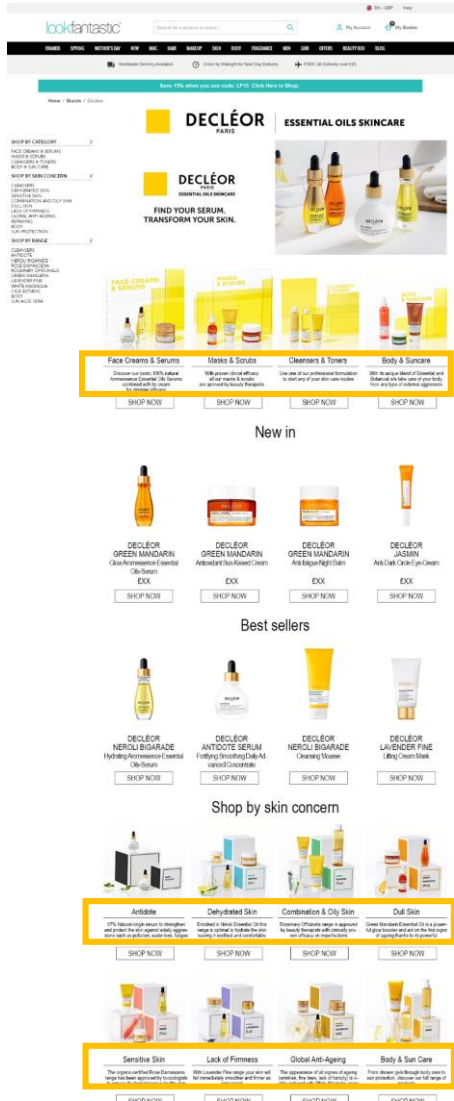


## NEW AND BETTER

SPECIFIC CATEGORY VISUALS WITH YELLOW PLEXIS TO SETTLE OUR BRAND IMAGE

SPECIFIC RANGE VISUALS WITH COLOURED BOXES FOR BETTER RANGE RECOGNITION

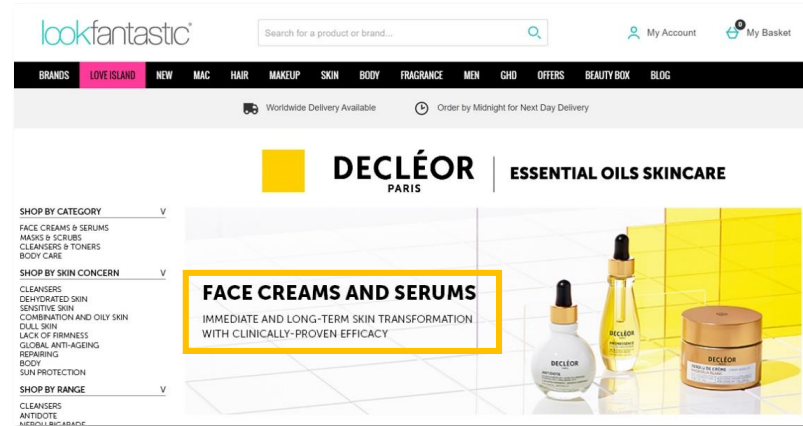
# CATEGORY BANNER TEXTS



**LONG TEXT**

OBJECTIVE:  
EXPLAINING THE  
CATEGORY OR  
THE RANGE TO  
THE CUSTOMER

PARTICIPATE TO  
SEO

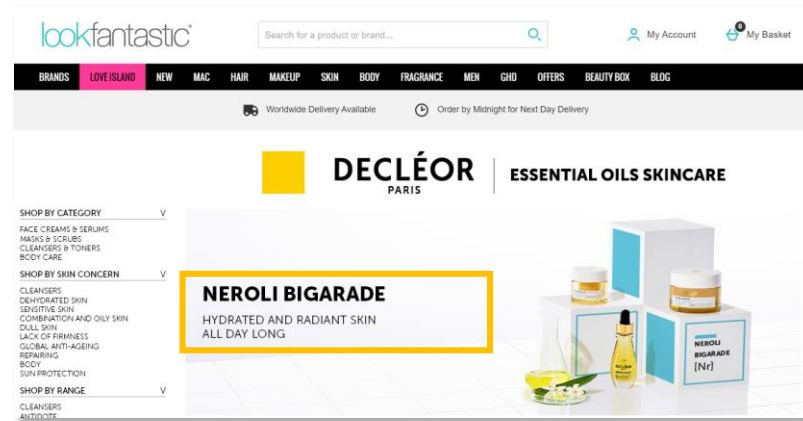


**SHORT TEXT**

OBJECTIVE: EXPLAINING  
THE CATEGORY OR THE  
RANGE TO THE CUSTOMER

PARTICIPATE TO SEO

TO BE USED MAINLY ON  
BANNERS



# CATEGORY BANNER VISUAL FORMATS

1280x200px



AVAILABLE IN

JPEG AND TIFF  
ENGLISH, FRENCH, WITHOUT TEXT

CROPPING GUIDELINE:

DO NOT CROP THE PRODUCTS  
ZOOM IN UNTIL THE PRODUCTS ARE  
VISIBLE ENOUGH

886x295px



JPEG AND PSD  
ENGLISH

2000x500px



JPEG AND TIFF  
ENGLISH, FRENCH, WITHOUT TEXT

2000x2000px



JPEG AND TIFF  
ENGLISH, FRENCH, WITHOUT TEXT



ENGLISH

FRENCH

WITHOUT TEXT

# CATEGORY BANNER CATEGORIES

## FACE CREAMS AND SERUMS

IMMEDIATE AND LONG-TERM SKIN TRANSFORMATION WITH CLINICALLY-PROVEN EFFICACY



## CLEANSERS AND TONERS

START YOUR ROUTINE WITH CLEAN AND CLEAR SKIN



## MASKS AND SCRUBS

ENJOY SOME ME-TIME WITH PROVEN SKIN RESULTS



## BODY AND SUN CARE

BRING THE SPA AT HOME ESSENTIAL OIL EFFICACY FOR BODY AND MIND



# CATEGORY BANNER RANGES/SKIN CONCERN

## ANTIDOTE

BOOST YOUR SKIN DEFENSE  
FOR BRIGHTER AND SMOOTHER SKIN



## NEROLI BIGARADE

HYDRATED AND RADIANT SKIN  
ALL DAY LONG



## ROSE DAMASCENA

ORGANIC CERTIFIED ROUTINE  
FOR SENSITIVE SKIN



## ROSEMARY OFFICINALIS

ANTI-BLEMISH SOLUTIONS  
FOR ALL



# CATEGORY BANNER RANGES/SKIN CONCERN

## GREEN MANDARIN

BOOST YOUR GLOW  
FOR A YOUTHFUL SKIN



## SWEET ORANGE

EVEN SKIN TONE  
TARGET DARK SPOTS



## LAVENDER FINE

ANTI-WRINKLES SOLUTIONS  
FOR FIRMER AND SMOOTHER SKIN THAT LASTS



## WHITE MAGNOLIA

PREMIUM SKINCARE  
FOR REPLENISHED AND DENSIFIED SKIN



# CATEGORY BANNER RANGES/SKIN CONCERN

## SUN CARE ALOE VERA

HYDRATING SUN CARE  
WITH UVA AND UVB HIGH PROTECTION



## CICA BOTANIC

SOS SOLUTIONS  
TO REPAIR THE SKIN



## CLEANSERS

START YOUR ROUTINE  
WITH CLEAN AND CLEAR SKIN



## BODY CARE

BRING THE SPA AT HOME,  
ESSENTIAL OIL EFFICACY FOR BODY AND MIND





# CATEGORY BANNER RANGES/SKIN CONCERN

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