

*glymed+*  
AUSTRALIA



# 2023 BRAND REVITALISATION GUIDE

THE BRAND OF THE SKINCARE PROFESSIONAL™

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# OUR MISSION

At GlyMed, it is our mission is to provide Inclusive Professional Skin Care Resources with Unparalleled Results. We believe the brilliance of our products, services and education is dependent upon the quality of ingredients, and the character of the people within our organisation. GlyMed's "Culture of Excellence" is a climate where employees feel their contributions have purpose and are meaningful, significant and are recognised by peers and managers. Everyone at GlyMed is highly inspired by the common purpose to support the skincare professional all the while giving back to the communities in which we serve through our charitable efforts.





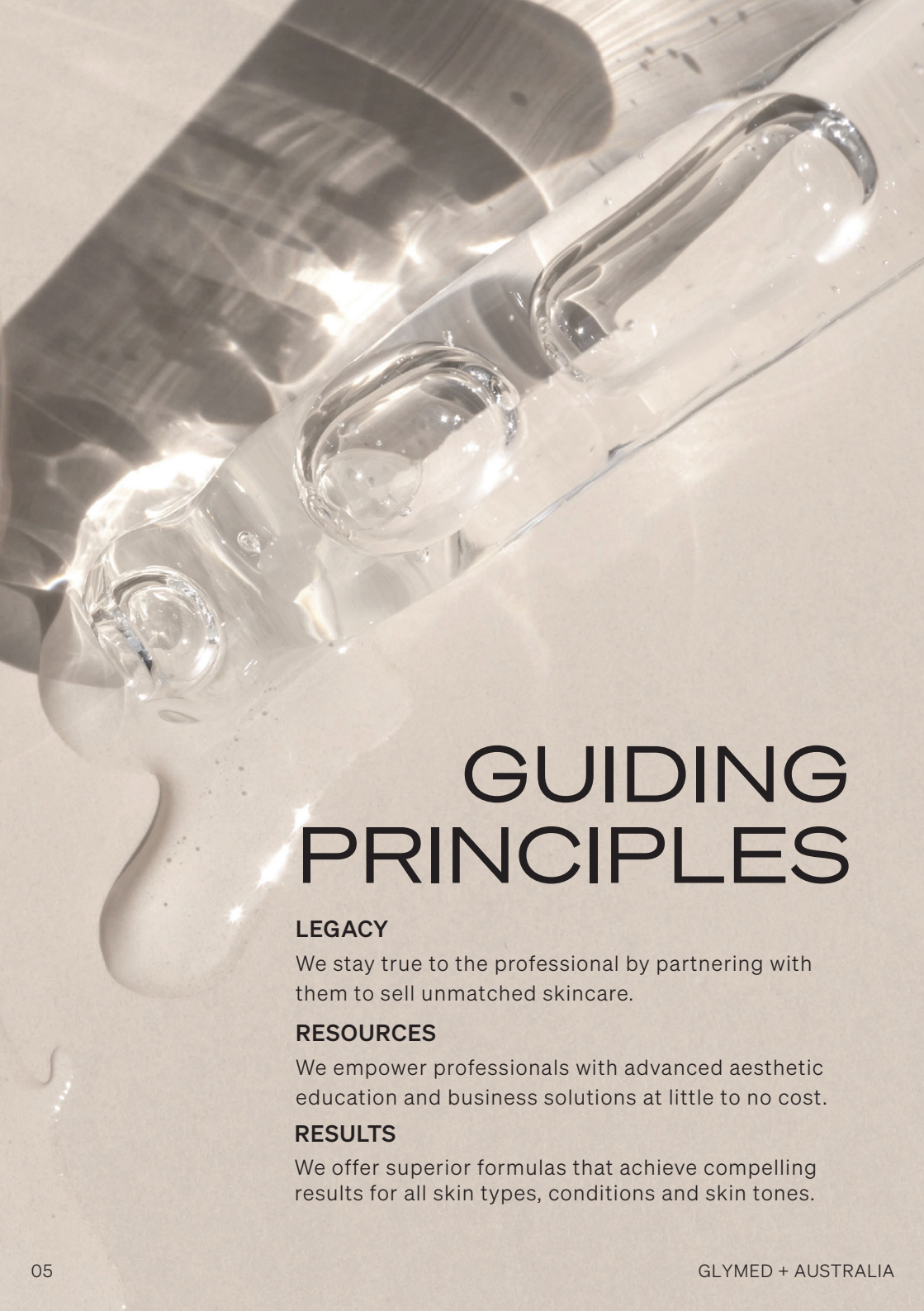
# VISION STATEMENT

Be the number one provider of results skincare products, services and education within the professional skincare industry

Maximise opportunities for all people who interact with GlyMed Plus to realise their individual potential for excellence

Significantly diversify and grow GlyMed through thoughtful and purposeful interactions within the skincare community





# GUIDING PRINCIPLES

## **LEGACY**

We stay true to the professional by partnering with them to sell unmatched skincare.

## **RESOURCES**

We empower professionals with advanced aesthetic education and business solutions at little to no cost.

## **RESULTS**

We offer superior formulas that achieve compelling results for all skin types, conditions and skin tones.

# COMPANY IDENTITY AND REPUTATION

GlyMed's reputation as an authority in skincare is well known. However, it was only through experience that customers realised its quality and value. By elevating the visual appeal of our brand, more people will want to engage with GlyMed products. This opens doors for more people to see the effects of our highly-rated, unparalleled, unmatched formulations and get the skin care results they seek.



# ABOUT US

SUPPORTING PROFESSIONALS FOR OVER 30 YEARS

## Pharmaceutical Grade Products

- 99% high-quality actives
- Cruelty-free

## Business Solutions

- REGEN® Pro + Retail
- Advanced Education

## Charity Work

- Marie's Gift
- Tunnel to Towers
- St. Jude's



*glymed*<sup>®</sup>*+*

## OUR LOGO

The logo harkens back to our heritage. The *Gly* is our heritage and the *Med* is the forward-thinking slant. The plus represents our standard of excellence (GlyMed Plus). Our founder and licensed master esthetician, Christine Heathman, wanted people to be aware of our effective, clinical-grade skincare line where you can expect results in the treatment room and in home care. For the brand revitalization, we simplified the wordmark to increase its visual appeal.



# SUBLINES

OUR SUBLINES ARE MAIN, ELITE, ACNE AND PROFESSIONAL ONLY.

## MAIN

Contains the tried-and-true formulations you have come to associate with GlyMed. These formulas come in blue packaging, which represents the tranquility and reliability this subline offers.



## ELITE

Comprises our innovative, state-of-the-art formulations that deliver an elevated, luxurious experience. As their purple packaging suggests, these formulas are sure to make your clients feel like royalty.

## ACNE

Encompasses our formulations for acne and other problematic skin concerns. The vibrant orange packaging represents the hope and optimism these formulas provide by delivering unmatched results.



## PROFESSIONAL ONLY

Consists of highly active formulations available only to skincare professionals. This subline, with its black and white packaging, harkens back to our roots as a professional-only, clinical skincare line.

# GLYMED'S 4-STEP SYSTEM

GlyMed Plus uses a four-step system: Cleanse, Treat, Balance and Protect.

## 01 step one *cleanse*

Removes oil, makeup, dead skin cells, environmental pollutants and debris.



## 02 step two *treat*

Targeted and effective ingredients to care for a specific condition.



## 03 step three *balance*

Vital ingredients that restore, repair and rejuvenate the skin.



## 04 step four *protect*

Protects skin cells from harmful pollutants, free radicals and ultra violet rays.



# PACKAGING COLOR GRADIENT

Each subline progresses from a lighter color to a darker color with Cleanse being the lightest and Protect being the darkest. This color gradient makes it easy to identify products and know which order to apply them for maximum effect.





# ICONS

These icons make it easy for you and your clients to identify the benefits of each product and the skin conditions for which they are intended.



Pharmaceutical  
Grade



Natural



Cruelty  
Free



Results  
Driven



Third Party  
Tested



Solutions  
For All



Comprehensive  
Product Library

# NEW AND IMPROVED CONTAINERS



Beauty Oil is now available in a new targeted applicator format.



Skin Recovery Mist is still in a 4oz. container with an improved shape and misting applicator.



## BODY PRODUCTS

Our body products Cellulite Corrective Cream are now in a tri-applicator tube for ease of use and less mess.



## EYE CREAMS & LIP ENHANCERS

Eye creams and lip enhancers are in a new airless tube with a pump dispenser for better-targeted application.

# SKIN ESSENTIALS KITS

THE ULTIMATE COLLECTION



## ACNE GRADE 1 ESSENTIALS KIT



## POST-PROCEDURAL ESSENTIALS KIT





# NEW PACKAGING

We changed our packaging to elevate the look of our brand and products. This change supports licensed professionals by offering them products with a stronger shelf presence.

Our new packaging is more durable, cost-effective and reduces waste for a better user experience. To increase durability, we added laminated labels to Travel, Trial and Back Bar size products to create a barrier between the printing and exterior. This allows you clean and sanitise the packaging without loss of labeling content. This and other changes to containers provide a more elevated and functional experience.

SIZES: Trial, Travel, Retail and Back Bar



# RETAIL BAG



# LEARN MORE

All manuals, protocols, handouts and educational resources have been upgraded to align with our brand revitalization. These invaluable resources are available to help you accomplish your professional goals.

## ONBOARDING SERIES

Our virtual Onboarding Classes have all the information you need to be successful with GlyMed. Register at [glymedplus.com/calendar/virtual](https://glymedplus.com/calendar/virtual).

## OTHER RESOURCES:

[Brand Revitalization FAQs](#)

[Top Selling Products Catalog](#)



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AUSTRALIA

EVERYTHING YOU NEED TO  
TRANSFORM YOUR SKIN

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