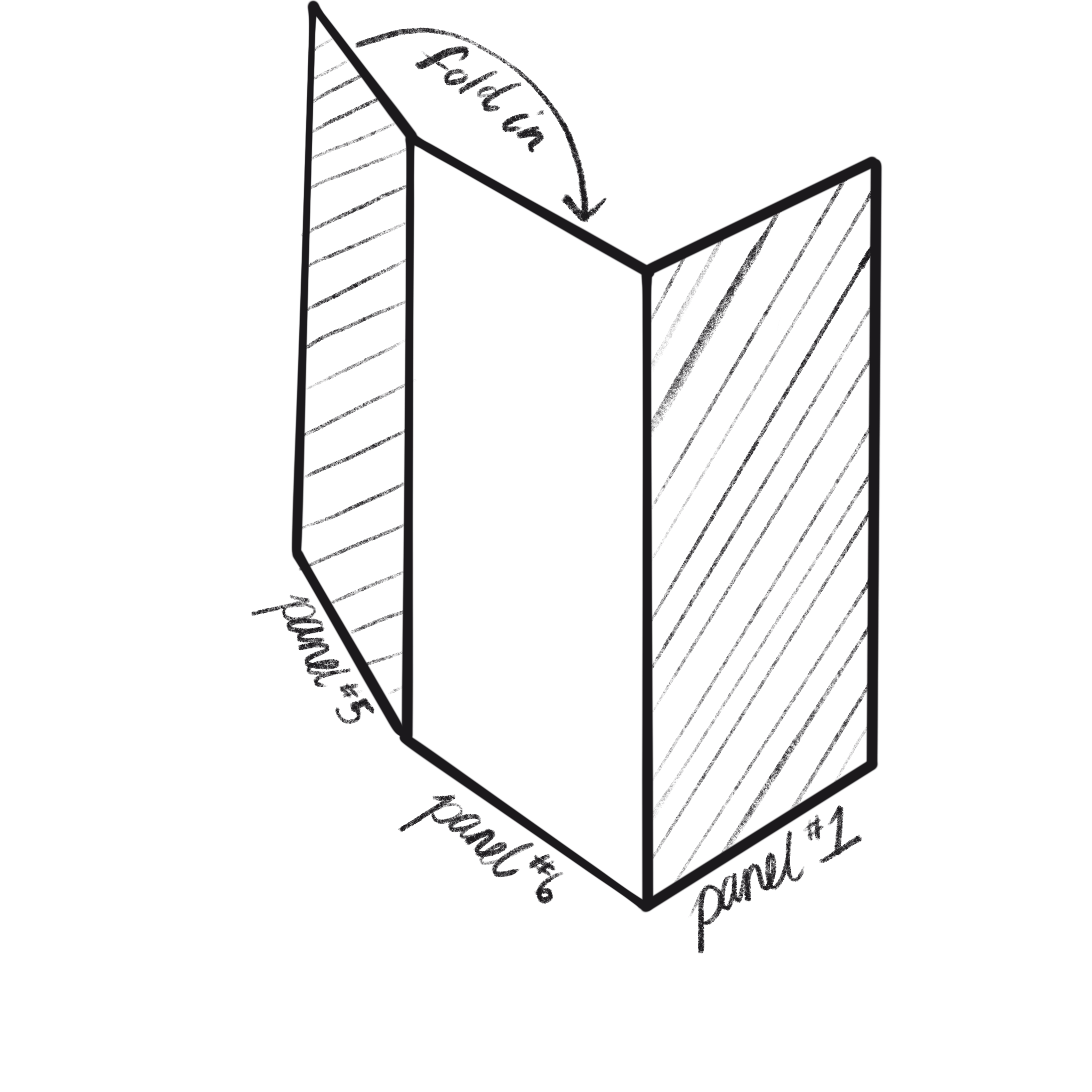
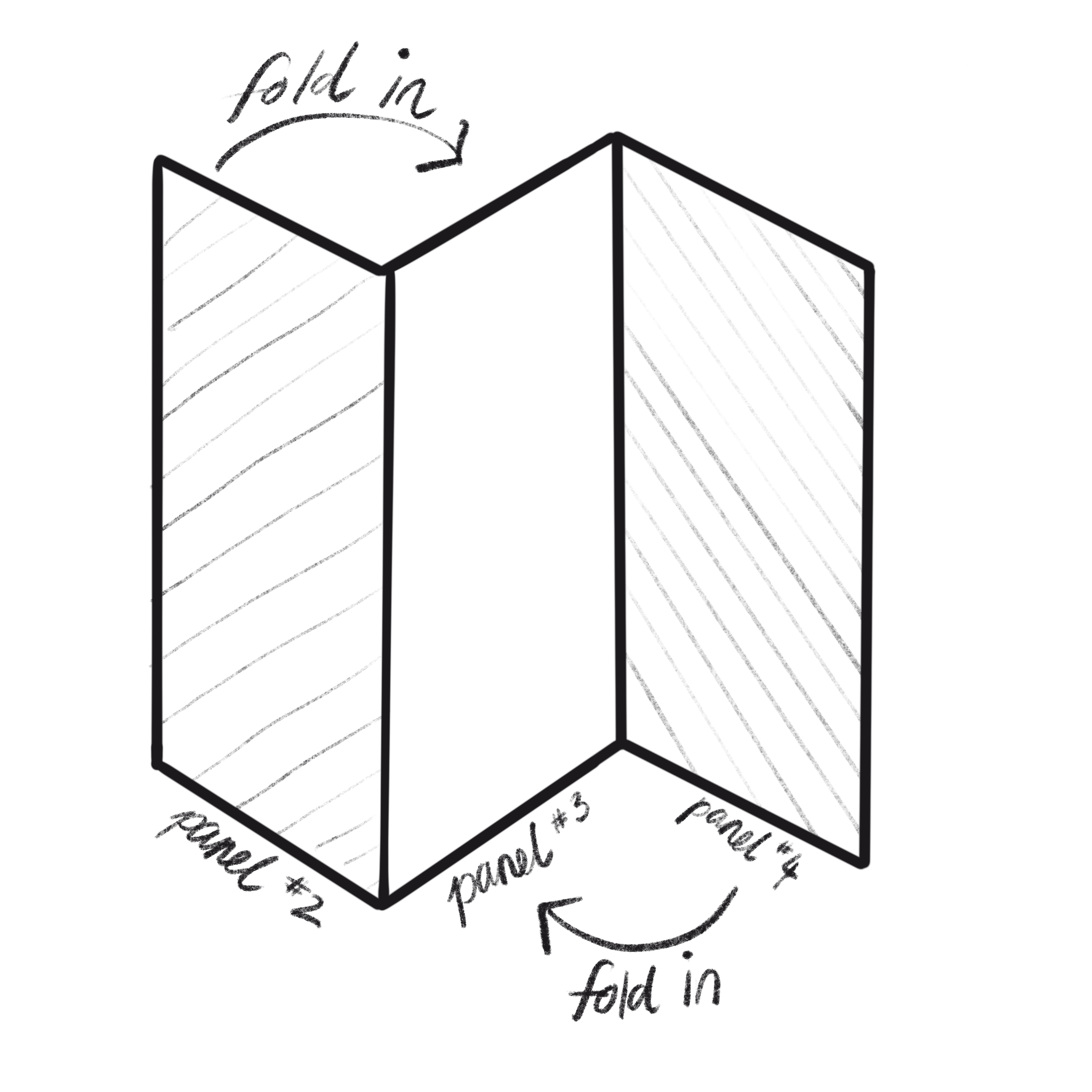
**NCV Graphic Design Level 3 - ISAT**

Implementation Date: January 2023

Students can select one of the following five client options for their trifold brochure designs:

<http://ncvgraphicdesign.co.za/l3-v2/>

* **Option 1 -** Children’s Hat Company
* **Option 2 -** American-style Restaurant
* **Option 3 -** Make-up Brand for Tweens
* **Option 4 -** Interior Design Company
* **Option 5 -** Marketing Consultant for Start-up Companies

**Option 3**

Make-up Brand for Tweens

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**PANEL 1**

Title: Twinxie Girl

Subtitle: Naturally Beautiful

Introduction:

We are the brand that adds magic to your life and brings a twinkle to every girl’s eye building the confidence they need in life.

Assets: Add Cover image(s) + Company Logo

**PANEL 2**

Title: Real Makeup for Young Ladies

Subtitle: Safe and natural cosmetics that spark joy.

Intro:

Twinxie Girl believes that the growing up season is something to be enjoyed and shared by the entire family.

We encourage parents to inspire their young children to embrace their uniqueness and be proud of who they are.

**PANEL 3**

{Product pages}

Title: Lip Care

Subtitle: Shiny and Moisturized Lips

Content:

Say goodbye to dry chapped lips and hello to shiny, healthy lips.

Sprinkle some magic on your tweens with a lip gloss that gives a natural shimmer while moisturising their lips. The Twinxie Girl Lip Gloss is enriched with jojoba oil, pomegranate oil, mango butter, and vitamin E that hydrates and soothes dry and chapped lips. Our lip gloss line helps keep your lips healthy while giving it that subtle hint of lovely pink or luscious sparkle. Dab a bit for a touch of colour or swipe all over for a deeper shade.

Assets: Product photo

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Title: Eyeshadow

Subtitle: Highly Pigmented Colours

Content:

Add a pop of colour to your lids to highlight the sparkle in your eyes. Twinxie eyeshadows come in matte, shimmery, and metallic sheens that enhance your brow shape and draw attention to your eyes. Mix and match from seven different shades to create a distinct look for any occasion. Be sweet, chic, or edgy. Be anything you want to be.

Twinxie eyeshadows are made from natural ingredients and are enriched with Vitamin E. Their velvety texture glide gently onto lids and their vibrant colours last for hours. Apply darker shades along each eye’s crease line and lighter ones near the brows. Use the Twinxie brush for even application.

Assets: Product photo

**PANEL 4**

{Product pages}

Title: Twinxie Girl Kits

Subtitle: Perfect for Gifting

Content:

Give a gift that empowers tweens and teens to be their own selves. Each Twinxie Girl Kit is curated with products of complementary colours that are arranged beautifully in an exquisite box.

Get Pretty in Pink for soft and subdued hues that enhance your natural beauty, Summer Vibes for warm tones that can flatter any skin colour, or the Influencer Style for bold and vibrant colours that bring out the spunk in you.

Twinxie Girl Kits come with two eyeshadow shades, an eyeshadow brush, and a lip gloss—just the right combination that can help young ladies start learning how to do their own makeup.

Assets: Product photo

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Title: Brush

Subtitle: For Flawless Application

Content:

Apply your eyeshadow evenly across the lid with the finest quality brush. The soft bristles feel gentle on your skin, as they sweep colour onto your lids. The dome-shaped tip rolls easily without any scratchy feel. Each brush has just the right fibre density, providing high colour payoff. Their sleek handles, with their metallic sheen, can make you feel all glamorous.

Assets: Product photo

**PANEL 5**

Title: Our Story

Subtitle: Welcome To smokehouse kitchen

Introduction:

I was in a health shop one day looking at some of the cosmetics trying to find a natural lipstick for my daughter. It was quite impossible!!

So as a Mum with a little girl I realised there was a gap in the market for girls between 7-16 and a gap between play and adult makeup. I realised what a huge opportunity there was to create something especially for this age and decided to jump in!

As a chemical engineer I knew I could create something fabulous, and as a Mum I knew I wanted to inspire my daughter, so I built myself a lab at home!

I started playing around with lipsticks, lip gloss and eye shadows and Twinxie Girl was born!

**PANEL 6**

{Contact Details}

Title: Connect with us on social media

Subtitle: Find us on Facebook and Instagram!

Assets: Social media icons

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Title: Contact us

Info: Phone: +61 492 004 667

E-mail: hello@twinxiegirl.com

www.twinxiegirl.com