



Global VM Directive

MELLO MARULA CREAM CLEANSER

JAN 2025



Visual Merchandising

KEY VISUALS

SIGNAGE

PATTERNS

WIDGET

ENDCAPS



KEY VISUAL CROPPING GRID

S



1:3.25



1:2



1:1.75



1:1.5



1:1.25



1:1



1.55:1



1.75:1



2:1



2.25:1



2.5:1



3.75:1



SECONDARY VISUAL VERTICAL



calm down,
skin.



A tube of Drunk Elephant Mello Marula Cream Cleanser. The tube is white with a yellow cap and a yellow band near the bottom. It features a black and white geometric pattern on the sides. The text on the tube includes 'DRUNK ELEPHANT™', 'Mello Marula™ Cream Cleanser', 'Crème nettoyante', 'CALM + BALANCE', '1.0% Colloidal Oatmeal', 'Marula Oil', and '150 ml / 5 fl oz'. A green circular badge with the word 'NEW' is on the right side of the tube.

A SOOTHING
CREAM CLEANSER

SECONDARY VISUAL
HORIZONTAL



SIGNAGE

SPINNER GRAPHICS



↻ SPIN ME ↻

calm down,
skin.

A SOOTHING CREAM CLEANSER

NEW

DRUNK ELEPHANT™

Mello Marula™
Cream Cleanser
Crème nettoyante
CALM + BALANCE

1.0% Colloidal Oatmeal
Marula Oil
150 ml / 5 fl oz

with 1.0%
colloidal
oatmeal

A product shot of a white tube of Mello Marula Cream Cleanser with a yellow cap, set against a background of white foam. The tube features a black and white geometric pattern and the Drunk Elephant logo.

↻ SPIN ME ↻

Mello
Marula
Cream
Cleanser

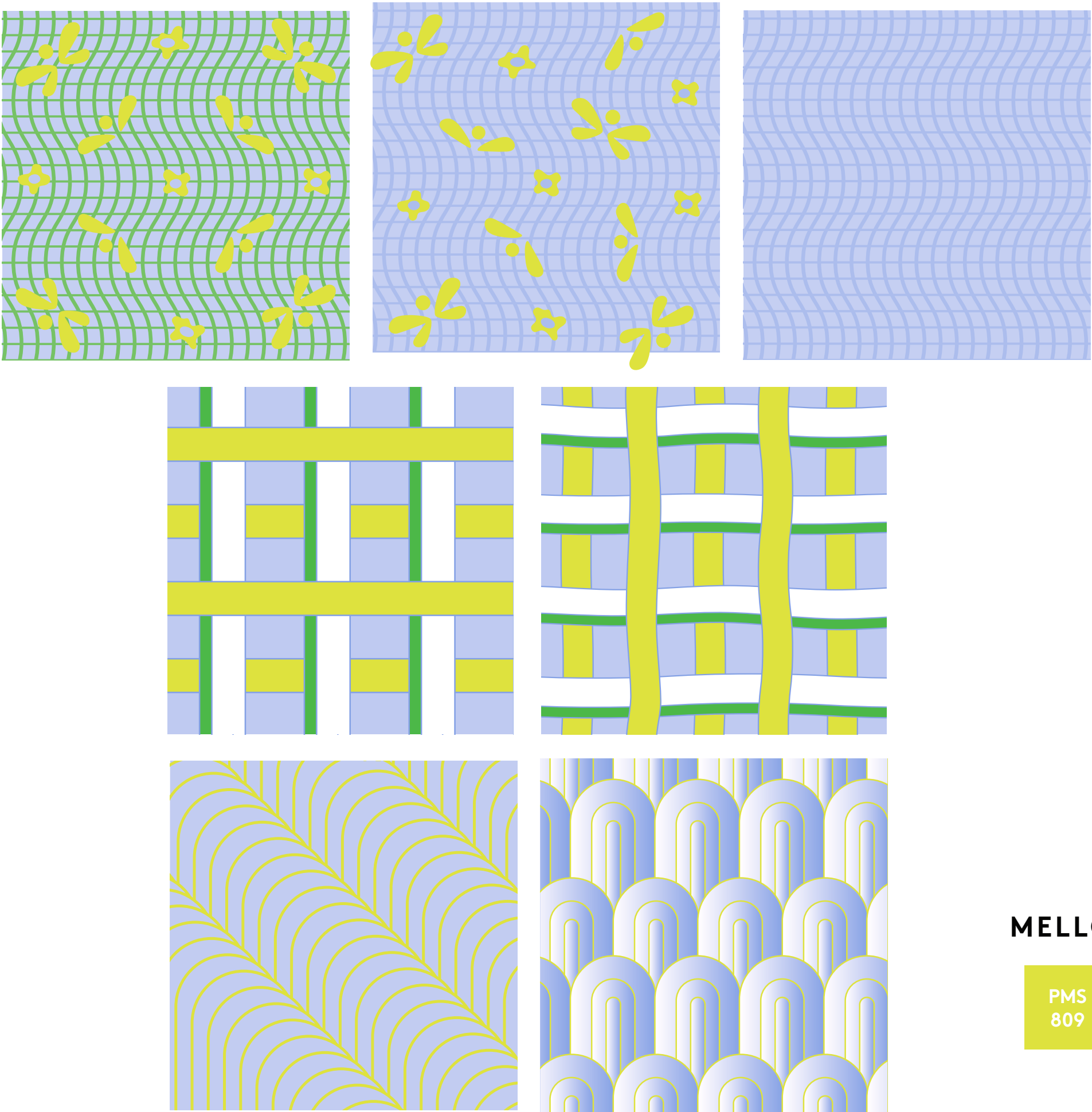
97%

showed
improvement in
skin's moisture
after one use*

*In a clinical study
with 30 people

A close-up photograph of a woman's face with white cleanser applied to her skin. She has a surprised or happy expression.

PATTERNS



MELLO MARULA PATTERNS

PMS 809	PMS 802	PMS 7452	PMS 7452 55%
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WIDGET



ENDCAPS



THANK YOU!