



NUTRIMETICS – Gifts That Shine: Monthly Brochure Campaign



For Australian beauty brand Nutrimetics, the monthly brochure is more than a catalogue, it's a vital sales tool that empowers consultants to connect with customers, showcase new products, and drive business growth.

Gifts That Shine, the November campaign brochure, captured the festive spirit in an authentic Australian summer context, helping consultants deliver a vibrant, aspirational brand experience.

The creative direction merged traditional festive cues with bright, sunlit tones and summer warmth to reflect the Australian lifestyle.



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4%
higher than
forecasted
sales



The key objectives were to:

Boost holiday-period sales and support consultant success.

Create a brochure that balanced visual impact and usability.

Reflect Australian summer Christmas imagery in a uniquely localised way.

Designed in-house by Lee Worsley and Caroline Davies, and printed by IVE Group, the 30,000-copy run was distributed nationally to customers through Australia Post.

The design struck the perfect “Goldilocks” balance, compact yet substantial, allowing consultants to lead product conversations with ease. The creative direction merged traditional festive cues with bright, sunlit tones and summer warmth to reflect the Australian lifestyle.

The campaign exceeded expectations, achieving 4% above forecasted sales and a ROMI between 3–5%. Feedback from consultants confirmed the brochure’s effectiveness as both a sales driver and a brand-storytelling tool.

By embracing authenticity and thoughtful design, Nutrimetics delivered a festive campaign that connected emotionally, performed commercially, and celebrated the joy of an Australian summer Christmas.

Festive freshness

Fruity pick-me ups to make festive Christmas mornings easier. These liquid to foam face favourites last and are suitable for everyone. They are enriched with tropical Coconut Extracts, for a fresh start to the day.

Botanicals Foam Fresh Cleaner Toners
175ml **\$26 RRP**
Passionfruit & Papaya (18549)
Watermelon (18553)
Mango & Coconut (18544)
Fresh Apple (18545)
Vanilla & Guava (18556)

ONLY **\$16.90** each



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Shower with joy

These juicy flavours are bursting with joy and natural extracts to gently cleanse and nourish. Enriched with Botanicals and perfect for the whole family. These fruity shower wonders are bound for under your tree.

Botanicals Energising Shower Gels
250ml **\$26 RRP**
Vanilla & Guava (18525), Black Cherry (18528),
Watermelon (18538), Fresh Apple (18524),
Mango & Coconut (18566),
Passionfruit & Papaya (18543)

ONLY **\$16.90** each



nutrimetics.com 41

3-5%
return on
Marketing
Investment.



Visual
Media
Association