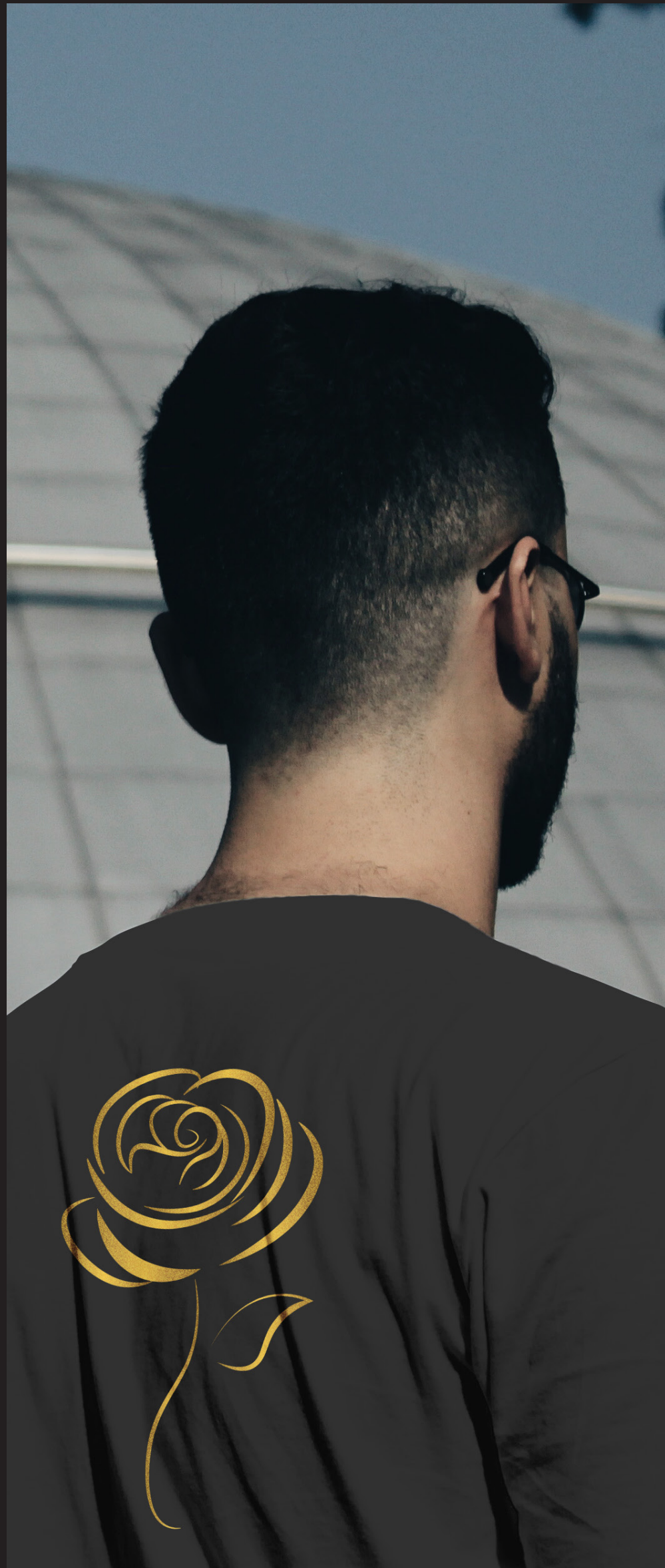


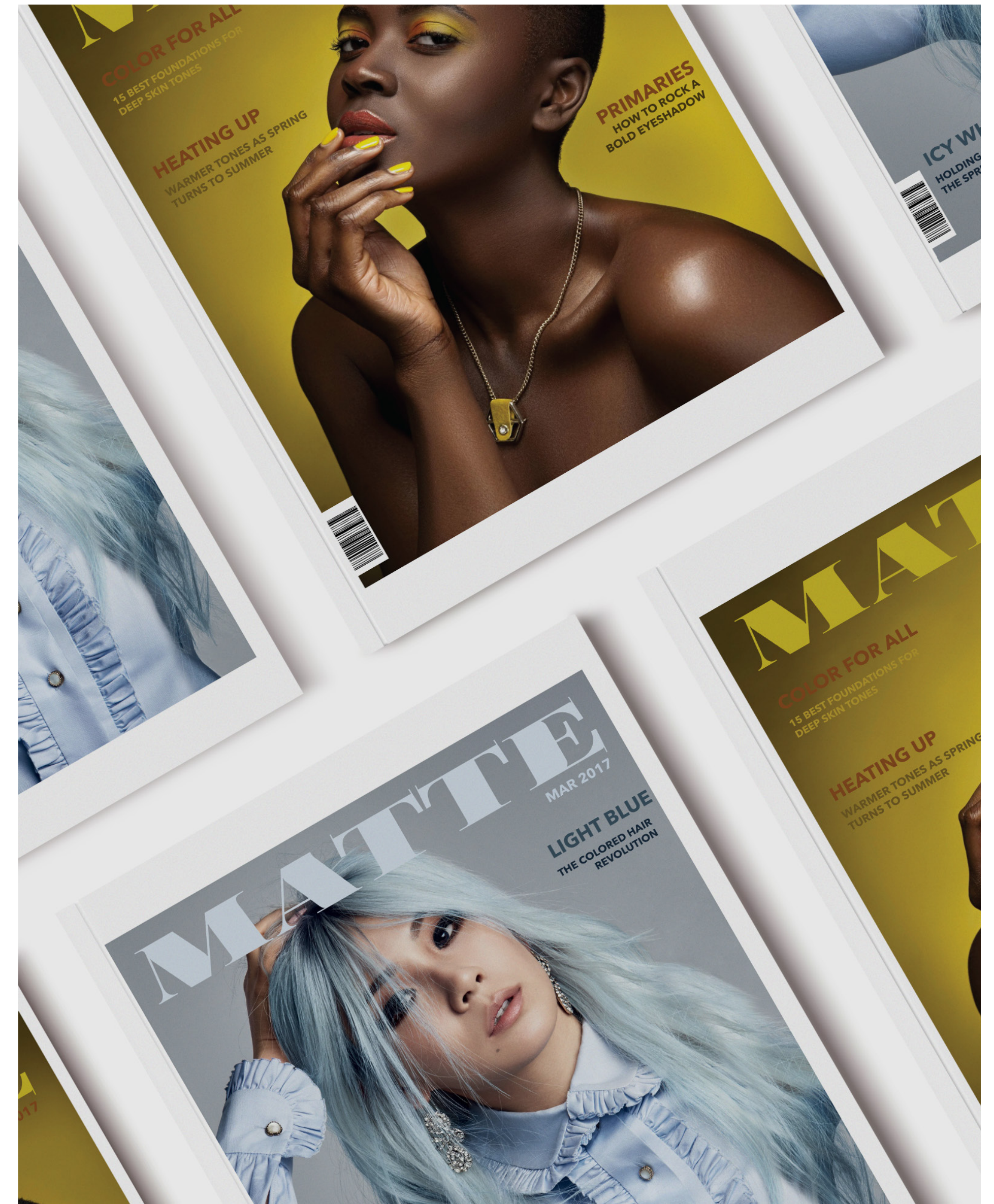


CAITLIN
WIERSMA
DESIGN



APPLIED BRANDING. LOGO DESIGN AND APPLICATION





SKIN

PHILOMENA KWAO

"I'D NEVER SEEN A FOUNDATION MATCH LIKE THIS."

Finally — the ultimate photo filter in foundation form. Born in 40 boundary-breaking shades, Pro Filt'r Soft Matte Longwear Foundation gives skin an instantly smooth, pore-diffused, shine-free finish that easily builds to medium to full coverage. The oil-free formula is made with climate-adaptive technology that's resistant to sweat and humidity, and won't clog pores so that wherever you are, it's going to work on your skin. Best of all, this longwearing, light-as-air texture is undetectable on skin — so you always look like you.

THE UN(RED)

LIPSTICKS THIS FALL



THE SMOOTH MAUVE

Specifically formulated not to dry out lips, this lipstick delivers rich, lightweight color with a liquid matte finish.



THE VAMPY PLUM

The lightweight formula glides on a thin coat of color that intensifies as it sets to a matte, transfer-free finish with amazing staying power.



THE SHEER PEACH

An ultra-slim lipstick with a longwearing, finish, created in a rainbow of weightless, color-intense shades designed to flatter all skin tones.



THE WILD COLOR

Its creamy, color-rich formula glides over lips as effortlessly as a gloss, but dries to a true matte finish that feels weightless all day long.



THE CLASSIC RED

Its pillow-like cushion applicator allows for precise application — without streaking or smudging.



THE DEEP BERRY

Made with 12 edible oils and triple milled pigments, this lipstick provides saturated lip color with weightless coverage and a citrus flavor made from fresh pressed fruit.



THE BRIGHT PINK

In just one sensual swipe, Sephora Lipstick delivers indulgent color that lasts all day long.



THE BOLD PURPLE

It glides on like satin across the skin and achieves single-stroke coverage that leaves lips with captivating color, dramatic depth, and



THE SHIMMERING BALM

This creamy, full-coverage lip color provides intense hydration with bold, long-lasting pigment that stays put for up to 12 hours of continuous wear.





Sugar Coated

“Let your nails do the talking!”

No need to sugar coat it, unless it's literally. Dipped in glitter, decorated with candy, or even if you're just mixing up some new patterns - your nails are a way for you to tell a story. We should use them to express our inner selves, so why not go crazy? For those who may be a bit more timid and afraid to step outside of their comfort zone, nails are the way to go.

Seeking inspiration from the hottest new nail trends is always a good idea, but why not try something that you normally never would. If you were thinking about getting some new body jewelry but are still hesitant, work those jewels into your style through your nail designs. We have all witnessed celebrities, friends, and even people we pass by in the streets with killer style that's

really out there and like nothing we have ever seen before. Perhaps you've always wanted to make a drastic change in your style that's a little more avant-garde, but you don't know how. Start slow and use your nails as a transition into a style much different than the one you are used too. 3-D glass nail trends are a great example of how to amp up your style! This beautiful nail design creation started in Korea and can now be seen all over the world. These nails incorporate shards of glass layered on top of a coat of polish to create a mosaic effect. The end result is phenomenal, this trend is sure to turn heads.

“It Blue me Away!”

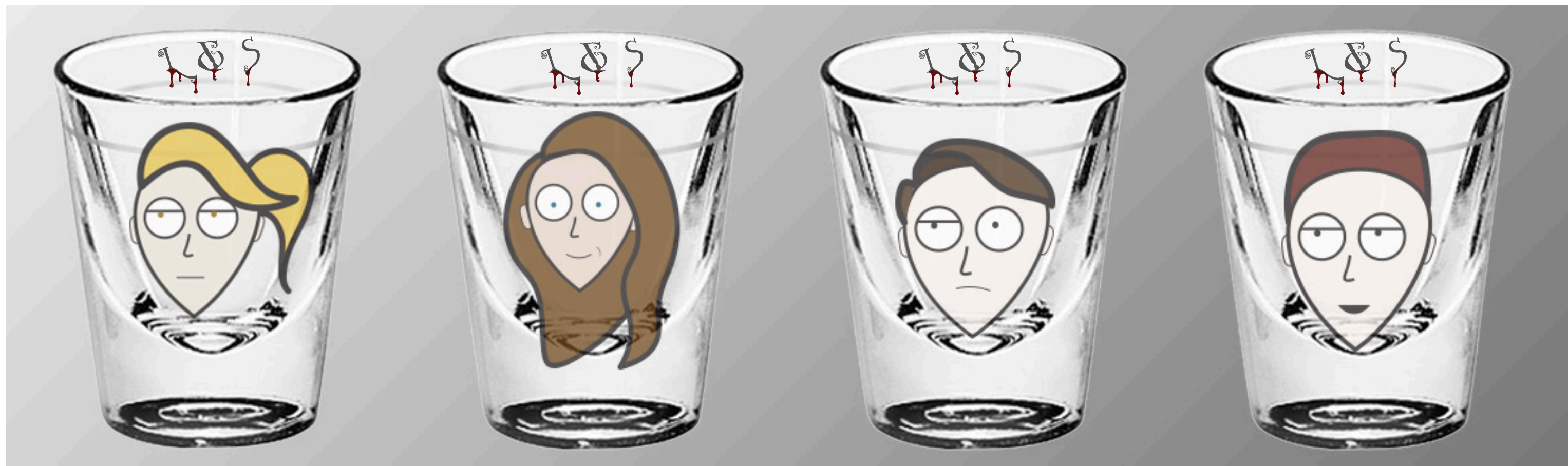
WHAT HAPPENS WHEN YOU EMBRACE A LITTLE COLOR?

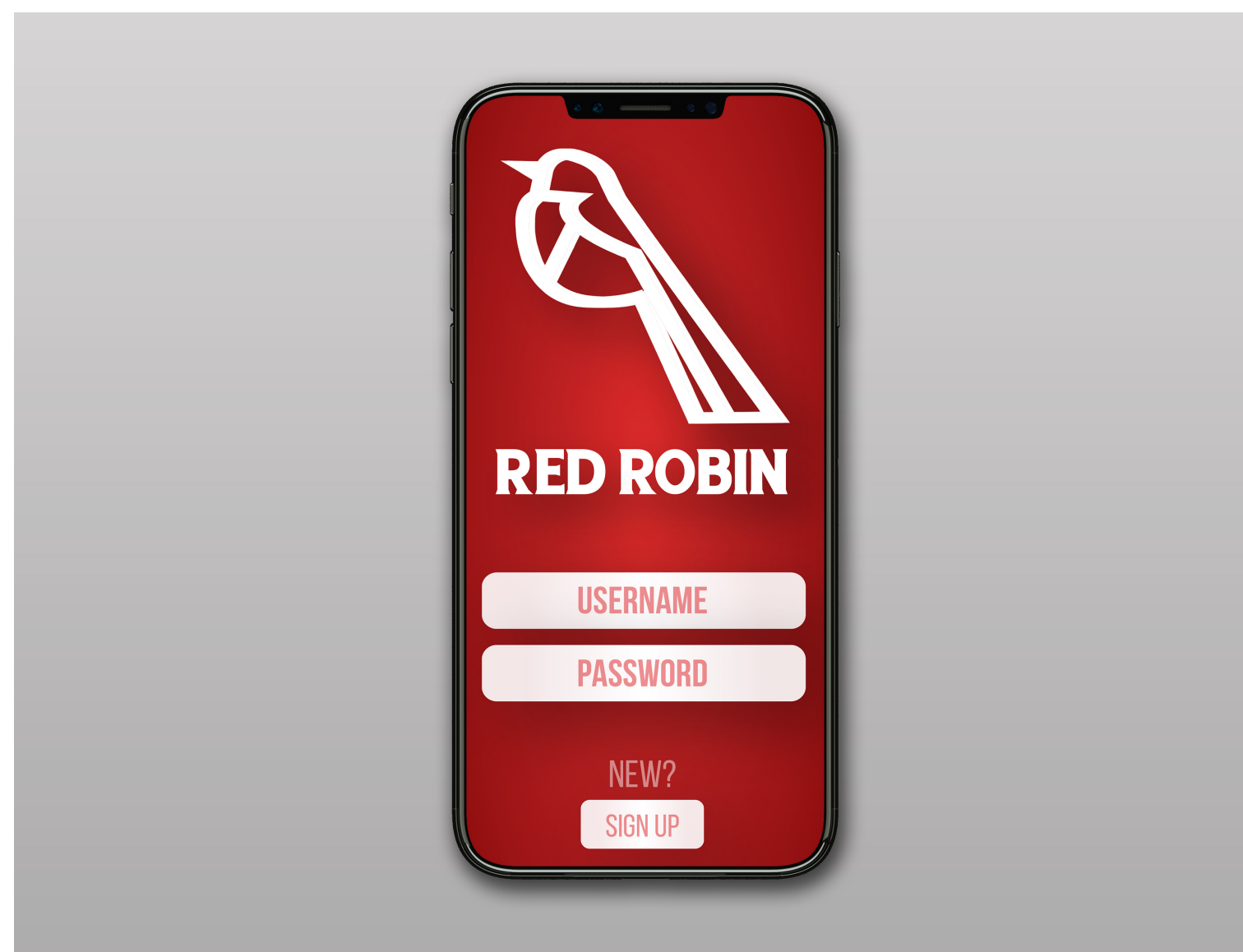
In 2017, Pat McGrath proved that blue can be modern, sophisticated, and bold — in all the right ways — with the launch of her sold-out Dark Star 006 kit. It's the kind of blue that is so luxe that you want to bathe in it until you fully look like a glamorous, lost member of the Blue Man Group. As 2019 heats up, cobalt blue is breezing into palette after palette, and celebrities are trying out the brave shade more and more. With this in mind, we rounded up the 12 best cobalt blue eye shadows based on picks from professional makeup artists and Allure editors. No matter which blue you choose, New York City-based makeup artist Nick Barose recommends using your finger or a sponge tip applicator to press on the pigments to up their intensity. “They pick up more pigment than a brush,” he explains. “Then, use an eye shadow brush to smooth, blend,

and clean around the edges.” Keep scrolling to find the exact cobalt Barose keeps in his kit. Ringing up at less than \$15, consider the Colourpop Blue Moon Shadow Palette your blue eye shadow starter kit. It's less than \$15. You can ease into the trend with softer hues like the metallic icy blue called Lumi, a metallic icy blue, and Moonlite (a matte baby blue) in the top row. When you're ready to turn up the intensity, jump down to the bottom row and dip into the shimmery sapphire labeled Mad About U and Fine China (a matte cobalt). The Make Up For Ever Artist Color Eye Shadow won a 2018 Best of Beauty Award in the Bright Powder category for its extensive shade selection, and ME216 proves that it really does include every single color











LOGO DESIGN. LOGO APPLICATION AND PRODUCT PHOTOGRAPHY

Aloeha

After-Sun Lotion

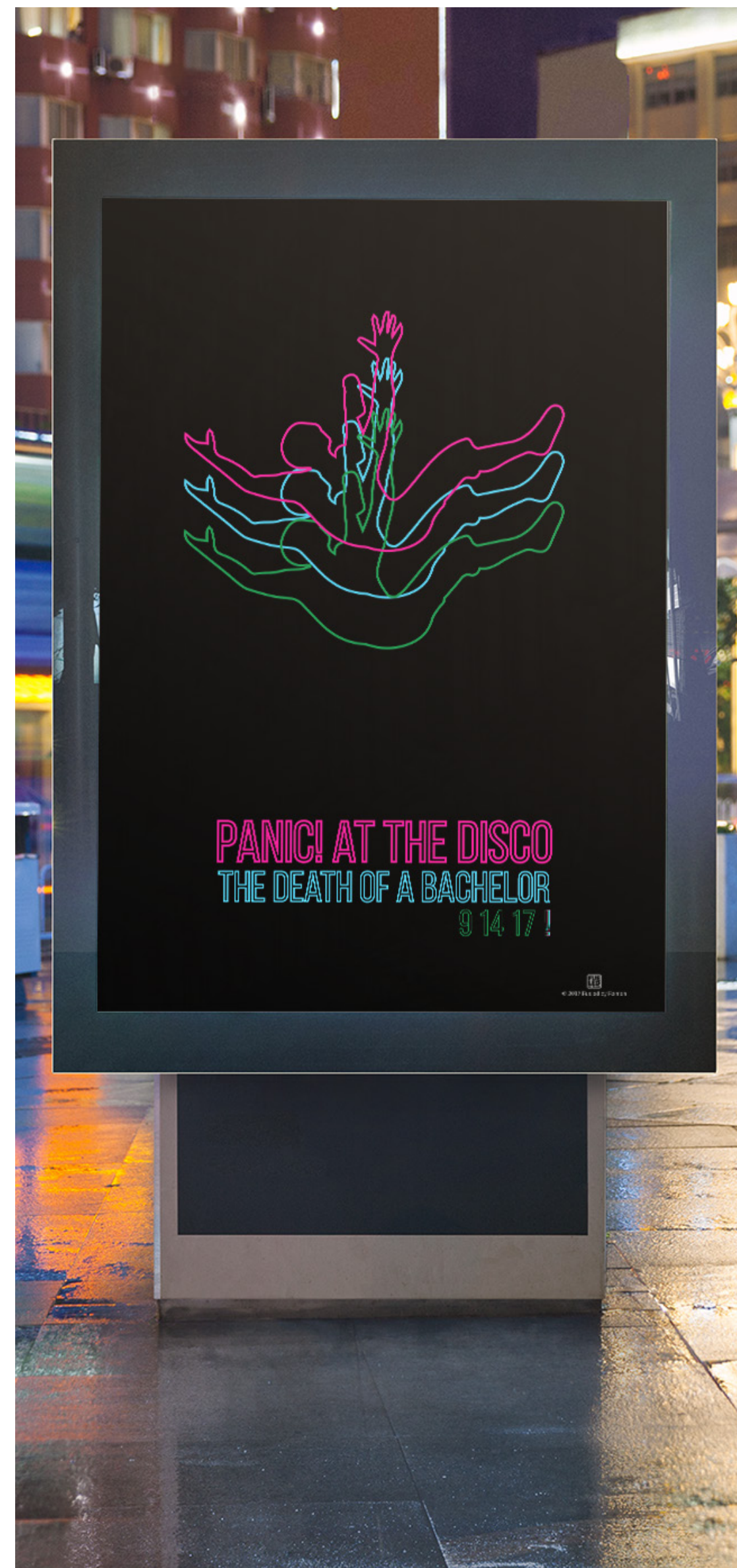
LOGO DESIGN. LOGO APPLICATION AND PRODUCT PHOTOGRAPHY











CD DESIGN. PACKAGING AND MERCHANDISE DESIGN

02DON'T THREATEN ME
WITH A GOOD TIME



Tonight we are victorious Champagne pouring over us All my friends were glorious Tonight we are victorious Oh-oh-oh-oh, victorious Oh-oh-oh-oh Double bubble disco queen headed to the gullotine Skin as cool as Steve McQueen, let me be your killer king It hurts until it stops, we will love until it's not I'm a killing spree in white, eyes like broken Christmas lights My touch is black and poisonous And nothing like my punch-drunk kiss I know you need it, do you feel it? Drink the water, drink the wine Oh we gotta turn up the crazy Livin' like a washed up celebrity Shooting fireworks like it's the fourth of July Until we feel alright Until we feel alright I'm like a scarf trick, it's all up the sleeve I hate like magic, waves that swallow quick and deep Throw the ball, catch the shark, bleed the water red Fifty words for murder and I'm every one of them My touch is black and poisonous And nothing like my punch-drunk kiss I know you need it, do you feel it? Drink the water, drink the wine Oh we gotta turn up the crazy Livin' like a washed up celebrity Shooting fireworks like it's the fourth of July Tonight we are victorious Champagne pouring over us All my friends were glorious Tonight we are victorious Tonight we are victorious Tonight we are victorious Champagne pouring over us All my friends were glorious Tonight we are victorious Oh we gotta turn up the crazy Livin' like a washed up celebrity Shooting fireworks like it's the fourth of July Until we feel alright Until we feel alright Tonight we are victorious Champagne pouring over us All my friends were glorious Tonight we are victorious



08GOLDEN DAYS



I found a pile of Polaroids In the crates of a record shop They were sexy, sexy looking back From a night that time forgot, hum Boy he was something delicious in 1979 And she had Farrah Fawcett hair Canines of blood red wine, hum In the summertime In the summertime Oh don't you wonder when the light begins to fade? And the clock just makes the colors turn to grey Forever younger growing older just the same All the memories that we make will never change We'll stay drunk, we'll stay hot, let the love remain And I swear that I'll always point you Golden days! Golden days! Golden days! Golden days! I bet they met some diplomats on Bianca Jagger's new yacht With their caviar and dead cigars The air was so hot, hum I bet they never even thought about The glitter dancing on the skin The decades might've washed it out As the flashes popped like pins, hum In the summertime In the summertime Oh don't you wonder when the light begins to fade? And the clock just makes the colors turn to grey Forever younger growing older just the same All the memories that we make will never change We'll stay drunk, we'll stay hot, let the love remain And I swear that I'll always point you Golden days! Golden days! Golden days! Golden days! Time can never break your heart But it'll take the pain away Right now our future's certain I won't let it fade away Golden days Golden days Golden days Golden days Golden days Golden days Golden days Golden days Golden days Golden days! Golden days! Golden days! Golden days!

09THE GOOD THE BAD
AND THE DIRTY



Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty Truth is that it was always going to end This symphony buzzing in my head Took a moment of this And said it like summer Tru, all of the good girls act so good 'Til one of them doesn't wait their turn Turn the memory to stone And carve your shoulder key hole offer if you wanna start a fight You better throw the first punch Make it a good one And if ya wanna make it through the night You better say my name like The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty I know what it's like to have to trade The ones that you love for the ones you hate Don't think I've ever used a day of my education There's only two ways that these things can go Good or bad and how was I to know That all your friends won't hold any grudges I got the final judgement if you wanna start a fight You better throw the first punch Make it a good one And if ya wanna make it through the night You better say my name like The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty You been gone so long I forgot what you feel like But I'm not gonna think about that right now I'm gonna keep getting underneath you I'm gonna keep getting underneath you And all our friends wait us to fall in love If you wanna start a fight You better throw the first punch Make it a good one And if ya wanna make it through the night You better say my name like The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty Oh woah oh woah oh, oh woah oh The good, the bad, and the dirty

10HOUSE OF MEMORIES



Woah, woah Woah, woah If you're a lover, you should know The lonely moments just get longer The longer you're in love Than if you were alone Memories turn into daydreams become a taboo I don't want to be afraid The deeper that I go it takes my breath away 'Til hearts electric souls heart to heart and eyes to eyes is this taboo Baby we built this house On memories Take my picture now Shake it if you see it And when your fantasies become your legacy Promise me a place In your house of memories Woah, woah Woah, woah I think of you from time to time More than I thought I would You were just too kind And I was too young to know That's all that really matters I was a fool Baby we built this house On memories Take my picture now Shake it if you see it And when your fantasies become your legacy Promise me a place In your house of memories Woah, woah Woah, woah Those thoughts of past lovers They'll always haunt me I wish I could believe You'd never wrong me Then will you remember Me in the same way As I remember you Baby we built this house On memories Take my picture now Shake it if you see it And when your fantasies become your legacy Promise me a place In your house of memories Woah, woah Woah, woah To your house of memories Woah, woah Promise me a place (woah, woah)

11IMPOSSIBLE YEAR



There's no sunshine This impossible year Only black days and sky grey And clouds full of fear And storms full of sorrow That won't disappear Just typhoons and monsoons This impossible year There's no good times This impossible year Just a beachfront of bad blood And a coast that's unclear All the guests at the party They're so insincere They just intrude and exclude This impossible year There's no you and me This impossible year Only heartache and heartbreak And gin made of tears The bitter pill I swallow The scars souvenir That tattoo, your last bruise This impossible year There's never air to breathe There's never where there's These nightmares always hang on past the dream There's no sunrise There's no you and me There's no good times This impossible year





CAITLIN WIER SMA

WHERE MY DESIGN.COM

623.695.2377