



JHAY COSMETICS BRAND MANUAL



JHAY COSMETICS

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WHO WE ARE:

Jhay Cosmetics specialises in sale of authentic eco-friendly, cruelty-free and dermatologically certified beauty and skincare brands. We bridge the gap between the European and Nigerian beauty markets. We source the most sought-after skincare and makeup brands in Nigeria to meet the demands of our clients in Europe, making these products readily available for online and in-store purchases across both regions. Similarly, we procure authentic and reliable brands from Europe and supply them to our clients in Nigeria.



(Figure.1 Jhay Accessories)

All products and brands displayed on our shelf/website have been specially selected and vetted to ensure we give you the best.

WHY BUILDING BRAND EQUITY IS IMPORTANT TO OUR BRAND SUCCESS

Establishing strong brand equity is a fundamental objective for any organisation. It plays a pivotal role in driving sustained growth by unlocking a wealth of opportunities, fostering increased customer loyalty, and enabling strategic responses to competitive challenges. For Jhay Cosmetics, robust brand equity has been instrumental in building trust and enhancing the overall value of the brand.

THE COMPANY MISSION

Jhay Cosmetics is committed to providing easy access to a wide range of authentic skincare and cosmetics products at affordable prices, ensuring quality and value for all.

THE COMPANY VISION

The vision of Jhay Cosmetics is to become the most reliable distributor of beauty products across Europe and Nigeria.



(Figure. 2: Modelones range of nail care set sold by Jhay Cosmetics)

BRAND IDENTITY

The Jhay Cosmetics brand is founded on the following core principles:

- Elegance
- Daring
- Classic
- Trusted
- Natural and Organic
- Sophisticated
- Premium
- Sustainable
- Authentic

These words are primarily associated with Jhay Cosmetics brand, and it aligns with the performance and imagery of the brand.



(Figure. 3: Caudalie range of product sold by Jhay Cosmetics)

BRAND VALUES AND POSITIONING

The core values of the Jhay Cosmetics brand are as follows:

- Reliable products and prices.
- Secure and swift shopping experience.
- Easy and secure payment.
- Fast shipping and delivery.
- Quick seamless client support.
- Easy refund.

OUR ETHOS

We are committed to providing customers with seamless access to a diverse selection of beauty products, professional aesthetician services, and expert beauty tips, all designed to enhance their convenience and lifestyle.



(Figure. 4: Clean skin range of towels and face pads sold by Jhay Cosmetics)

OUR SLOGAN

“Where beauty and luxury meet” is the slogan of Jhay Cosmetics brand.

SERVICES WE OFFER

- **Skin Consultation & Testing:** Providing briefing to clients and doing research on client's skin, beauty concerns, E-skin testing to help know clients' skin type.
- **Product Recommendation:** Skin type, age, and gender are ways we used in recommending products best for you.
- **Budget Management:** We provide product range that suits the budget provided in the pop-up quiz when you visit our website.



(Figure. 5: Propos Nature Organic skincare sold by Jhay Cosmetics)

COLOUR PALETTE

Jhay Cosmetics is defined by three primary brand colours (white, black, and lilac). However, we have proposed introducing a secondary colour that aligns closely with the preferences of our core consumer demographics—primarily Millennials, followed by Gen Z. This adjustment reflects our strategic focus on these key customer segments as we move forward into 2025.



(Figure.6: Jhay Cosmetics Colour)

LOGO DESIGN



(Figure.7: Jhay Cosmetics Logo)

The Jhay Cosmetic Logo design contains two of the brands primary colours, white and black. This represents Jhay Cosmetic's commitment to staying timeless and focused.

BRAND IMAGE

BRAND PERSONALITY

The Jhay Cosmetic brand represents several things to its users. These richly defined attributes and more leads to reasons why consumers relate with this brand.



(Figure.8: Jhay Cosmetics Customer Perception Online)

PRODUCT CATEGORY

1. Skin Care
2. Make-up
3. Self-care kit & accessories
4. Nail aesthetics
5. Lips & special care
6. Make-up tools
7. Gifts sets
8. Hair care
9. Hair extensions

TARGET MARKET

In the Nigerian cosmetics market, Millennials represent the largest segment of spenders, closely followed by Gen Z. Millennials, being in their peak earning years, have substantial disposable income to allocate towards skincare, makeup, and personal grooming. Their purchasing behaviour is significantly shaped by global trends, social media, and beauty influencers. They emphasise self-care, maintaining a professional appearance, and preserving a youthful look, which collectively drive their spending patterns.

Gen Z, on the other hand, are highly experimental with makeup and skincare, drawing inspiration from platforms like TikTok and prominent beauty influencers. They gravitate toward trendy, vibrant, and budget-friendly products, with a strong focus on sustainability and inclusivity. These values align seamlessly with Jhay Cosmetics' brand image, making this demographic a key target audience.



(Figure.9: Authentic Korean Skincare sold by Jhay Cosmetics)







(Figure.10: Jhay Accessories)



(Figure.10: Propos Nature Organic skincare sold by Jhay Cosmetics)

COMMUNICATION

Jhay Cosmetics employs a diverse range of communication tools to engage its audience effectively. The brand has previously partnered with influencers and plans to continue this strategy in 2025, selecting individuals who embody the company's core values. The communication tools currently in use include the following:

Channel	Tone	Objective	Measurement
	Friendly, aspirational, approachable, organic, and informative.	Increase awareness by 5% quarterly.	Use of Facebook analytics and social blade to measure engagement and online presence.
	Trendy, aspirational, engaging, authentic, and organic.	Increase Instagram awareness by 15% within the first 6 months of 2025.	Use of Google analytics, social blade and Hootsuite to measure engagement and online presence.
	Authentic, trendy, witty, concise, informative, and engaging.	It will be used as a social media customer service tool and for boosting the brand's trust and authenticity.	Hootsuite will be used to measure engagement on X (Twitter).
	Fun, trendy engaging, informative, authentic, organic, and approachable.	It will be used as a social media awareness tool, that promotes the brand, educate audience, drive sales and conversations.	Use of TikTok and Google analytics, social blade and Hootsuite to measure engagement and online presence.
Point of Sale (Website)	Organic, sophisticated, authentic, and trust.	Targeted towards all beauty enthusiasts.	Bounce rate, web analytics and the use of RACE framework to track customer engagement.

CONTACTS

Facebook: Jhay Luxury Cosmetics

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