

BRAND FOUNDATION DISCOVERY BRIEF

TEKEYLA PERDUE

Prepared by Our REACH Project
September 2026

A strategic interpretation of what we heard, and the brand we see emerging.

DEEP WATER

reflection
clarity
depth
renewal

01

DISCOVER → INTERPRET → ALIGN → APPROVE

01 / THE READ

The brand we see emerging

Tekeyla is building more than a skincare business. The opportunity is an educational, experience-led brand that helps people understand what makes their skin unique while reconnecting them to confidence, care and self-awareness.

“Healing your skin is not a rigid, one-size-fits-all approach.”

Across the workshop, the strongest ideas repeatedly moved beneath the surface: root cause over quick fixes; education over product pushing; intentional experience over transaction; and confidence as the lasting result.

REFRESHED	ALIGNED	RECONNECTED
Leave lighter, cared for and renewed.	Understand what the skin needs and why.	Return to self — or begin again with intention.

ORP INTERPRETATION

Transformation is the connective tissue. Skincare is the entry point; education, ritual and reconnection are what make the experience distinctly Tekeyla.

“The result: healthy, glowing skin they are comfortable and confident existing in, no matter their age.”

02 / GUIDING OBSERVATIONS

Four ideas worth protecting

01

Education comes before product.

The client should leave knowing more about their own skin - not simply carrying a shopping list.

02

The experience is part of the offering.

Music, reflection, water, journaling, touchpoints and thoughtful follow-up are not decoration. They shape the transformation.

03

Expertise can serve both sides of the chair.

Consumers need individualized guidance. Early-career estheticians and med spas need stronger consultation, melanin-rich skin competence and conversion skills.

04

Luxury should feel intentional, not exclusive.

Tekeyla wants to serve people across different levels of time and financial resources. The premium quality can live in the care, knowledge and curation - not discounting or excess.

FROM THE WORKSHOP

Adoration created movement beyond the event itself. One attendee, Tekeyla's aunt, arrived reluctant, left asking for product recommendations, and continued making changes afterward. Tekeyla described her as "*walking differently*" and even initiating walks together. It is an early indication that the experience transformative, moving people from participation to reflection, action and continued self-care.

03 / BUSINESS ECOSYSTEM

One point of view. Multiple expressions.

The business does not need four disconnected identities. It needs one clear philosophy that can move naturally across consumer care, professional education, speaking and immersive experiences.

SKIN CONSULTATIONS Personalized skin analysis, ingredient-led education and sequenced recommendations. Entry offer • Women 25+ • Virtual + in-person	INDUSTRY COACHING Consultation skill, client conversion and confidence treating melanin-rich skin. 1:1 practitioners • Med spa teams
SPEAKING + CONTENT Journey of the Re • Educate for the Yes • Start Somewhere • future podcast/content.	ADORATION EXPERIENCE A signature immersive expression of reflection, education, ritual and reconnection.

“People don't need another skincare recommendation. They need to understand why their skin is unique and how to care for it with confidence.”

WORKING POSITIONING — TO VALIDATE

A premium, education-led skincare and wellness brand that translates deep expertise into personalized care, professional development and meaningful experiences.

04 / SIGNATURE EXPERIENCE

Adoration is already showing us the brand

The Nashville experience contains the clearest early evidence of how Tekeyla's philosophy becomes tangible. Its strongest elements are sensory, reflective and participatory — people do not simply receive information; they move through a ritual.

RELEASE A thought written on disappearing paper and dissolved in water.	REFLECT A thank-you card written to self, not to the host.	RECEIVE Education, music and guided skincare woven into the experience.	CONTINUE Journal, candle and a 21-day bridge from event to consultation.
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ORP INSIGHT

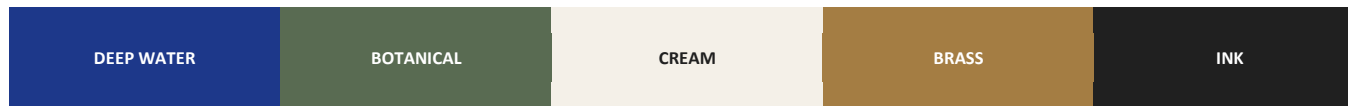
The event should not be treated as a side activation. Adoration can become a living laboratory for the brand — where consultation, education, storytelling, content, community and future offers meet.

For the May 22, 2027 flagship event, the strongest opportunity is to preserve these intimate rituals while adding the brand system: intentional signage, branded tools, QR touchpoints, photography/video capture and a clear path into consultations or professional services.

05 / PRELIMINARY CREATIVE DIRECTION

Curated Ritual

This is not the final identity. It is the atmosphere that emerged from the workshop and visual references — a direction to live with, react to and refine through Brand Alignment.



The visual references point toward understated luxury rather than conventional spa femininity: architectural composition, sculptural objects, rich natural materials, quiet editorial photography and a controlled use of color.



WORKSHOP VISUAL REFERENCES • proportion, materiality, curves, reflection, restraint

DESIGN LANGUAGE

Circular and curved forms feel especially relevant: the bowl, mirror, pendant, bag handles and vessels all suggest enclosure, full-circle movement and immersion. Water can be symbolic rather than literal — reflection, depth, movement and renewal.

06 / STRATEGIC OPPORTUNITIES

What could become distinctly hers

A proprietary consultation method

Formalize the sequence Tekeyla already uses: current regimen → goals → ingredient education → recommendations → sequenced routine → follow-up.

Journey of the Re

A strong speaking platform with natural potential for short-form audio/podcast content, reflection prompts and future programming.

Educate for the Yes

A professional education concept focused on helping estheticians communicate value, consult effectively and improve conversion without feeling sales-driven.

Adoration as a flagship platform

Use the experience to generate testimonials, speaking footage, consultation content and a direct pathway into paid services.

Expertise as premium value

Build pricing around credentials, education and transformation rather than discounting. The brand should explain why the expertise is worth paying for.

EARLY PROOF POINT

A one-hour visit to a new med spa reportedly resulted in roughly 80% of Tekeyla's recommendations being incorporated into its SOP, and approximately \$1,000 in product sales shortly after. The result suggests her consultation and client-conversion expertise can translate into a credible professional education offering.

A TWO-YEAR HORIZON

Tekeyla's stated ambition is for side-business revenue to meet or exceed her L'Oréal salary within two years. That makes the immediate priority less about launching everything and more about establishing a credible foundation that can support repeatable offers, proof, conversion and expansion.

07 / THE JOURNEY AHEAD

Clarity first. Then expression.

This brief is an interpretation, not a final declaration. The next stage gives Tekeyla room to consider what feels true, what needs sharpening and what should remain open before ORP begins locking the visual and verbal system.

DISCOVERY BRIEF	ORP synthesizes the workshop, identifies patterns and presents a strategic point of view. • Now
BRAND ALIGNMENT GUIDE	Tekeyla reacts, reflects and refines the working direction. • September
APPROVED BRAND FOUNDATION	Mission, vision, positioning, audiences, service architecture and creative direction are aligned. • Target: October 15
BUILD + LAUNCH	Visual identity → website + conversion foundation → Client Ready Toolkit → launch readiness. • Through May 22, 2027

ORP PERSPECTIVE

“We are not rushing to decorate a business. We are establishing the foundation for a brand people can trust with transformation.”

PREPARED EXCLUSIVELY FOR TEKEYLA PERDUE

Our REACH Project | Practical consulting with craftsmanship