



DAVID PETERS
LONDON

Brand Guidelines



Contents



- Aim
- About
- Press
- Unique Selling Points
- Inspiration
- Philosophy
- Brand
 - Values
 - Logo
 - Look and feel
 - Personality
 - Tone of voice
 - Examples
- Treatments





Aim

Establish an innovative luxury wellness brand that evolves ancient Eastern traditions into world class results driven treatments and products.





About



BVLGARI
HOTEL LONDON

- Award winning practitioner
- Developed one of Best Treatments in the UK (Stylist)
- Completed a Clinical Internship at the Hangzhou TCM Hospital China
- Specialist in Eastern bodywork, philosophy, acupuncture
- Trained by best practitioners in US, UK and China
- Extensive training in various Eastern and Western disciplines
- Based exclusively at the world class, 5 star Bulgari Hotel Spa
 - Winner Tatler Best Spa 2012
 - Winner Virtuoso Award 'World's Best Spa'
 - Winner Best Spa in UK Conde Naste Traveller 2015



DAVID PETERS
LONDON



Press

“Lines appear smoother... the complexion
is perfectly plump and dewy”

Harpers Bazaar

“He is a knot-whisperer... and bloody brilliant he is too.

A workout for your face and body”

Tatler

“Two hours, three types of massage and a few
needles later I look like I’ve had a bloody face lift”

Katy Young, The Telegraph

“The lifting and smoothing results were incredible”

Stylist

“Need to look your best, but better... try David Peters”

YOU Magazine. Mail on Sunday

As seen in:

YOU
MAGAZINE
Daily Mail

STYLIST

London
**Evening
Standard**

Perfect
wedding

STYLIST
50
BEST BEAUTY
TREATMENTS

THE SUNDAY TIMES

HUNGER

TATLER

Harpers
BAZAAR

ShortList

FT.com
FINANCIAL TIMES



DAVID PETERS
LONDON



Press: Examples



YOU
MAGAZINE

Daily Mail



STYLIST



TATLER



DAVID PETERS
LONDON



Unique Selling Points

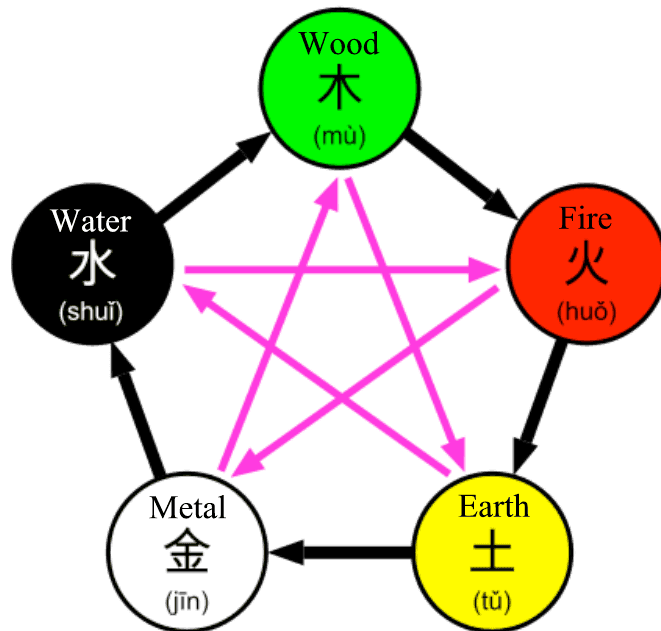


- Rich history and tradition modernised and evolved
- Philosophy and depth of history behind techniques/ingredients
- Reputation & Press Coverage and relationships of Founder
- Celebrity Client base
- Distribution and association with Bulgari Spa (luxury)
- Real person – background, story, expertise etc

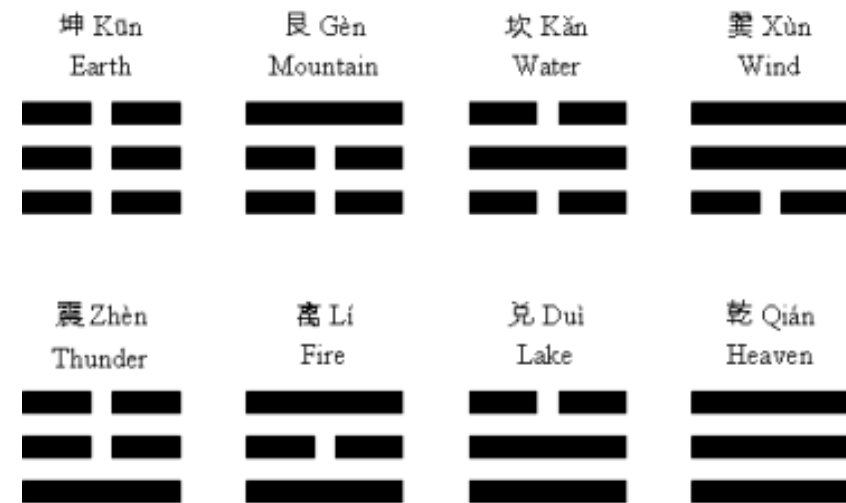




Inspiration: History



5 Elements



I Ching

Eastern philosophies often contained frameworks to understand everything from our bodies, nature and our interaction in with the world around us.

The initial inspiration for evolving Eastern traditions came from a lecture comparing I Ching hexagrams to DnA code





Inspiration: Aesthetic



- Zen design/simplicity
- Eastern artwork/calligraphy without alienating
- Nature, the seasons, our interaction with them
- Fusion: nature/luxury, tradition/modernity
- Taoist/Buddhist philosophy
- The I-Ching/hexagrams





4 Pillars of Wellbeing

DIET

Eat clean and whole foods.

Avoid refined sugar & processed foods

Seasonal, local, organic

DIET

SLEEP

SLEEP

Allow the body time to heal/revitalise

Better mood, memory, energy levels

Reduced stress, depression

BODY

Work, rest and exercise

Regular skin and body care routine

Reduce extremes

BODY

MIND

MIND

Friendship, intimacy, laughter

Mindfulness, self-reflection, expression

Reduced destructive emotions

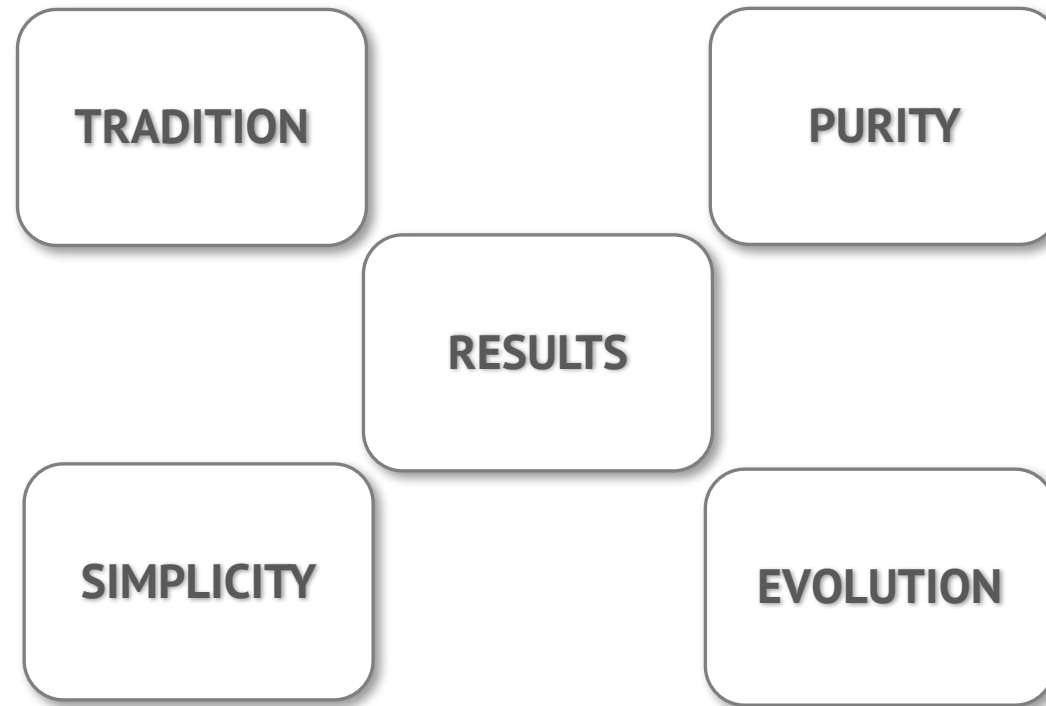
After years of studying ancient Eastern traditions and philosophies on health and beauty I realised the foundation to looking and feeling your best started from within. I adapted a framework inspired by those used for centuries throughout Eastern Culture. It soon became clear results improved dramatically from a total wellbeing approach.



DAVID PETERS
LONDON

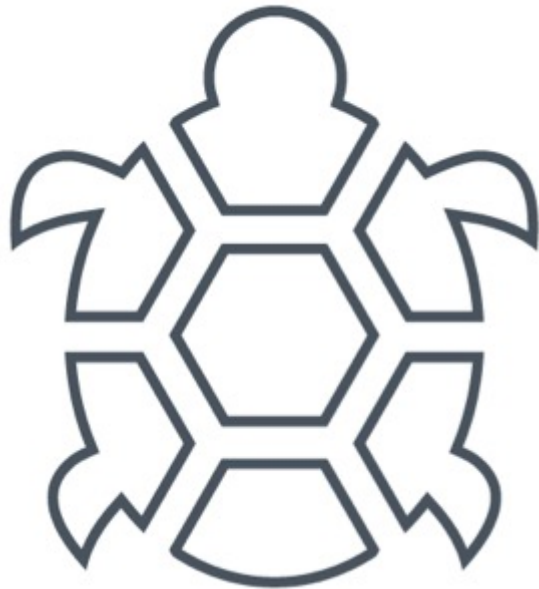


Brand Values





Logo

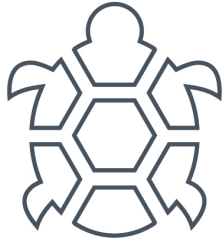


- Symbol of wisdom, longevity and nature
- Symbolizes the fusion of traditional and contemporary, East and West.
 - My study of the I-Ching and the link of the 64 hexagrams to modern natural discoveries such as the 64 codons of DnA code inspired my evolution of traditional techniques into contemporary wellness treatments.
- Originally I-Ching divination was on Tortoise shells
- Modern interpretation of a very symbolic animal – depth to the brand.





Logo



DAVID PETERS
LONDON

- Font: PT_Sans Regular
- Colours: Grey and white
- CMYK: 0; 0; 0; 65
- RGB: 124; 124; 123
- web: 7c7c7b



DAVID PETERS
LONDON

- Brand colours are grey and white
- Can be white logo on grey background
- Grey logo on white background.
- White logo used over photos etc



DAVID PETERS
LONDON



Brand: Look and Feel



- Delicate balance between nature and high end luxury
- Subtle branding, clean design
- Female core audience but not completely alienating to men
- Hint of masculinity/gender neutrality
- Bright bold hints of colour where appropriate
- Textures and patterns used enhance packaging and message
- Symbology based around I Ching.
- Any colours in line with the five colours of the 5 elements
- Everything has a reason and a place
- Consistent, clear message





Brand Personality



- Gentleman
- Based around 5 Pillars (page 6)
- Knowledgeable (in our area)
- Spiritual but not religious
- Luxury without pretension
- Healthy but not a slave to it
- Support complimentary therapies with stronger evidence base
 - YES - Acupuncture, osteopathy, massage etc.
 - NO - Crystal healing, reiki, homeopathy
- Stays within own remit – e.g., if offering nutrition advise, reference others
- Life long learning
- Interests:
 - Travel, healthy food, fitness, wellness, meditation, Eastern philosophy





Brand Personality

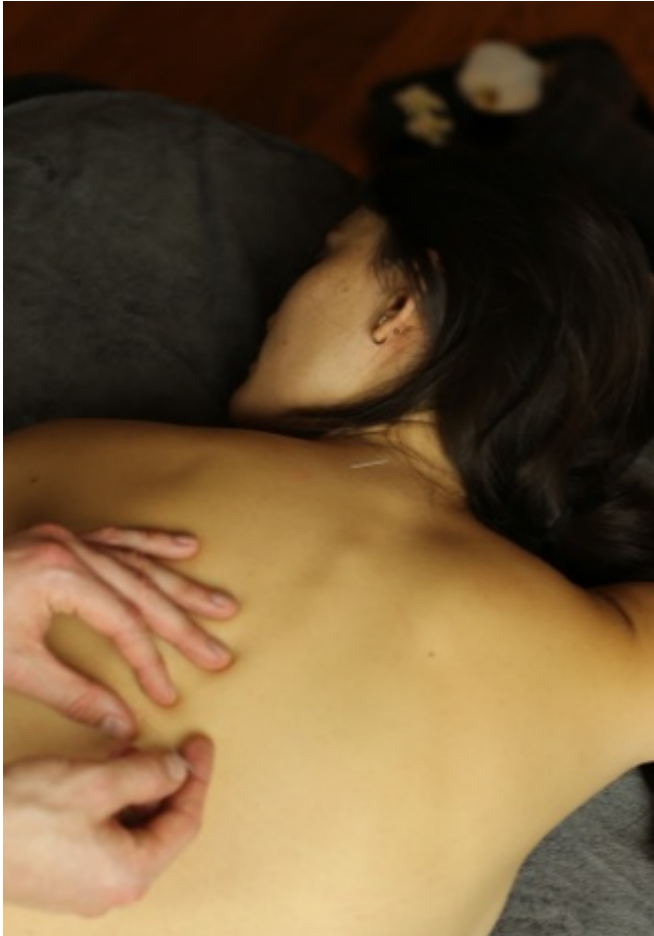
Example view point: Qi/Chi/Energy

- Many people and practitioners believe that acupuncture effects an energy network or system in the body via meridian or channels linked to an innate 'energy' in the universe known as qi (chi).
- My belief system is that if there was a a mystical energy source in the body we would have discovered it by now. Although all cells contain energy as does the body, acupuncturists are not working on some mystical level that modern science cannot detect.
- Qi has been focused on from a Western viewpoint due to reductionist translation of original Chinese texts. The word qi can be associated with over 300 words in Chinese. Although it can be the universal life-force that turns the planets and connects and dictates a mood in a room it can also be the force that cooks rice, a fart or the steam from a chimney.
- I like the history and tradition of Chinese Medicine however my approach has been to take the systems and evolve them to be in line with modern knowledge and standards wherever possible. I adopt this approach to my yoga, meditation or any other traditional practises.





Tone of Voice



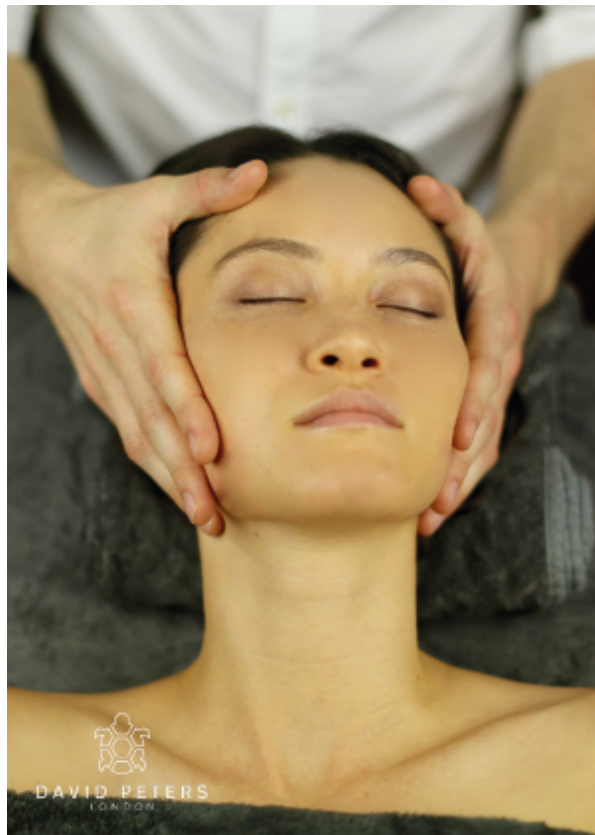
- Male - in touch with his feminine side
- Fun - doesn't take things too seriously
- Credible – evidence based
- Never talk about the esoteric side of healing – chi/qi or energy – not in line with belief systems.
- Knowledgeable without being condescending
- Humour – self deprecating not negative towards others
- Sharing - taking you on the journey
- Friendly, encouraging, supportive
- Positive, smiling, brighten your day





Examples

- Flyer



FACE

CUSTOM REJUVENATING FACIAL with Cosmetic Acupuncture (70 MINS)

Invigorates skin with unrivalled luminosity whilst plumping and hydrating. LED Light Therapy is gently combined with cosmetic acupuncture, massage and facial cupping in a unique protocol that encourages collagen production, cellular renewal and leaves you completely rejuvenated.

24K GOLD REJUVENATING FACIAL with cosmetic acupuncture (70mins)

The power of cosmetic acupuncture, LED light therapy and 24 carat gold - shown to uniquely reduce inflammation and decrease cell degradation. Facial muscles are plumped and skin smoothed for total, glowing radiance.

BESPOKE CONTOURING FACIAL FOR MEN with Cosmetic Acupuncture (70mins)

Cosmetic acupuncture is fused with invigorating LED light in a unique protocol specially for the increased density of male skin. Working at a deeper level to encourage collagen production, energise, tone and define.

"THIS YEAR'S SKINCARE SECRET"

HUNGER

DAVID PETERS
LONDON

BODY

ACUPUNCTURE (60 min)

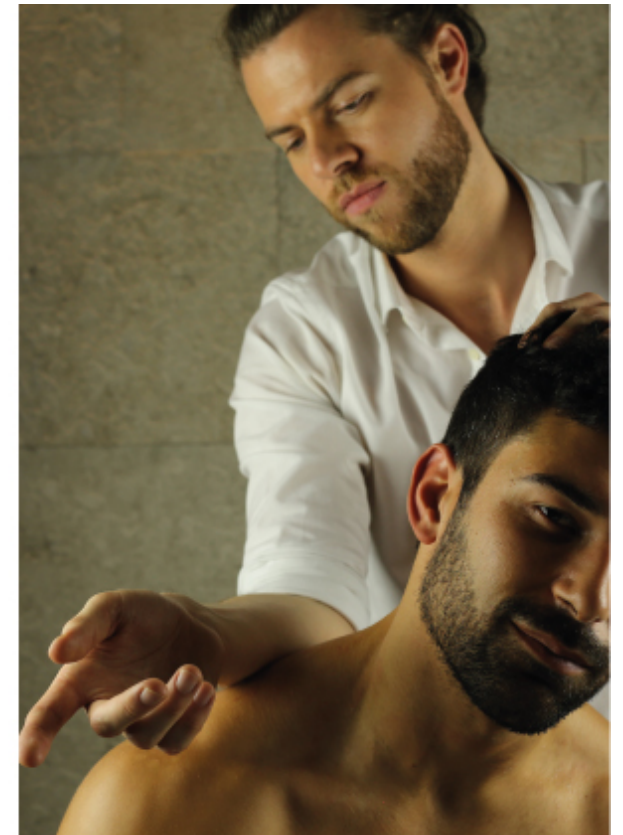
Focus is taken from the ancient, extensively developed and highly effective Eastern theories and techniques of acupuncture to provide inner and outer balance and wellbeing. Tailored to every individual to help soothe, relax and target the areas of tension in the body.

DP SIGNATURE REVITALIZING BODY TREATMENT (70 min)

A unique fusion of traditional Eastern and contemporary Western techniques, tailored to each individual from a total mind-body viewpoint. Japanese acupuncture can be effectively combined with traditional Eastern cupping as well as Tui Na, sports and myo-fascial release massage. Alleviate muscle tension and guide the body's natural recovery.

"QUELL DISCOMFORT AND REBALANCE THE MIND"

ShortList



DAVID PETERS
LONDON



Treatments



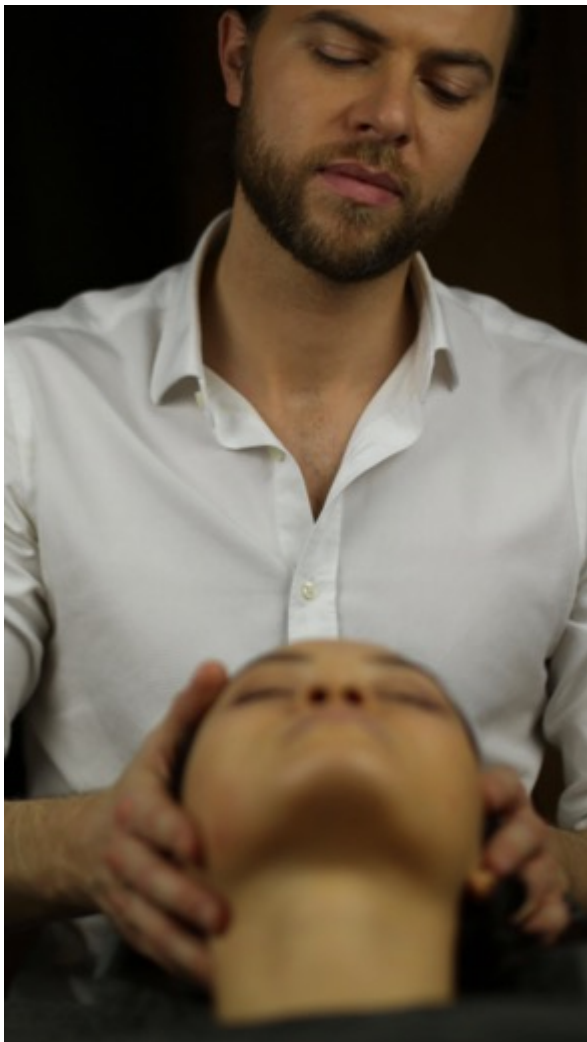
- Traditional techniques and ingredients evolved to deliver world class cosmetic treatments and products
- Based on the 5 pillars methodology
- Treatments are based on high level of skill as a practitioner not just latest technology and fads
- Alternative approach to beauty, steeped in an incredible history
- The purest, finest organic ingredients
- “Intelligent Wellbeing”: premium for the best and the purest



DAVID PETERS
LONDON



Treatments



FACE

CUSTOM REJUVENATING FACIAL

WITH COSMETIC ACUPUNCTURE, 75MINS

This bespoke treatment invigorates skin with unrivalled luminosity whilst plumping and hydrating. LED Light Therapy is gently combined with tiny hinai-shin intradermal needles in a unique protocol that encourages collagen production, cellular renewal & clears blemishes. An invigorating Tui-Na massage, facial cupping and sculpting follow to firm, tone and smooth fine lines - leaving you completely rejuvenated and revitalised.

24k GOLD REJUVENATING FACIAL

WITH COSMETIC ACUPUNCTURE, 75mins

The power of cosmetic acupuncture and LED light therapy combined with 24 carat gold which has been shown to uniquely reduce inflammation and cell degradation. Gold acupuncture, a gold mask and gold serum are combined with a deep sculpting face massage. Tone facial muscles and smooth fine lines whilst stimulating collagen production for total glowing radiance

BESPOKE CONTOURING FACIAL FOR MEN

WITH COSMETIC ACUPUNCTURE, 75MINS

Tailored specifically for men's skin and exclusive to The Bulgari Spa. *Tiny hinai-shin* cosmetic acupuncture needles are combined with LED light in a bespoke protocol specially adapted for the increased density of male skin. Working at a deeper level to encourage collagen production, cellular renewal and smooth fine lines. Invigorating Tui Na massage, facial sculpting and cupping, are combined to improve the skin and muscle quality on the face, helping to firm and add definition



Treatments



BODY

SIGNATURE REVITALIZING BODY TREATMENT

75mins

Experience a unique fusion of traditional Eastern and contemporary Western techniques, tailored to each individual from a total mind-body viewpoint. Japanese acupuncture is effectively combined with traditional Tui Na, sports and myo-fascial release massage. A focused and bespoke blend of techniques targets root causes to alleviate muscle tension, improve mobility and guide the body's natural recovery and vitality

SIGNATURE REJUVENATING & REVITALIZING FACE AND BODY TREATMENT WITH ACUPUNCTURE, 120 MINS

A new benchmark for inner and outer well-being. This acclaimed treatment starts by balancing mind and body with invigorating Tui Na massage and gentle Japanese acupuncture for the perfect relaxed state. Focus then moves to the face with award winning facial techniques including gentle cosmetic acupuncture, Dermalux LED light therapy fused with lifting facial cupping and sculpting. You will leave feeling centred and calm whilst uniquely rejuvenated and revitalized.



DAVID PETERS
LONDON