



CREATIVE MEDIA

PORTFOLIO



CREATIVE DIRECTION

Color, Mood & Tone

Bone Reshape Han Mask



ILLUMIAFACE
BY KIM LIM

Soft. Radiant. Effortlessly refined.

Emphasising natural beauty through glowing skin, refined textures, and understated luxury. The visual language celebrates subtle transformations and confidence through healthy, revitalised skin.

Content Pillars

- Authentic results through Before & After stories
- Real experiences through client testimonials
- Education-led content to build trust and authority

Campaign Hook

"Your skin, quietly renewed."



CREATIVE DIRECTION

Color, Mood & Tone

#AD1A32

#D9E4F1

#FFFFFF

#EFA2AC



林

ILLUMIA
THERAPEUTICS
BY KIM LIM

Calm. Airy. Restorative

Soft pink, powder blue, and white for healing, comfort, and renewal, gently glow, calm and not clinical. Deep rose anchors as a signature accent, used sparingly.

Content Pillars

- Authentic results through Before & After stories
- Real experiences through client testimonials
- Education-led content to build trust and authority

Campaign Hook

"Healing that feels calm and effortless."



CREATIVE DIRECTION

Color, Mood & Tone

eunice lee lih wei



#5686BF



#ABCAEF



#788A9B



#D9D9D9



ILLUMIA MEDICAL
BY KIM LIM

Clean. Cool. Trustworthy.

Precision, clarity, and doctor-led care in clean light and cool. The visual language shows trusted medical authority, professional, and reassuring.

Content Pillars

- Doctor-led expertise and clinical info (Certifications & Awards)
- Precision and safety in procedure.
- Education-led content to build trust and authority

Campaign Hook

"Professional care with visible confidence."



CREATIVE DIRECTION

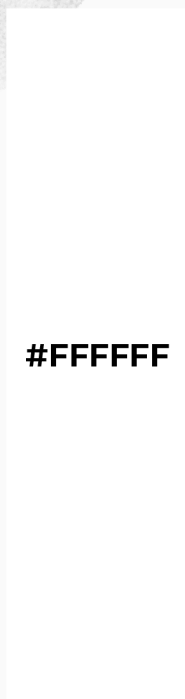
Color, Mood & Tone



#5D091D



#BFDDBB



#FFFFFF



#E8E7E7



PAPILLA
BY KIM LIM

Non-invasive. Scientific. Restorative.

Non-invasive hair growth and scalp health, grounded in science, and premium. The visual language pairs clinical credibility with visible confidence.

Content Pillars

- Authentic results through Before & After stories
- Real experiences through client testimonials
- Education-led content to build trust and authority

Campaign Hook

"Restore your hair confidence."



BRAND DIRECTION

New Brand: The Wellness Space

LOGO & PLACEMENT

Vertical



THE WELLNESS SPACE
BY ILLUMIA

Horizontal



THE WELLNESS SPACE
BY ILLUMIA

Wordmark

THE WELLNESS SPACE BY ILLUMIA

COLOR OF LOGO TO BE USED

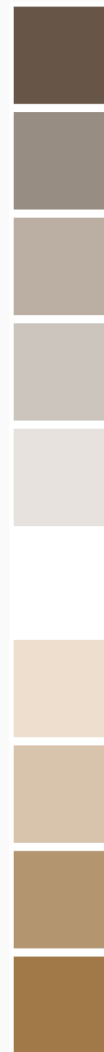
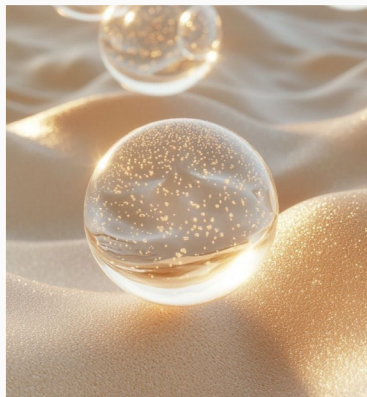
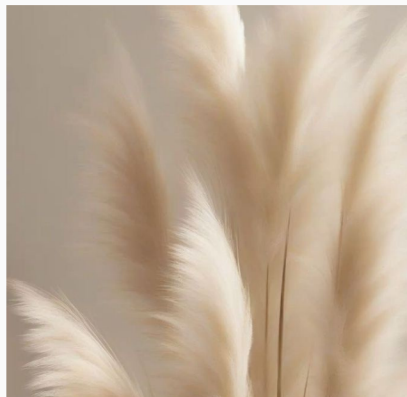


#675647



#FFFFFF

COLOR OF LOGO TO BE USED





PDRN SCALP ADS

Static, GIF & Video

PAPILLA BY KIM LIM

Your scalp ages **6x FASTER** than your face.
Reverse scalp ageing & boost hair growth with

PDRN \$78
SCALP TREATMENT

Deep scalp repair & renewal with Salmon DNA | Non-surgical science-based treatment | Co-developed with world-leading trichologists



BEFORE **AFTER**

BOOK NOW

*T&Cs apply. Individual results may vary.

Static

PAPILLA BY KIM LIM

Don't let hair thinning turn into hair loss
Deep scalp repair with Salmon DNA
for thicker, fuller hair over time

PDRN SCALP TREATMENT \$78*



BEFORE **AFTER**

✓ NON-INVASIVE | ✓ NON-SURGICAL | ✓ SCIENCE-BASED

BOOK NOW

CO-DEVELOPED WITH WORLD-LEADING TRICHOLOGISTS

*T&Cs apply. Individual results may vary.

GIF

PAPILLA BY KIM LIM

Now watch what it can do for you



BEFORE

*T&Cs apply. Individual results may vary.

Video



PDRN SCALP ADS

Static, GIF & Video

eunice lee lih wei

PAPILLA BY KIM LIM

PDRN SCALP TREATMENT
\$78*

- ✓ Non-surgical science-based treatment
- ✓ Co-developed with world-leading trichologists



BEFORE AFTER

FOR
STRONGER, THICKER, VISIBLE
HAIR GROWTH TODAY

DEEP SCALP REPAIR | BOOST HAIR THICKNESS | REVERSE THINNING

BOOK NOW

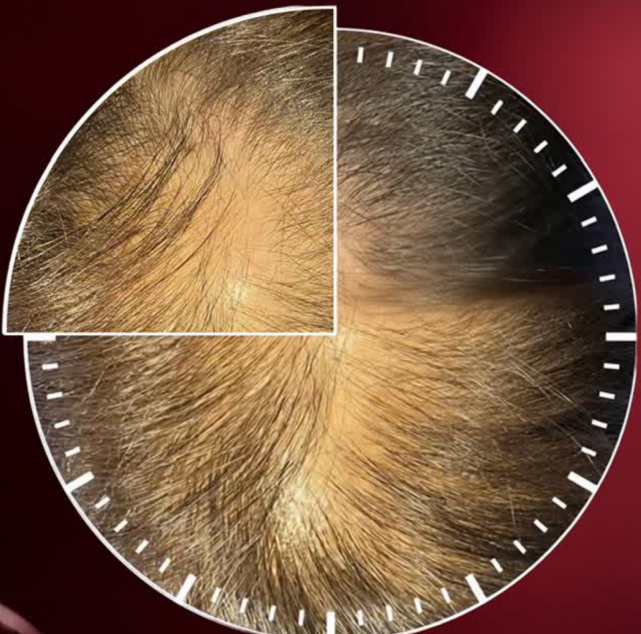
*T&Cs apply.

Static

PAPILLA BY KIM LIM

DAMAGED SCALP CAUSES THINNING HAIR

PDRN SCALP TREATMENT \$78*



STRONGER, THICKER HAIR | HEALTHIER, RESILIENT SCALP | ACCELERATED HAIR GROWTH

BOOK NOW

*T&Cs apply.

GIF

PAPILLA BY KIM LIM

PDRN
SCALP TREATMENT \$78*



Video



PDRN SCALP QUIRKY ADS

Static & Video

eunice lee lih wei

PAPILLA BY KIM LIM

Broke up with your hairline?

WIN IT BACK TODAY WITH THE HELP OF SALMON.



HAIRLINE

Let's break up. 00:01

Me
Let's break up.

I'm sorry. 00:02 ✓

Please don't leave me :(00:02 ✓

Let's get back together. 00:03 ✓

POWERED BY SALMON DNA (PDRN) FOR SCALP REPAIR AND HAIR RESTORATION

PDRN SCALP TREATMENT \$78*

Reconcile with dense, voluminous hair today.

*T&Cs apply.

Static

PAPILLA BY KIM LIM

The shower drain knows your secret.



Video



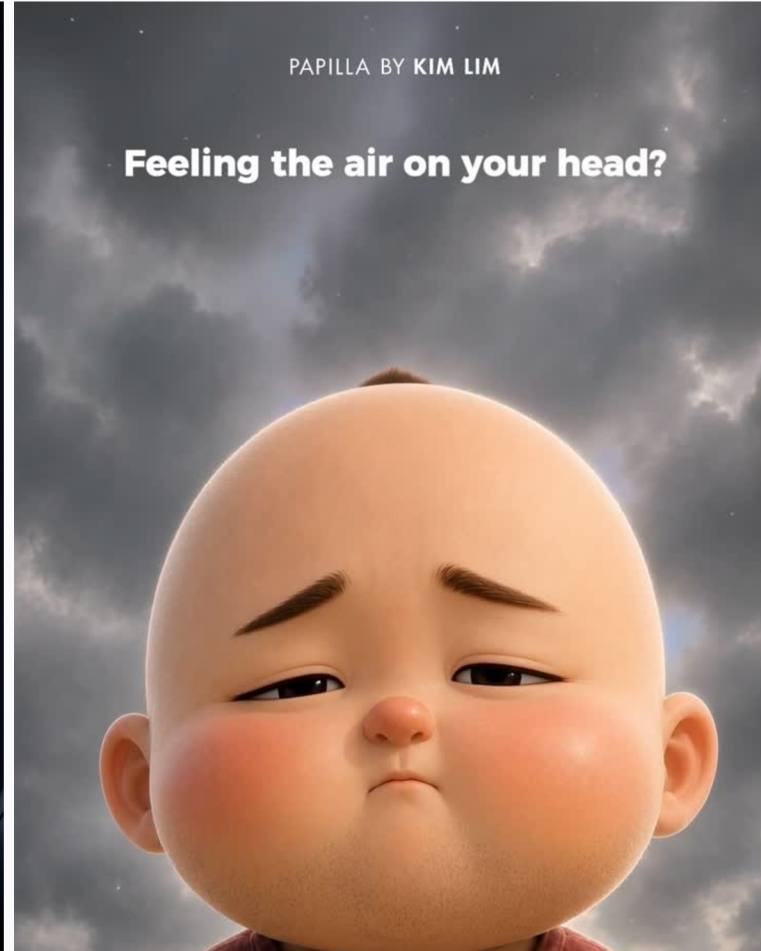
HAIR THINNING QUIRKY ADS

Static & Video

eunice lee lih wei



Static



Video



HAIR THINNING QUIRKY ADS

Static, GIF & Video

PAPILLA BY KIM LIM

REDUCE HAIR FALL & VISIBLE THINNING
AERO FOLLICLE THERAPY **\$78***

NO SURGERY
NO DOWNTIME
NO NEEDLES

BEFORE
AFTER

POWERED BY MEDICAL-GRADE NAD+
TO SUPPORT HEALTHIER HAIR GROWTH FROM WITHIN

BOOK NOW

*T&Cs apply.

Static

PAPILLA BY KIM LIM

STOP HAIR FALL WITHOUT INJECTIONS
AERO FOLLICLE THERAPY **\$78***

✓ NO SURGERY ✓ NO DOWNTIME

REACTIVATE GROWTH WITH NEEDLELESS AIR INJECTION &
MEDICAL-GRADE NAD+ GROWTH SOLUTION

SCIENCE-BASED HAIR RESTORATION | CO-DEVELOPED WITH WORLD-LEADING TRICHOLOGISTS

*T&Cs apply.

GIF

PAPILLA BY KIM LIM

AERO FOLLICLE THERAPY
\$78*

Video



HAIR LOSS ADS

Static, GIF & Video

PAPILLA BY KIM LIM

NO MORE HAIR LOSS

NON-INVASIVE

PDRN SCALP TREATMENT
\$78*



BEFORE AFTER

BACKED BY SCIENCE, CO-DEVELOPED WITH
WORLD-LEADING TRICHOLOGISTS

*T&Cs apply. Individual results may vary.

Static

PAPILLA BY KIM LIM

REDUCE HAIR FALL TODAY PDRN

SCALP TREATMENT \$78*



BEFORE AFTER

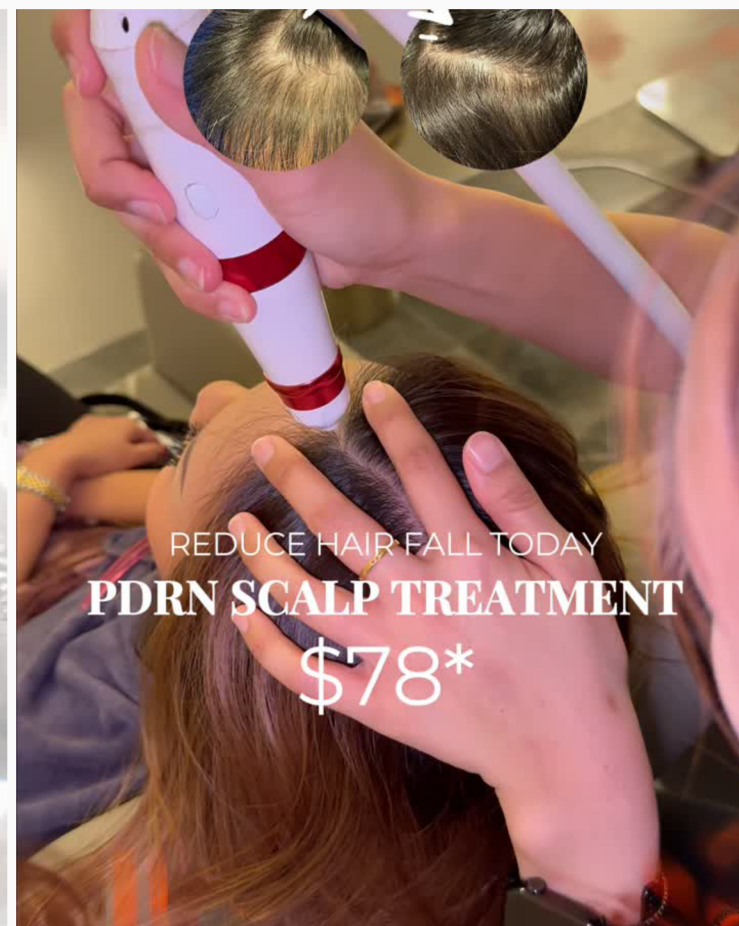
No surgery | No needles
Co-developed with world-leading trichologists

REGAIN THICKER, FULLER HAIR WITH
THE POWER OF SALMON DNA

LIMITED SLOTS AVAILABLE

BOOK NOW

GIF



REDUCE HAIR FALL TODAY
PDRN SCALP TREATMENT
\$78*

Video



利 PAPILLA
BY KIM LIM

SOCIAL MEDIA

Overall Content

Aligned with the
Instagram grid aesthetic



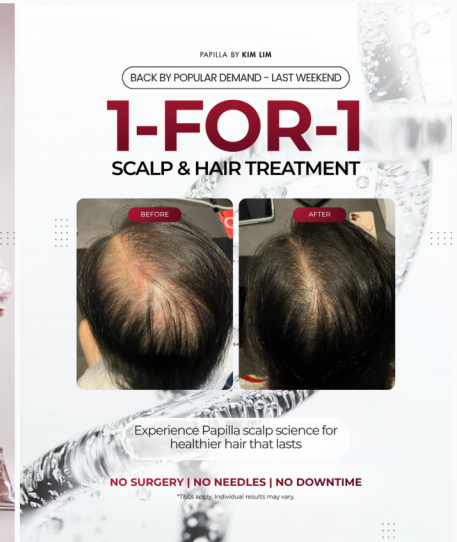
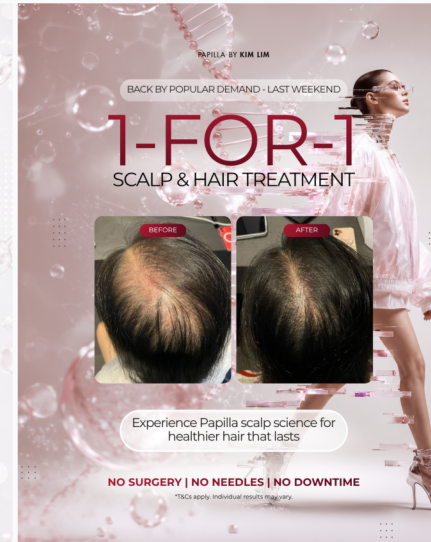
Mothers Video Day Collaboration across all 5 brands



SOCIAL MEDIA

Overall Content

Aligned with the Instagram grid aesthetic



Mothers Video Day Collaboration across all 5 brands



SOCIAL MEDIA

Educational Video

FOR THE BEST PERFORMING

- + Before After Visuals
- + Testimonials
- + Review



Video



Video Cover



利 PAPILLA
BY KIM LIM

SOCIAL MEDIA

Carousel Content

eunice lee lih wei



Carousel: HAIR LOSS CONTROL



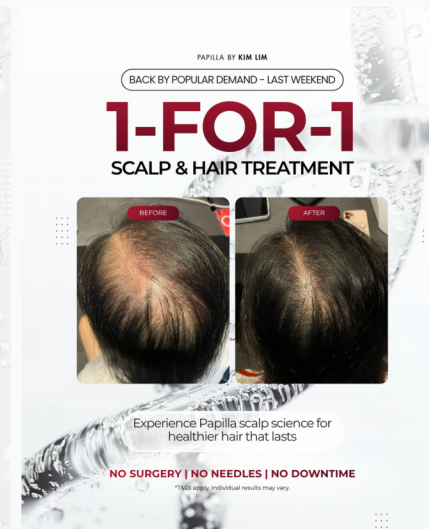
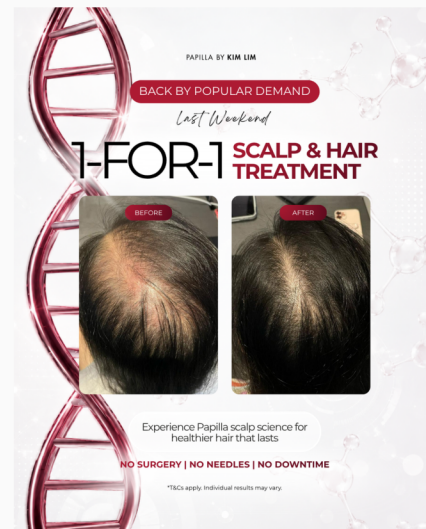
Carousel: HAIR LOSS CONTROL



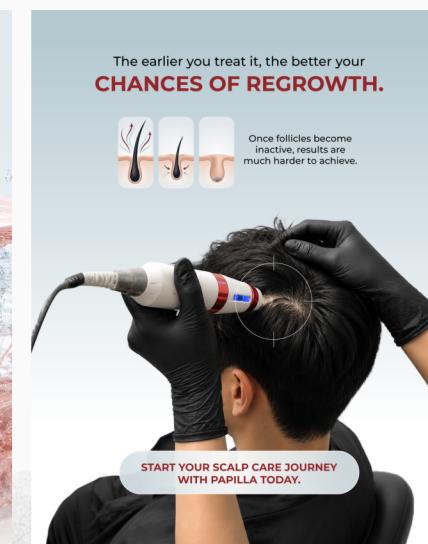
SOCIAL MEDIA

Carousel Content

eunice lee lih wei



Carousel: HAIR LOSS CONTROL



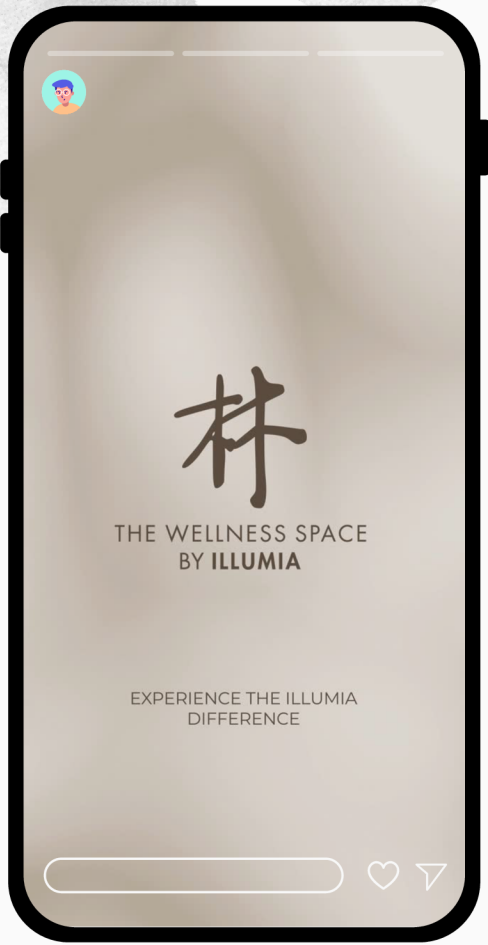
Carousel: HAIR LOSS CONTROL



ENDING CREDITS

IG Video for All 5 Brand

eunice lee lih wei



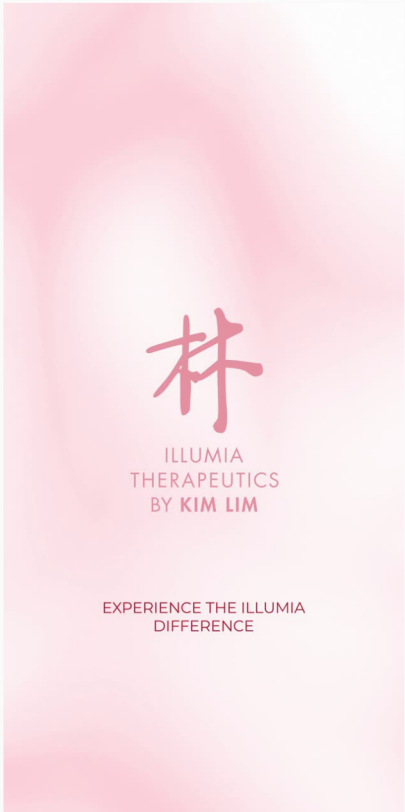
THE WELLNESS SPACE



ILLUMIAFACE



ILLUMIA MEDICAL



ILLUMIA THERAPEUTICS



PAPPILA



GOOGLE REVIEWS

For All 5 Brands

REVIEWS US ON



林 ILLUMIAFACE
BY KIM LIM

SCAN THE QR CODE BELOW
TO LEAVE US A REVIEW!



WWW.ILLUMIAFACE.COM

REVIEWS US ON



林 ILLUMIA THERAPEUTICS
BY KIM LIM

SCAN THE QR CODE BELOW
TO LEAVE US A REVIEW!



WWW.ILLUMIATHERAPEUTICS.COM

REVIEWS US ON



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BY KIM LIM

SCAN THE QR CODE BELOW
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WWW.ILLUMIAMEDICAL.COM

REVIEWS US ON



林 PAPILLA
BY KIM LIM

SCAN THE QR CODE BELOW
TO LEAVE US A REVIEW!



WWW.PAPILLABYKIMLIM.COM



MOTHER'S DAY

All 5 Brands Collaboration Video + Cover



VIDEO



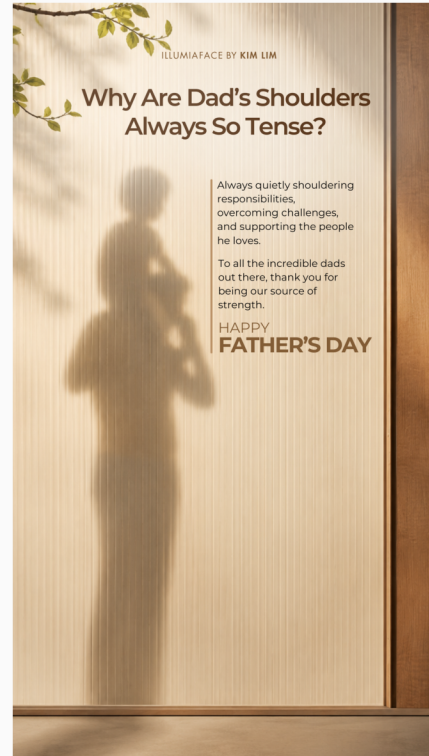
FATHER'S DAY

IG Story Content for All Brand (Message focus on Dad's Aging Problems > Greeting)

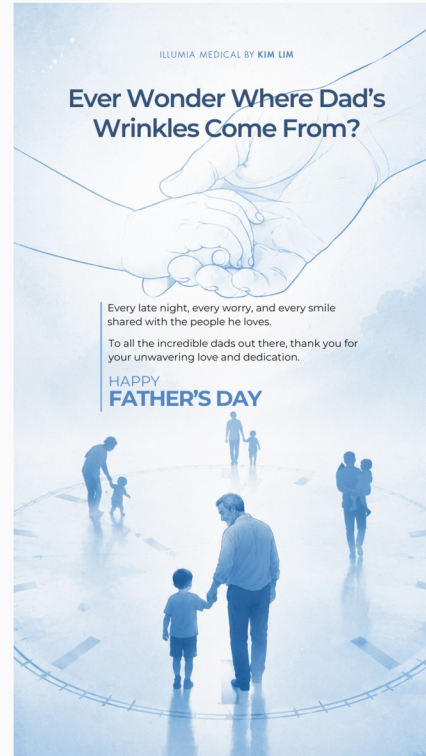
eunice lee lih wei



THE WELLNESS SPACE



ILLUMIAFACE



ILLUMIA MEDICAL



ILLUMIA THERAPEUTICS



PAPPILA



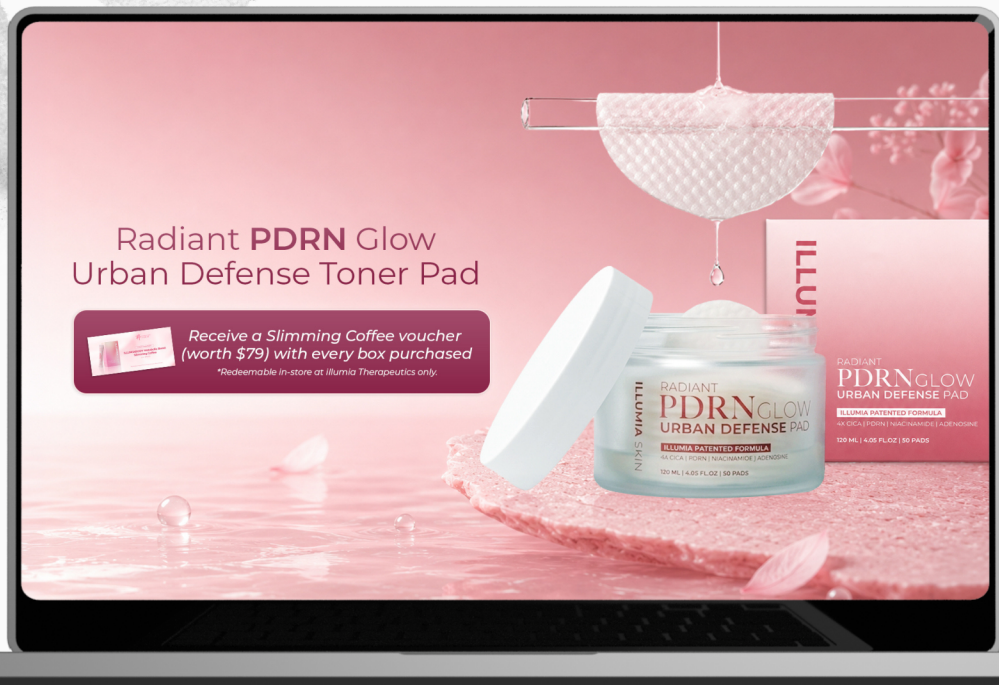
WEBSITE BANNER

Estop Promotional Images



NEW LAUNCH: PDRN TONER PADS

Estop Promotional Images & Brochure



RADIANT PDRN GLOW URBAN DEFENSE PAD

A daily toner pad that helps to hydrate, soothe, and support the skin barrier.

POWERED BY A MULTI-PEPTIDE COMPLEX, PDRN, AND POTENT BOTANICAL EXTRACTS, it is designed to defend against urban stressors, delivering daily care for tired, stressed skin while promoting a fresh, healthy-looking glow.

BENEFITS

- REVEALS SMOOTHER & FIRMER SKIN WITH DAILY USE
- DEEPLY HYDRATES FOR A PLUMP, DEWY COMPLEXION
- INSTANTLY SOOTHES & REVITALISES STRESSED, TIRED-LOOKING SKIN
- STRENGTHENS & PROTECTS THE SKIN BARRIER FOR HEALTHIER SKIN
- BOOSTS RADIANCE FOR A NATURALLY GLOWY COMPLEXION

KEY INGREDIENTS

- MULTI-PEPTIDE COMPLEX
 - PDRN (DNA)
 - COPPER TRIPEPTIDE-1
 - NIACINAMIDE
 - CENTELLA ACTIVES
 - SODIUM HYALURONATE & SODIUM POLYGLUTAMATE

HOW TO USE ?

AS A TONER PAD:

- Cleanse
- Gently swipe over face

AS A FACE MASK:

- Cleanse
- Place pad on concerned areas
- Leave for 5-10 mins

RADIANT PDRN GLOW URBAN DEFENSE PAD

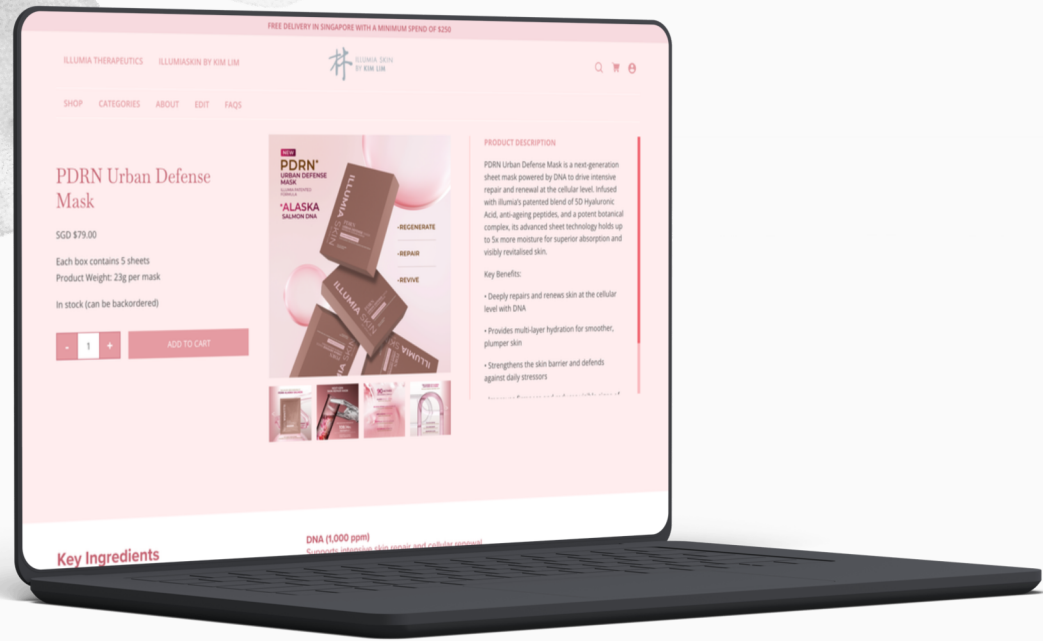
ILLUMIA SKIN BY KIM LIM

@illumiaskin.sg | illumiaskinbykimlim.com

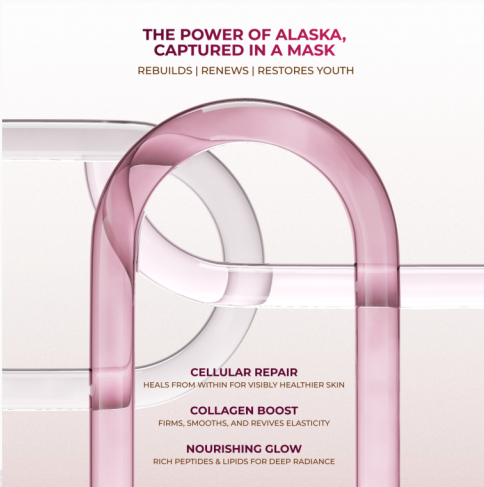
+65 9154 4564

PRODUCT INFOGRAPHIC

PDRN Mask



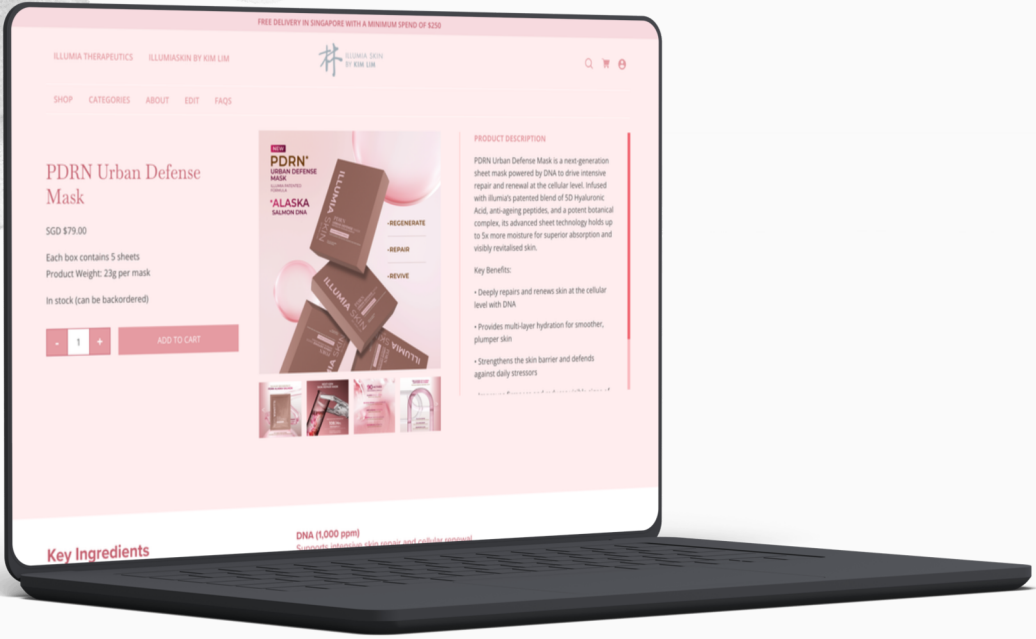
PRODUCT REVIEW





PRODUCT INFOGRAPHIC

Best Seller Sozy



PRODUCT REVIEW





OUTLET MEMO ANOUNCEMENT

ILLUMIASKIN Online Shop

eunice lee lih wei



林 ILLUMIA THERAPEUTICS
BY KIM LIM

TIKTOK LIVE VOUCHER REDEMPTION

For vouchers purchased during any
TikTok Live stream, each customer is
entitled to redeem up to 2 vouchers only.

WWW.ILLUMIATHERAPEUTICS.COM



林 ILLUMIAFACE
BY KIM LIM

TIKTOK LIVE VOUCHER REDEMPTION

For vouchers purchased during any
TikTok Live stream, each customer is
entitled to redeem up to 2 vouchers only.

WWW.ILLUMIAFACE.COM



林 ILLUMIA MEDICAL
BY KIM LIM

TIKTOK LIVE VOUCHER REDEMPTION

For vouchers purchased during any
TikTok Live stream, each customer is
entitled to redeem up to 2 vouchers only.

WWW.ILLUMIAMEDICAL.COM



林 PAPILLA
BY KIM LIM

TIKTOK LIVE VOUCHER REDEMPTION

For vouchers purchased during any
TikTok Live stream, each customer is
entitled to redeem up to 2 vouchers only.

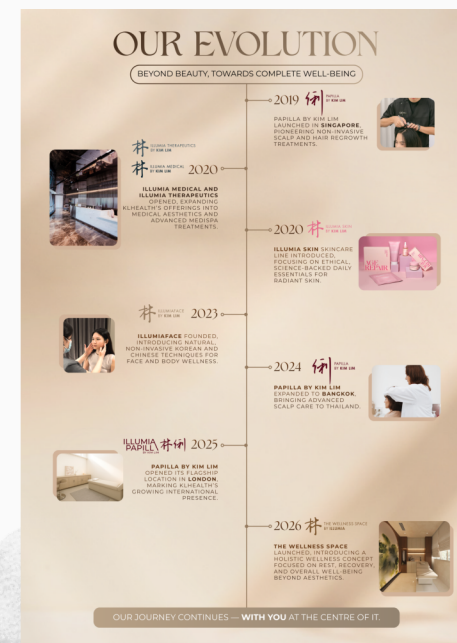
WWW.PAPILLABYKIMLIM.COM



ILLUMIAFACE OPENING

Collaterals

eunice lee lih wei





CREATIVE MEDIA

PORTFOLIO