

ITER

BRAND BOOK

Your skin's journey
back to its brightest days with ITER

Iter

Why ITER

From Alaska's Purity To your daily GLOW.

ITER means "journey" in Latin.
It represents the path toward light — a journey where skin finds its way back to vitality.
At the heart of this journey is Alaskan PDRN, sourced from pristine nature and proven by science.

To redefine premium skincare through science and nature

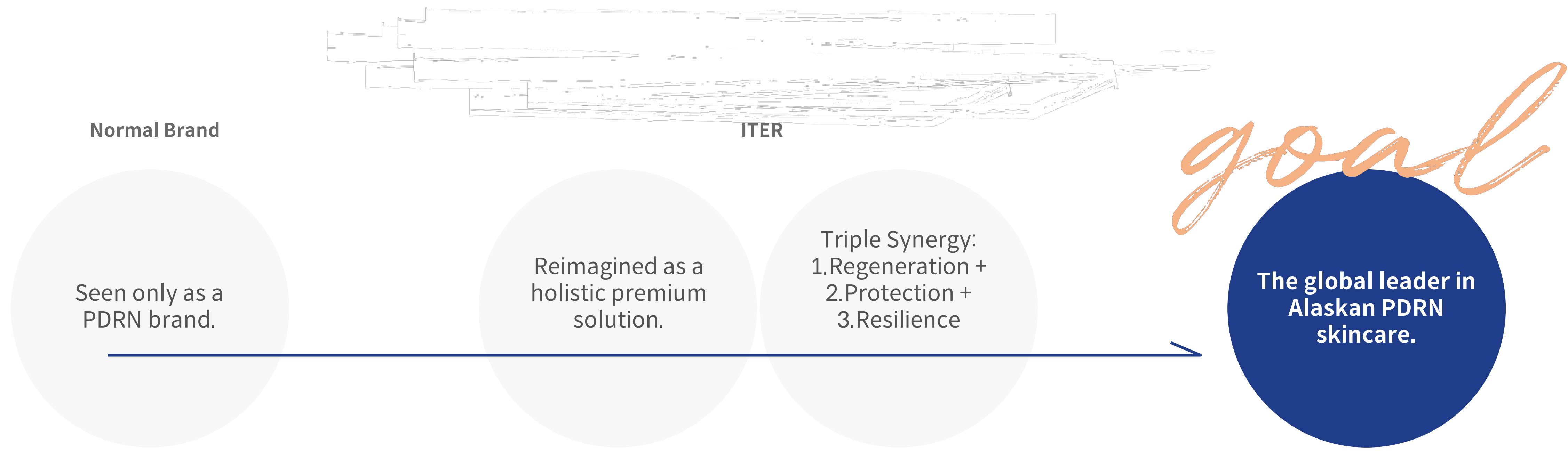
To deliver visible renewal powered by Alaskan PDRN and triple synergy.

Vision



E. M. Sisson

The ITER Transformation



Normal Brand

Seen only as a PDRN brand.

ITER

Reimagined as a holistic premium solution.

Triple Synergy:
1.Regeneration +
2.Protection +
3.Resilience

goal

The global leader in Alaskan PDRN skincare.

At the heart of ITER lies Alaskan PDRN,
delivering three essential solutions for radiant skin.

Our Services

Protection

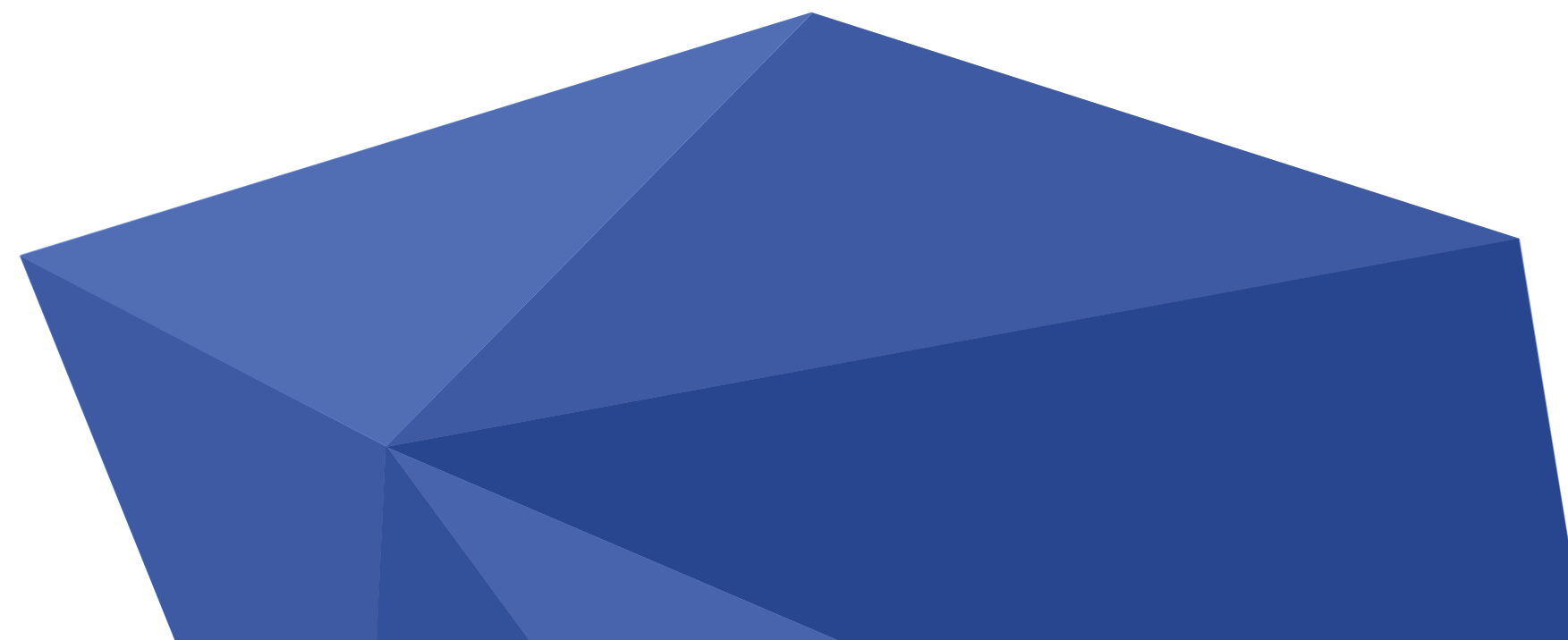
*The barrier your skin can trust
Ceramide complex for long-lasting defense.*

Regeneration

*Renewal begins with Alaskan PDRN
Revitalize your skin from within.*

Resilience

*Strength in every layer
7 Peptides to lift, firm, and empower elasticity.*

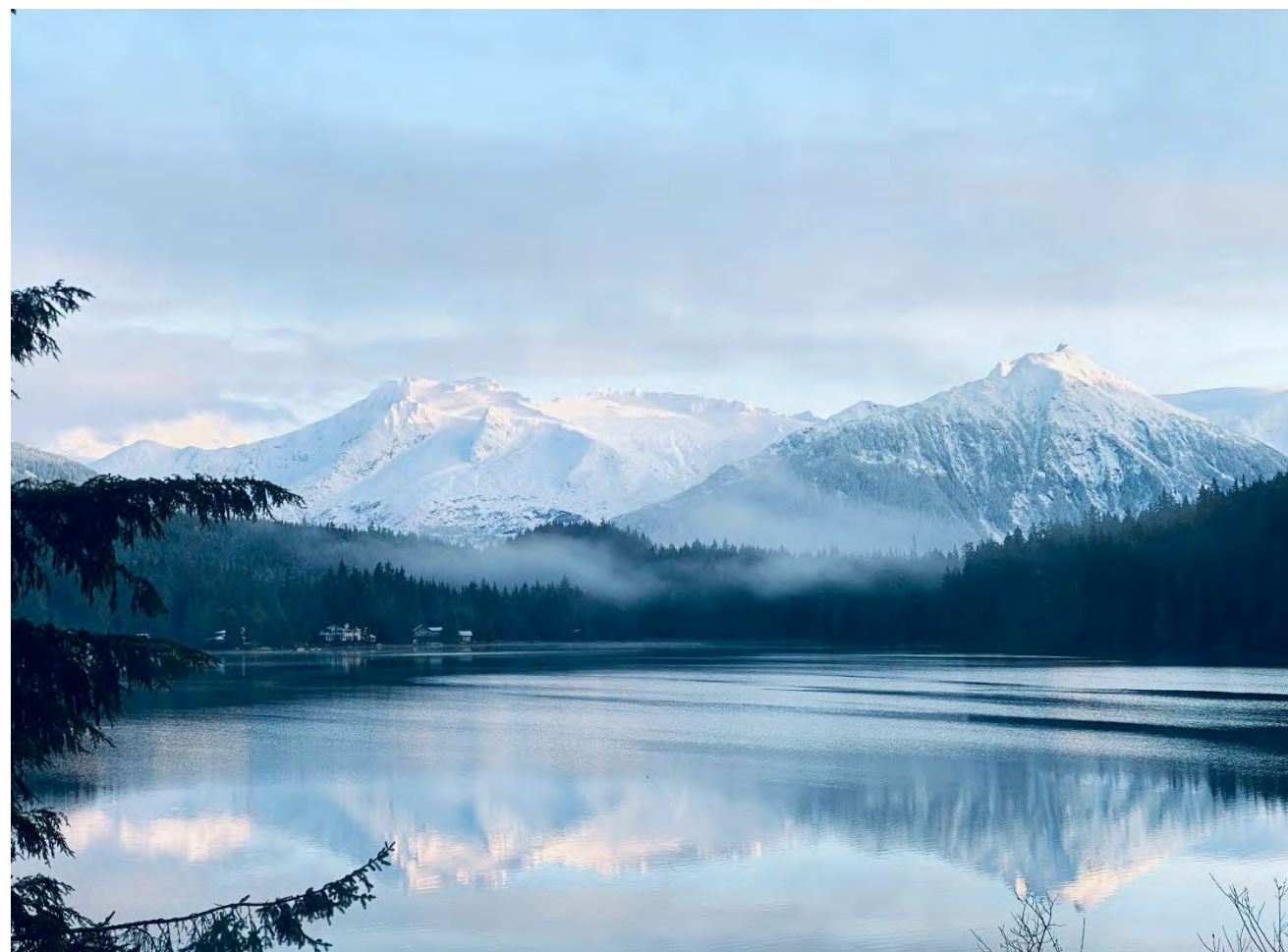


Where purity
becomes power

Regeneration

From the pristine waters of Alaska, salmon DNA brings unmatched regenerative strength.

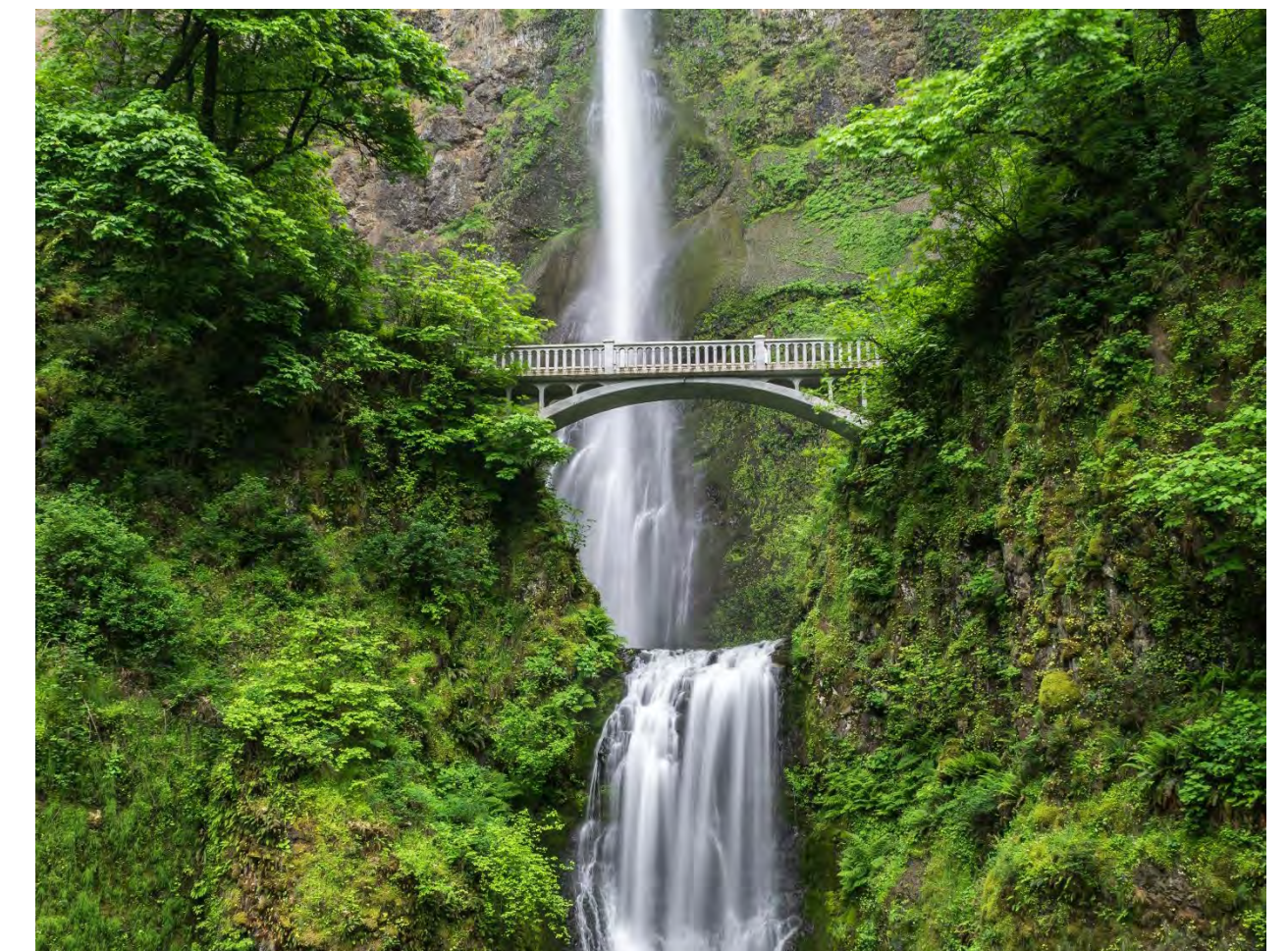
Pristine Alaska



Nature's Power of Renewal



Rarity & Value



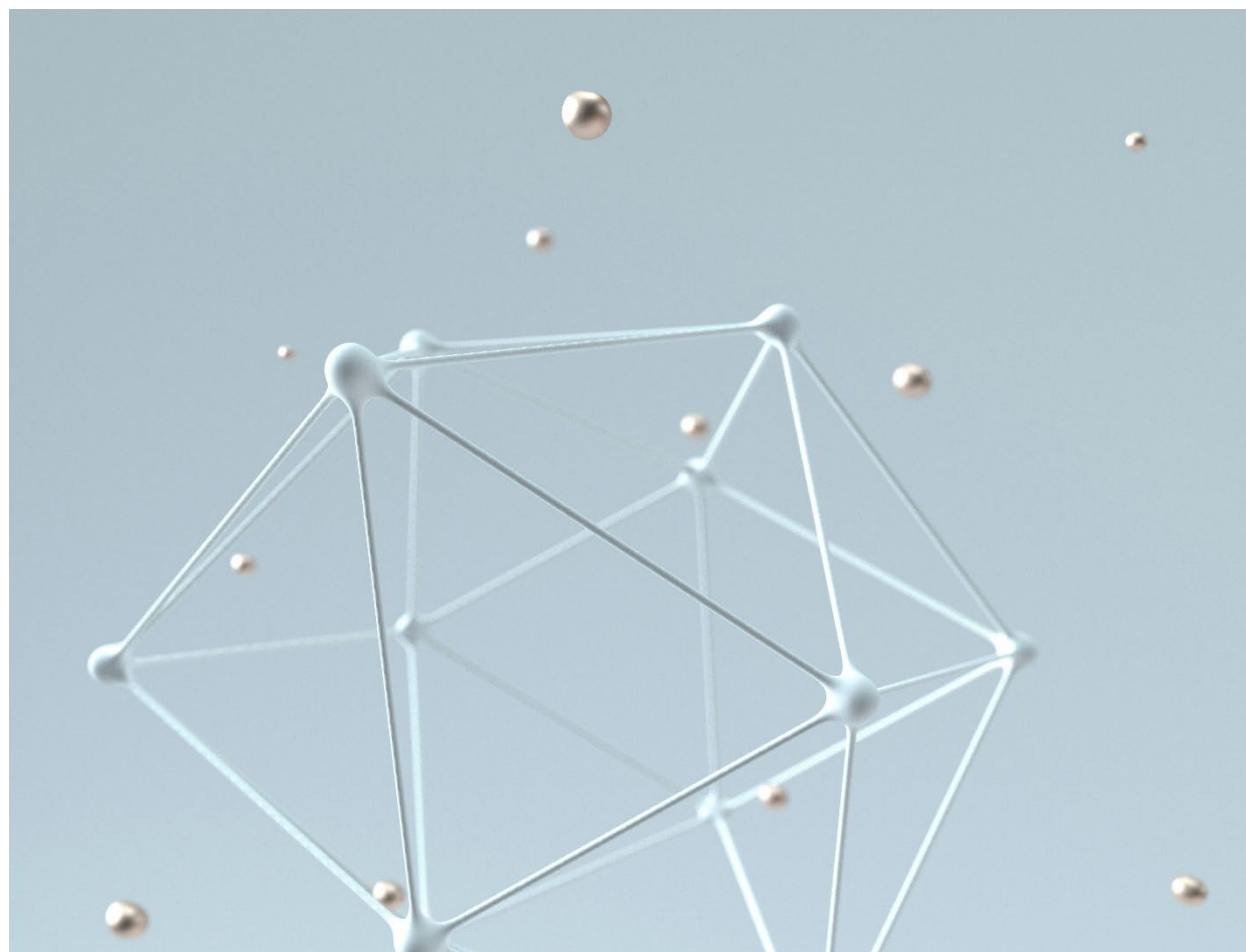
Science that shields
Protection

Clinically proven to repair, protect, and strengthen your skin barrier

Proven Defense



Collagen Activation



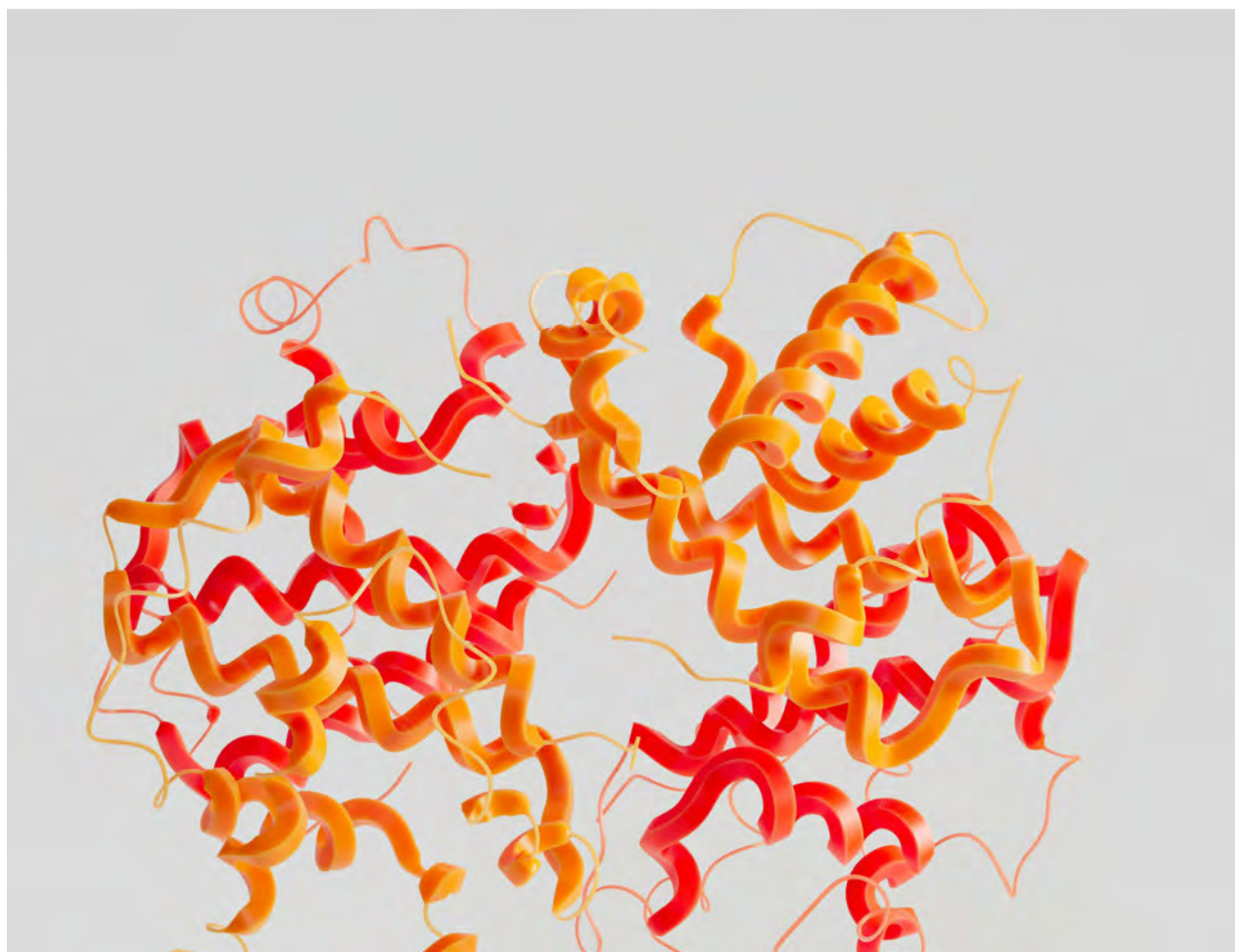
Antioxidant Shield



Elasticity, elevated *Resilience*

7 Peptides, PDRN synergy, and Ceramide unite to deliver visible firmness.

7 Peptide Complex



PDRN Synergy



Ceramide Barrier Support



So we say with confidence

We speak with confidence

Science
you can trust

**Every message is grounded
in proven research and
clinical evidence.**

**Clear, professional language
that reassures customers
without exaggeration.**

Care in
every word

**Speak as a trusted
companion who cares for
the customer's skin journey.**

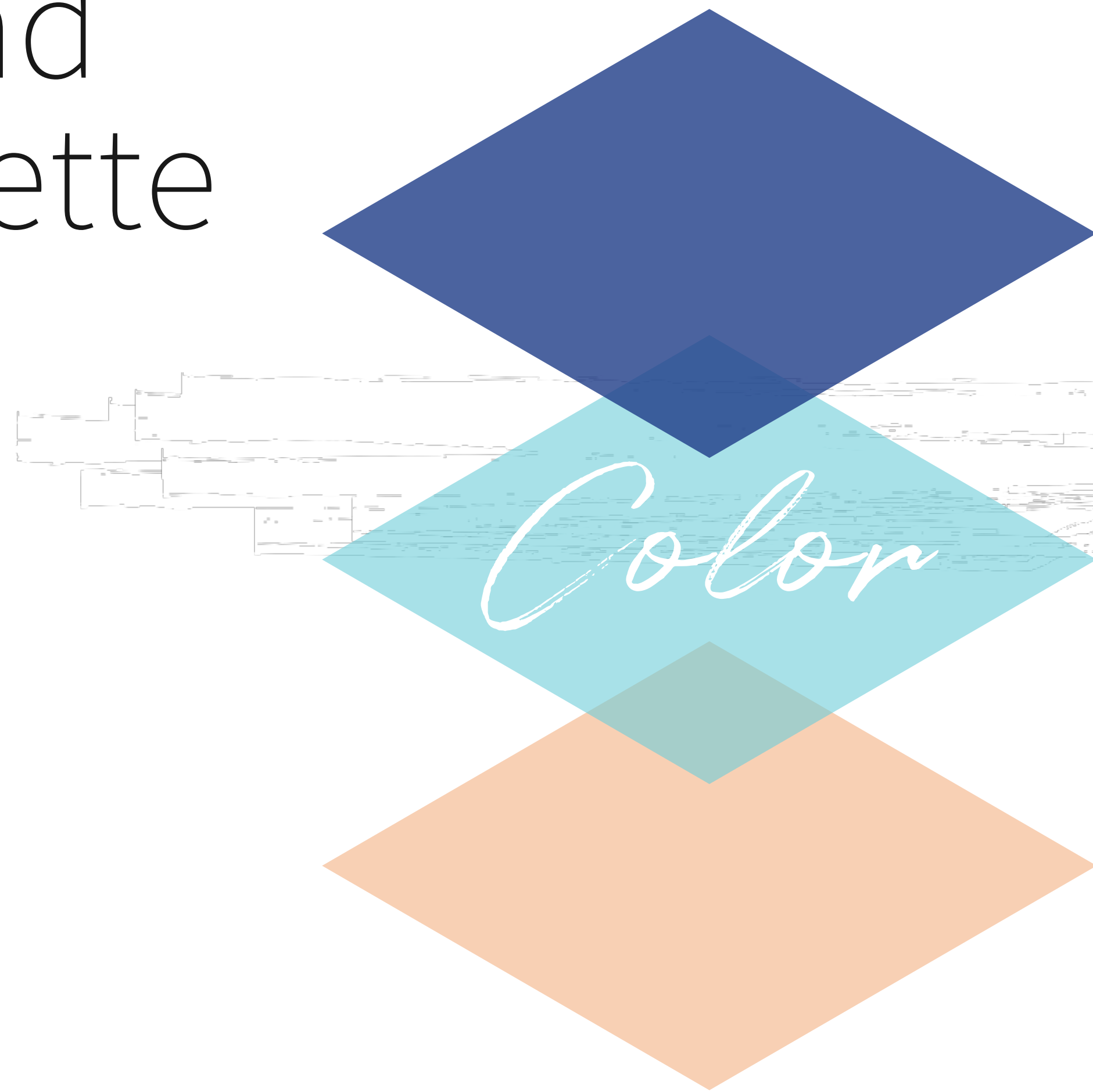
**Use gentle, empathetic
expressions that make
premium skincare
approachable.**

More than
skincare,
a journey

**Frame skincare not as a
routine, but as a meaningful
journey toward renewal.**

**Blend luxury tone with
accessibility, highlighting
ITER's unique origin story.**

ITER Brand Color Palette



Deep Blue (#1F3C88) **Blue for trust, the science behind beauty**

Meaning: Purity, Scientific Trust, Premium Value
Usage: Hero sections, backgrounds, logo highlights

Aurora Light Blue (#6ECEDA) **Aqua for vitality, the glow of your skin's journey.**

Meaning: Aurora light, Journey, Fresh vitality
Usage: CTA button hover, highlight words, accents

Warm Coral (#F4B183) **Coral for care, the warmth of renewal.**

Meaning: Warmth, Skin tone, Emotional touch
Usage: Icons, accent texts, emotional highlights

Primary Typeface
Spoqa Han Sans Neo

Conveys ITER's scientific trust, clarity, and professionalism.



Accent Typeface
Quentin

Represents ITER's emotional warmth, journey, and premium storytelling.

Awaken your skin's
first step

CERA-C PDRN MIXTURE TONER

*4 Steps of
Jouvent*



Light
yet deep hydration.

CERA-C PDRN MIXTURE EMULSION

*4 Steps of
Jouvent*



The peak of
regeneration.

CERA-C PDRN MIXTURE SERUM

*4 Steps of
Jouvent*



Overnight resilience
and recovery.

CERA-C PDRN MIXTURE CREAM

*ITER completes
your journey*





ITER

A journey shaped by nature
proven by science

