

# BrandLog

## HOUSE OF ADJAYCENT INTRODUCES RE:LABEL, A REFILLABLE SKINCARE TRILOGY FOR CREATIVES



What if self doubt was not something to silence but something to study and redesign. Re:Label begins with that question and answers with a skincare concept built for creative minds. Developed under House of Adjacent, the first release arrives as a set of three ready to use formulas that frame wellness as a thoughtful habit rather than a quick fix.

Each bottle carries an emotional brief. Re:Frame is a cleanser for the inner critic that resets judgment into clarity. Re:Surface is an exfoliant for second guessers that lifts hesitation and reveals what matters. Re:Claim is a balm for the spiralled that soothes what has been held too long and returns calm strength. The identity speaks in a modern, editorial tone so the line feels contemporary and purposeful.

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FULL ARTICLE -  
[www.brandlog.co/blog/relabel-skincare-concept](http://www.brandlog.co/blog/relabel-skincare-concept)

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