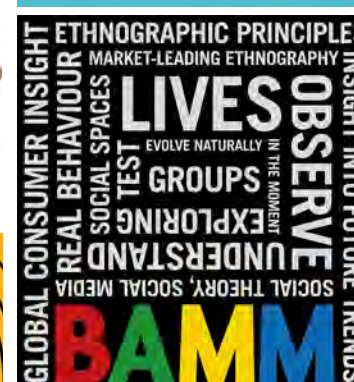
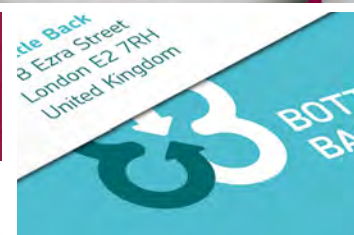
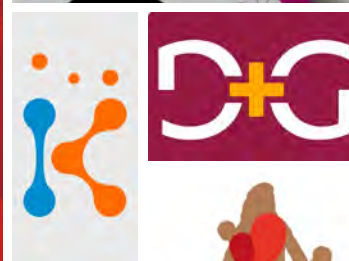
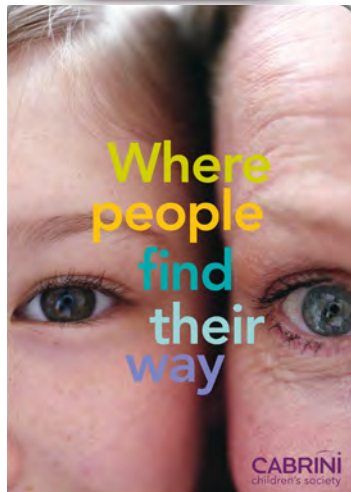


Margareta Jönsson



50 HEATHWOOD GARDENS
LONDON, SE7 8EP

07867 615 531
HELLOMARGARETA@GMAIL.COM
WWW.MARGARETAJONSSON.COM
LINKEDIN.COM/IN/
MARGARETAJONSSON



FO
LIO



EXPRESSO

Telecom brand part of Sudatel in Africa and the Middle East. The client simply said, 'I like the colour brown'.



Free Nokia 95
400 minutes and 500 texts





and a
Free 2GB
memory
Card







New expressions
September 2007
Offers valid until 30 September

New expressions
September 2007
Offers valid until 30 September

September deals

Pay monthly

- Free Nokia N95
- £17.50 a month with 3 months half price line rental between networks
- 2GB Memory card with Free Ghana maps



Pay monthly

- Free Nokia N73
- 600 minutes & 500 SMS
- Unlimited calls or SMS every weekend £35/month



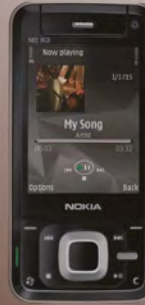
Pay monthly

- Free Nokia N73
- 600 minutes & 500 SMS
- Unlimited calls or SMS every weekend £35/month



Pay as you go

- Samsung J600
- Exclusive in black
- Only £59.99



Corporate Social Responsibility:
Make the best of your old phone

For every customer that recycles a phone, Expresso will ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

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Pay monthly

plan	monthly cost	core minutes	12 month contract	18 month contract	24 month contract
Expresso Zebra	£28	200	+100 min	+200 min	+400 min
Expresso Leopard	£35	300	+100 min	+200 min	+400 min
Expresso Cichlid	£50	400	+100 min	+200 min	+400 min
Expresso Zebra	£60	500	+100 min	+200 min	+400 min
Expresso Leopard	£70	600	+100 min	+200 min	+400 min
Expresso Cichlid	£80	700	+100 min	+200 min	+400 min
Expresso Zebra	£95	800	+100 min	+200 min	+400 min
Expresso Leopard	£105	900	+100 min	+200 min	+400 min
Expresso Cichlid	£115	1000	+100 min	+200 min	+400 min
Expresso Zebra	£125	1500	+100 min	+200 min	+400 min
Expresso Leopard	£140	2000	+100 min	+200 min	+400 min

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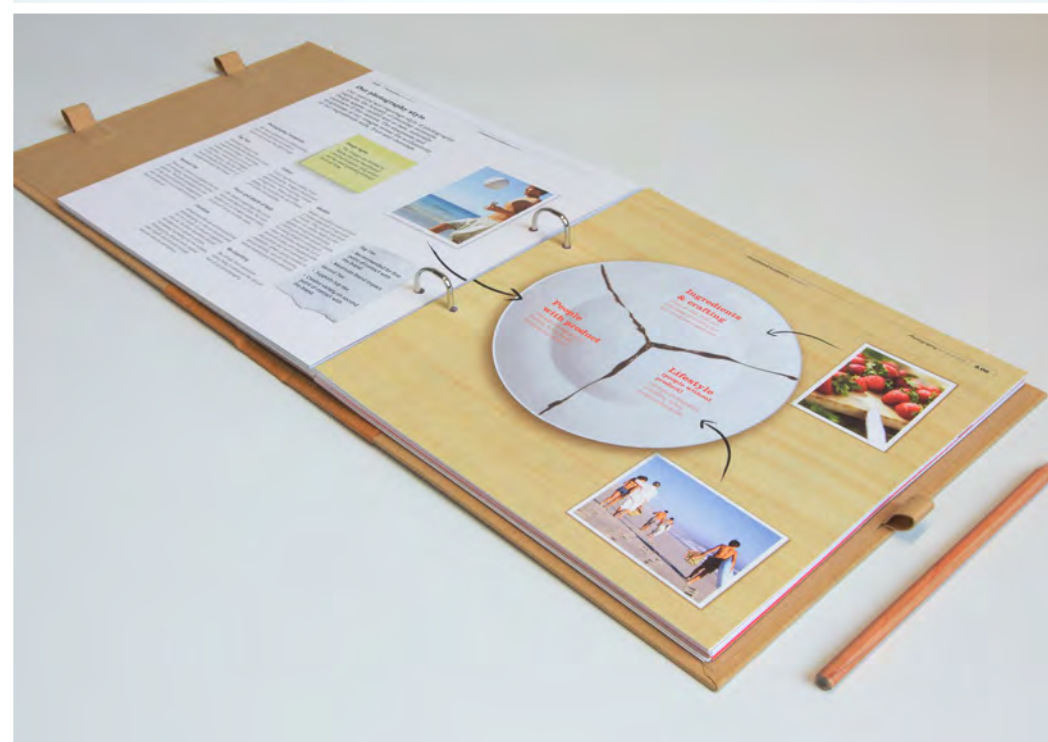
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WALL'S HEARTBRAND GUIDELINES

Unilever-owned Heartbrand briefed the team at FutureBrand with 33 different brand architecture and packaging issues to be addressed. The brand is sold in more than 50 countries.



Contents



Brand ingredients at a glance	2.00
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Regional Heartbrand tag and logo	3.03
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Colour palette	5.00
Typography	6.00
Tone of voice	7.00
Ingredients splashes	8.00
Illustration	9.00
Artwork files	10.00



Love Milk.

ABC
Clarendon Bold
headlines



Brand ingredients at a glance

flexible elements

Ingredient hearts, ingredient splashes, secondary colours, photography, illustration and hand-writing.

Love Milk. **Love Fruit.** **Love Chocolate.**

cloud blue PANTONE 6490 C C:19.85 Y:5.5 R:214 G:226 B:231 PANTONE 6490 C C:19.85 Y:5.5 R:214 G:226 B:231 PANTONE 1570 C C:88.8 Y:18.6 R:232 G:153 B:74 PANTONE 4440 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 4710 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

cream PANTONE 1570 C C:88.8 Y:18.6 R:232 G:153 B:74 PANTONE 4440 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 4710 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

peach PANTONE 1570 C C:88.8 Y:18.6 R:232 G:153 B:74 PANTONE 4440 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 4710 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

coffee PANTONE 4440 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 4710 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

carrot PANTONE 4710 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

cherry PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

grape PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28 PANTONE 2030 C C:10.80 Y:18.6 R:179 G:84 B:28

handwriting

ABC Clarendon Bold headlines

ABC FS Lola Medium highlights and titles within body copy

ABC Clarendon Light Subtitles

ABC FS Lola Light Body copy

PANTONE 032 C C:0 M:91 Y:87 K:0 R:237 G:41 B:57 WHITE PANTONE 2905 C C:28 M:17 Y:0 B:0 R:143 G:202 B:231 PANTONE 138 C C:0 M:0 Y:100 K:0 R:255 G:122 B:0 PANTONE 4805 C C:24 M:0 Y:0 K:36 R:82 G:45 B:36 PANTONE 720 C C:0 M:25 Y:0 K:0 R:255 G:191 B:155 PANTONE 20 C C:96 M:1 Y:100 K:35 R:91 G:143 B:34 PANTONE 7505 C C:0 M:7 Y:23 K:1

fixed elements
Corporate logo, primary colours and typography.

1. Parent brand

Parent brand endorsement – strong relationship with trusted, established company

**2. Corporate Heartbrand tag and logo**

This communicates what the brand stands for: quality, trust, heritage, expertise & vitality. Designed for communications that include or address country Heartbrands worldwide.

**3. Country-specific Heartbrand tag and logo**

This communicates what the brand stands for: quality, trust, heritage, expertise & vitality. The identifier is country specific.



The single and grouped Ingredient Hearts
Deliver the Heartbrand positioning 'love of ingredients' and philosophy of ice cream as a wholesome pleasure food.



Sraplines
Clearly communicates the Heartbrand's passion for specific products.

**Backgrounds****White****Solid colour**

The Ingredient Heart should only appear on the primary colours carefully chosen from the approved colour palette which are as follows:

Love Milk.

This always appears on Pantone 2905 C or C:45 M:1 Y:0 K:0.

Love Fruit.

Always appears on Pantone 370 C or C:66 M:1 Y:100 K:25.

Love Chocolate.

Always appears on Pantone 7506 C or C:0 M:7 Y:23 K:1.

**Grouped Ingredient Hearts**

Grouped ingredient message always appears on Pantone 720 C or C:0 M:25 Y:35 K:2.

Headline Font

Clarendon is our primary typeface and is used for all headlines and brand positioning statements

Clarendon Bold

Clarendon Light

Subtitles

Headlines

Feature Font

Deindustrialised Clarendon is used for special feature headlines.

Deindustrialised
Clarendon

Front covers



Spread with handwriting

Pledge

We believe that people need small moments of **pleasure** in their lives. Our **passion** is inspired by our love for simple ingredients like **milk, fruit and chocolate**, which makes our products the best pleasure food there is.

Love Milk. Love Fruit. Love Chocolate.

Splash with nutritional claim in Clarendon

**Without
artificial colours
& flavours**

Primary Colours

Our primary colour palette, designed to support our corporate berry red helps us to communicate our love of ingredients. The corporate berry red plays a supporting role when used in conjunction with the primary colours.

Corporate Berry Red

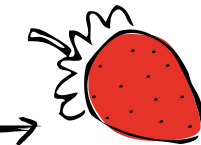
Pantone 032c should always be used on communications that provide the point of first contact with the Heartbrand e.g. P.O.S, shop signage, front covers etc.

White

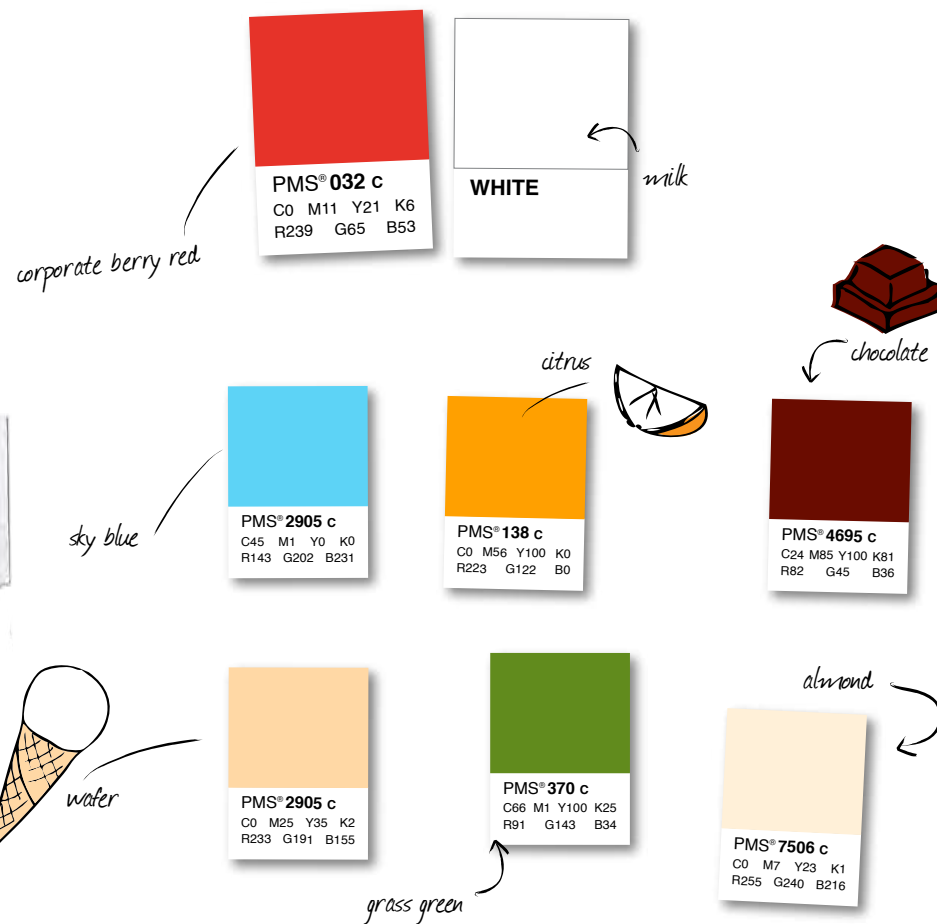
White is important in keeping our brand fresh and makes our other colours look even more delicious.

use of red

communication



identification (high recognition
P.O.S, visibility items, signage)

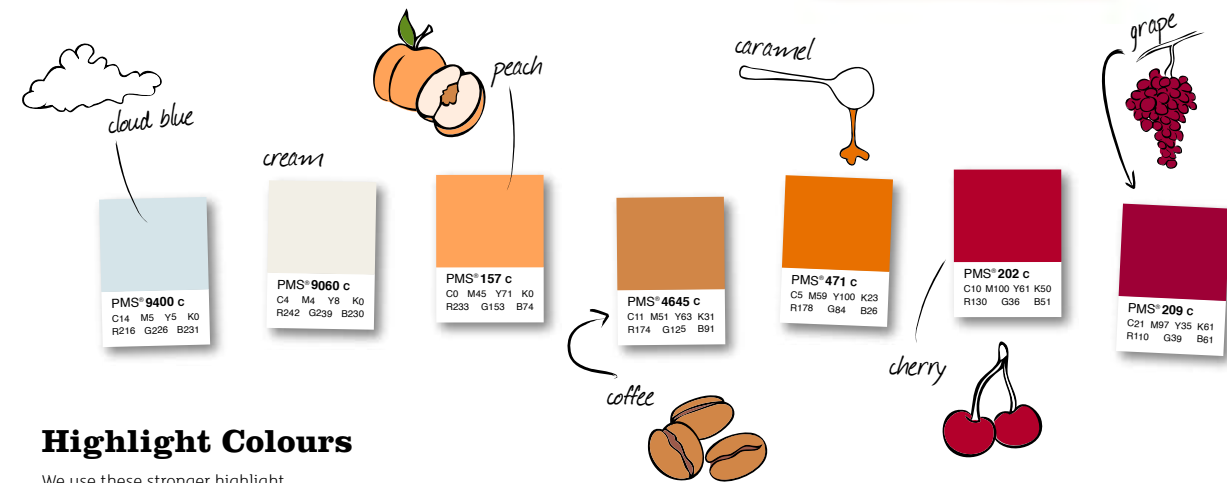


- Primary colours are used at first point of contact
- Red is used to get brand recognition

Secondary Colours

Our secondary colour palette is designed to support the primary palette and help us own the natural and wholesome colour territory. The colours were derived from the food world and influenced by milk, fruit and chocolate. The main role of the secondary colour palette is to create variety inside applications e.g. brochures, PowerPoint presentations, annual reports etc.

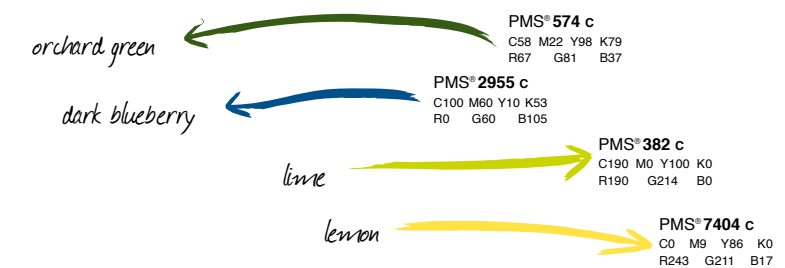
- Secondary colours are used at second point of contact
- Creates variety inside brochures and documents

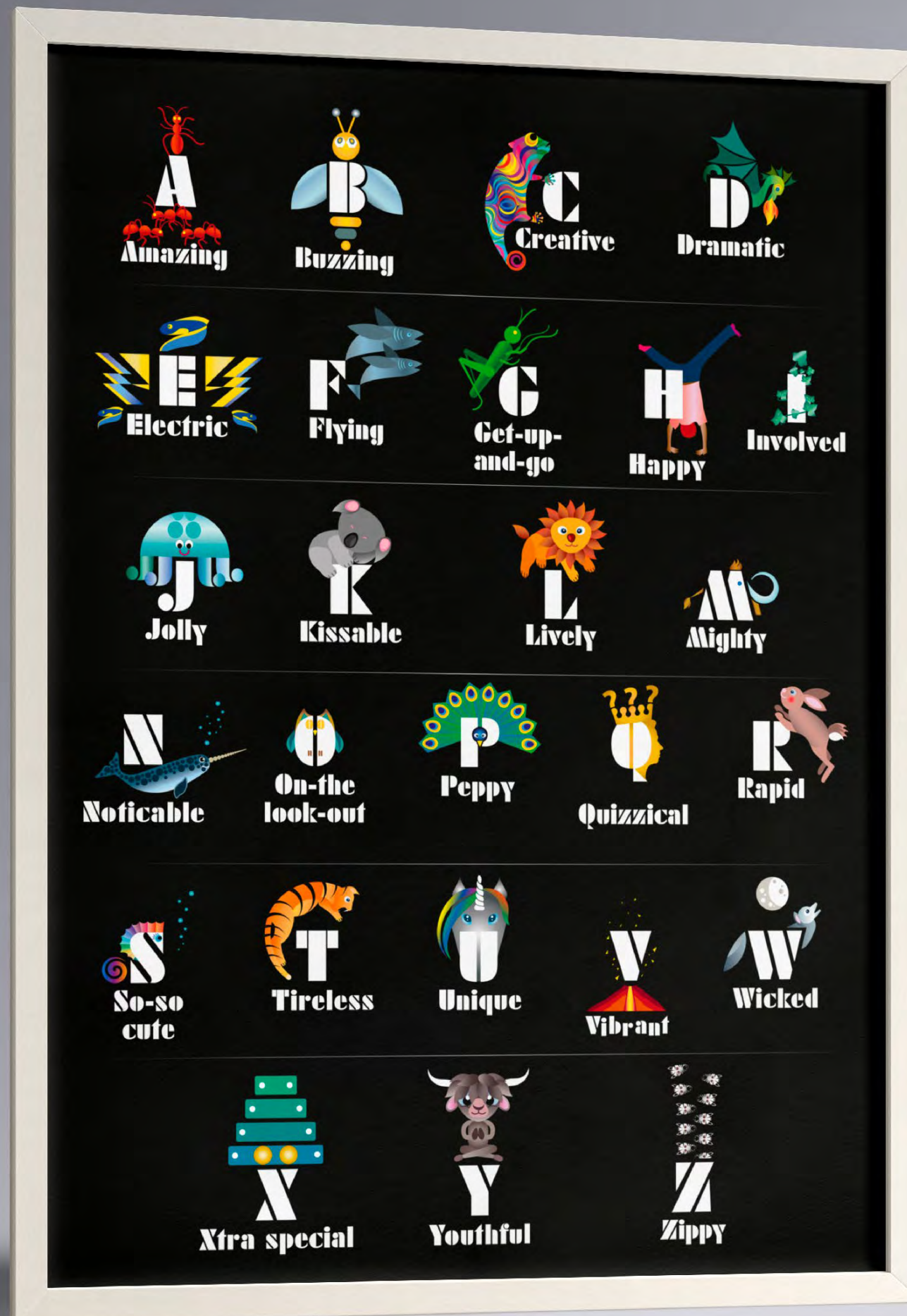


Highlight Colours

We use these stronger highlight colours to obtain greater contrast against our secondary colour palette. We only ever use them in small quantities where greater stand out is required.

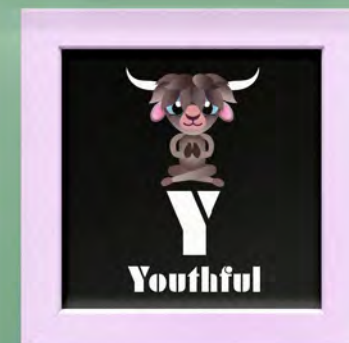
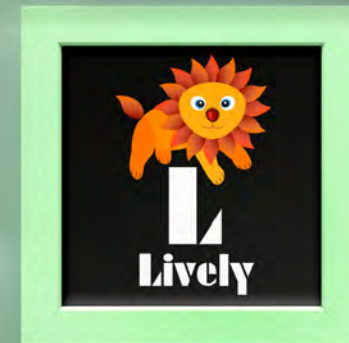
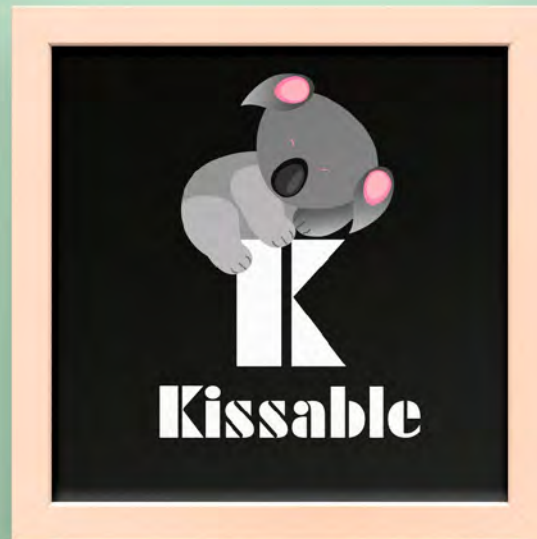
- Highlight colours are used for keylines, headlines and graphs only





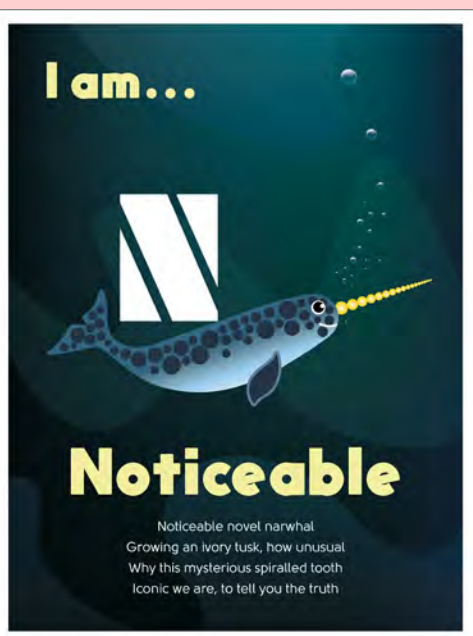
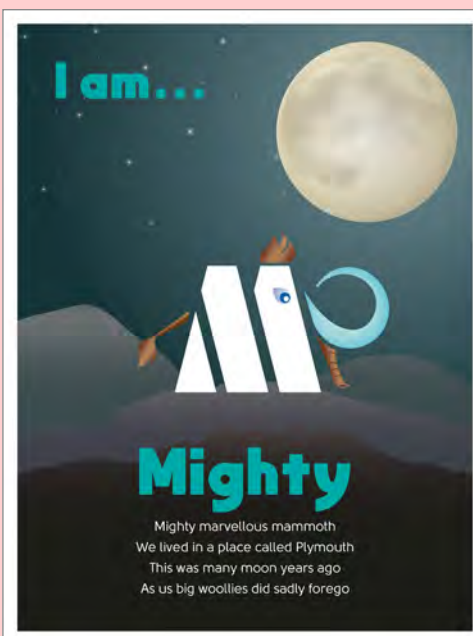
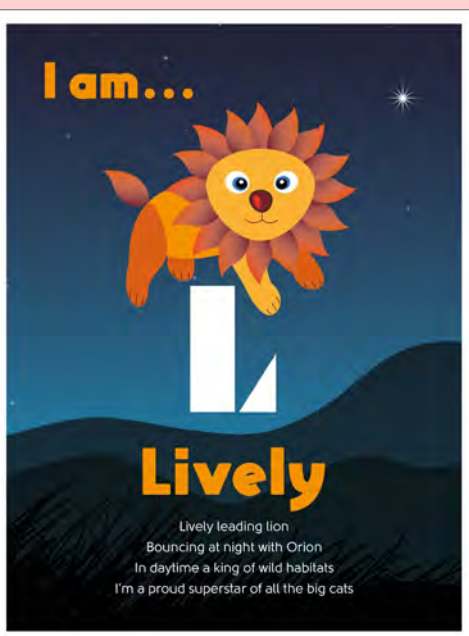
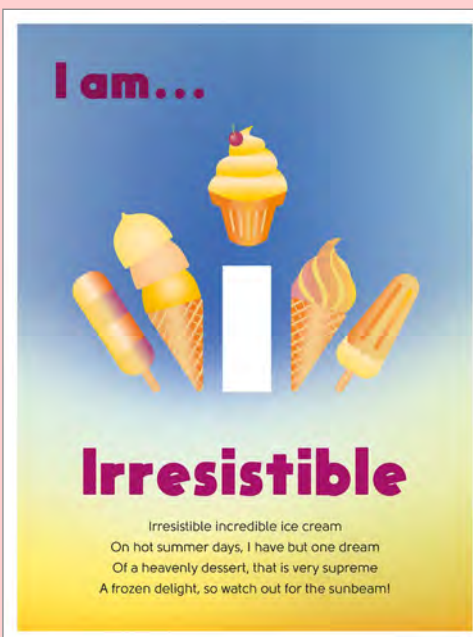
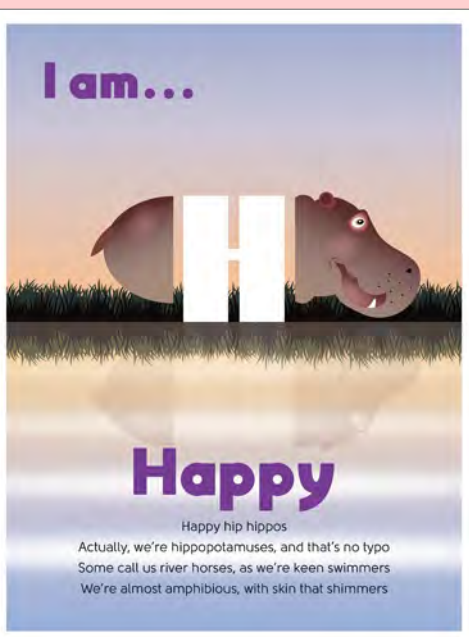
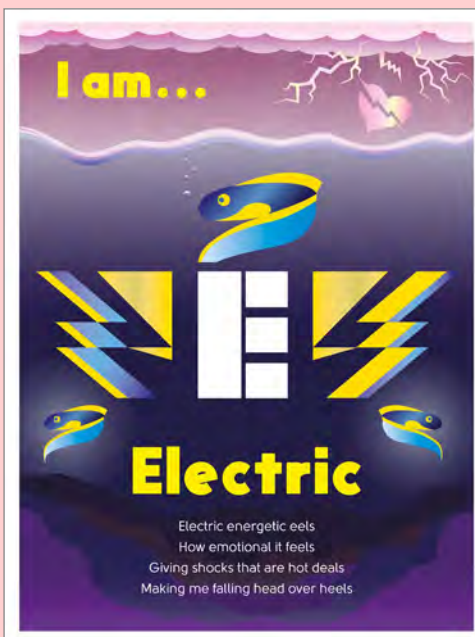
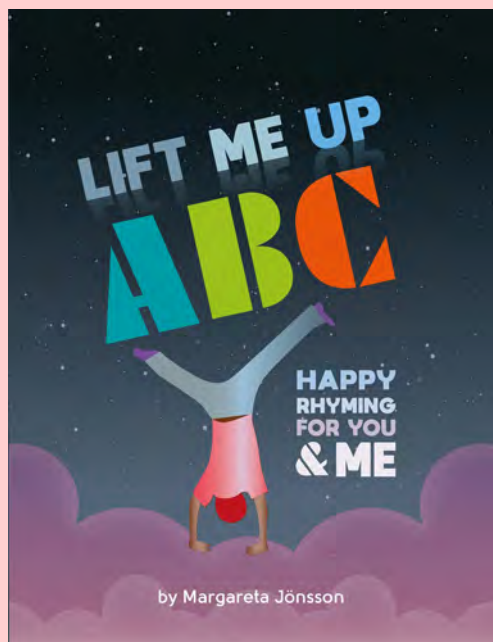
PERSONAL
– LIFT ME UP, ABC

A to Z, describing a person's character with positivity, using visual alphabetic clues.



LIFT ME UP ABC—HAPPY
RHYMING FOR YOU & ME

Picture book and illustrated
non-fiction for children



BODKINS

Fermented food and juice start-up based in Farnham. Promotional juice posters and one 'guide-to-gut-health' poster.



A GUIDE TO BODKIN'S GOOD GUT HEALTH

1. RAW INGREDIENTS

We use a nourishing set of vegetables as our start point.



PEPPERCORNS



CHILI



GINGER ROOT



CUMIN



CABBAGE



OREGANO



CARROTS

2. NATURAL PRODUCTION

Coarse salt is massaged into the raw vegetables.



VEGETABLES

+



SALT

They're then placed in an airtight container for 3 weeks to ferment. This is called lacto-fermentation and it encourages the good bacteria to thrive.

3 WEEKS



AIRTIGHT CONTAINERS

BODKIN'S FERMENTED VEGETABLES ARE NOT PASTEURISED AND ARE MADE FROM THE RAW VEGETABLES.

THE HEATING INVOLVED IN PASTEURISATION CAN KILL OFF SOME OF THE NATURAL GOODNESS IN RAW VEGETABLES. WHEREAS FERMENTATION ENHANCES THEIR HEALTH BENEFITS.

3. GOOD GUT HEALTH

The main bacteria group found in Bodkin's are Lactobacillus. This species of "friendly" bacteria produces lactase, the enzyme that breaks down lactose, or milk sugar. There are three types, with lots of benefits!

- Plays a role in controlling digestive inflammation



LACTOBACILLUS
FARCIMINIS

- Beneficial for digestive health
- Combats gastric ulcers by inhibiting Helicobacter Pylori
- Supports immune system by increasing 'natural killer cells'



LACTOBACILLUS
BREVIS

- Improves stomach function
- Good for digestion
- Helps to prevent recurrent urinary tract infection



LACTOBACILLUS
PLANTARUM





**NATURALLY
PRODUCED FROM
FERMENTED
VEGETABLES,**
BODKIN'S HEALTH SHOTS
**HAVE A FRESH
& TANGY TASTE**

**AND AS THEY'RE
NATURALLY RICH
IN GOOD BACTERIA,
THEY CAN HELP
SUPPORT GOOD
GUT HEALTH!**

**COME OVER
AND TRY ONE
OR MORE
FLAVOURS**

**YOU JUST NEED
TO TELL US
WHAT YOU
THINK!**



**NATURALLY
PRODUCED FROM
FERMENTED
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BODKIN'S HEALTH SHOTS
**HAVE A FRESH
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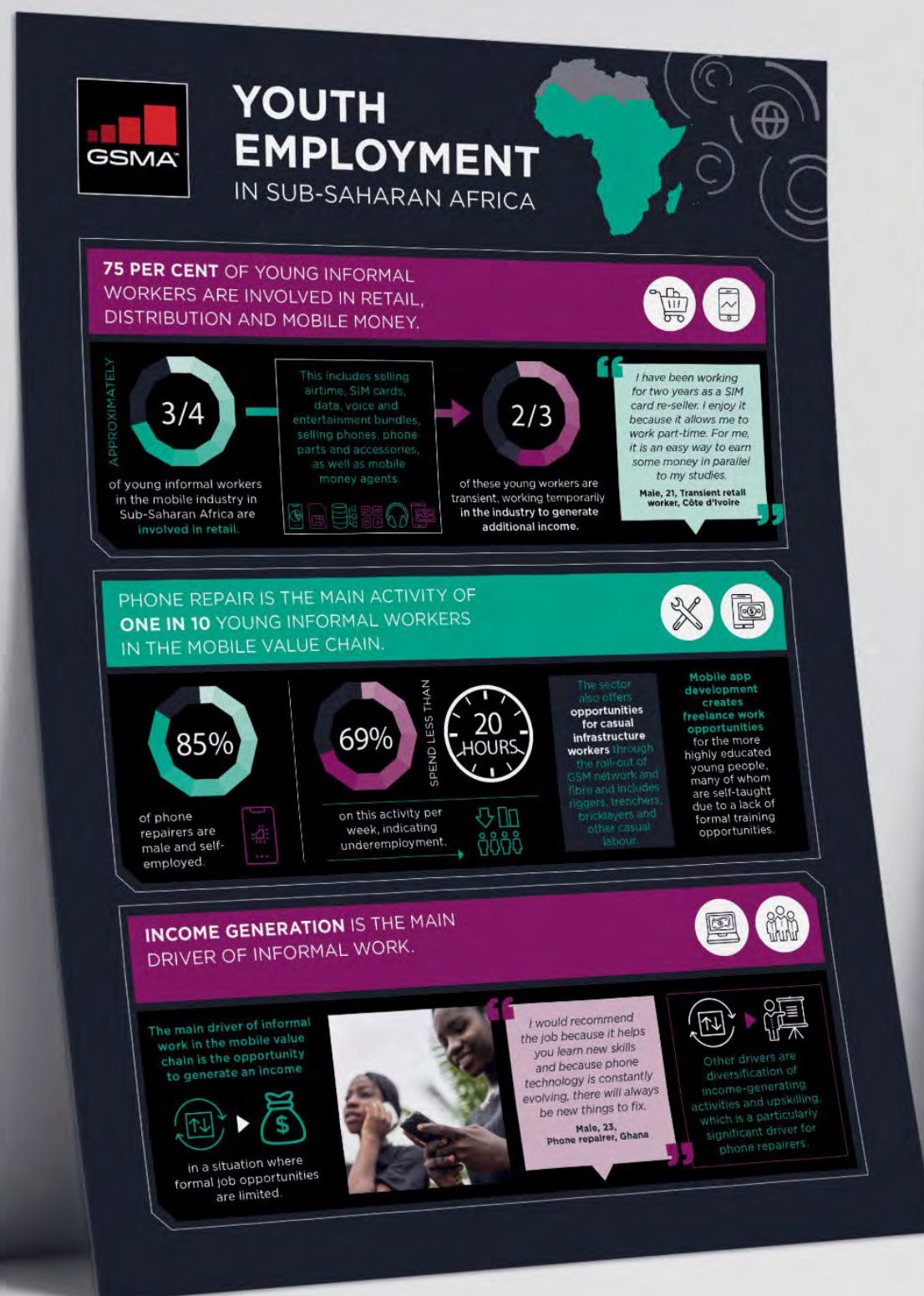
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**YOU JUST NEED
TO TELL US
WHAT YOU
THINK!**

GSMA

The GSMA is a global organisation unifying the mobile ecosystem. Their vision is to unlock the full power of connectivity so that people, industry and society thrive.



Find out more on
**Artificial Intelligence
Start-ups by Region
in Low- and Middle-
Income countries
through Progress,
Promises and Perils**



Download the report 



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**Artificial
Intelligence
and Start-Ups in
Low- and Middle-
Income Countries
- Key insights
and findings**

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 ullamcorper semper.
 Nulla ac libero augue.
 Phasellus tempor mi non

Read more here 



**Artificial Intelligence
and Start-Ups in Low-
and Middle-Income
Countries - Key
insights and findings**

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Read more here 

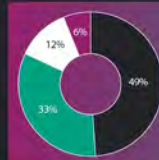


**Artificial Intelligence
and Start-Ups in Low-
and Middle-Income
Countries - Key insights
and findings**

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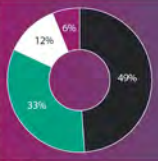
**Artificial Intelligence
start-ups by region in low-
and middle-income countries**



AI START-UPS BY REGION
South Asia
Sub-Saharan Africa
Southeast Asia
North Africa



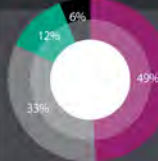
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AI START-UPS BY REGION
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Sub-Saharan Africa
Southeast Asia
North Africa



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income countries**



AI START-UPS BY REGION
SOUTH ASIA
SUB-SAHARAN AFRICA
SOUTHEAST ASIA
NORTH AFRICA



CARNABY
LASER CLINIC

Start-up beauty clinic
providing laser and
aesthetics treatments.

Carnaby Laser Clinic

& ACADEMY

Carnaby
Laser
clinic
& ACADEMY



UZMA SHABIR

8 Carnaby Street
London W1F 7DA
+44 (0) 203 198 1520
info@carnabylaserclinic.com
www.carnabylaserclinic.com

CARNABY LASER CLINIC

 Carnaby Laser
& Academy
 @CarnabyLaser
 carnaby_laser_clinic
 carnabylaser
 carnabylaser





WITH YEARS OF
EXPERTISE AND
INVALUABLE
KNOWLEDGE

UNVEIL THE NEW YOU

AT CARNABY LASER CLINIC, OUR FRIENDLY
AND DEDICATED TEAM, WILL BE WITH YOU
THROUGHOUT YOUR JOURNEY



WE USE THE XLASE PLUS LASER WHICH FEATURES A RANGE OF
LASER SOLUTIONS, INCLUDING CPL, ND-YAG AND A DIODE LASER

Laser and IPL light treatments are effective to treat the skin
for various skin concerns as well as removing excessive
hair from nearly all parts of the body, leaving you with
smoother and brighter looking skin. Laser and IPL can be
effectively used to reduce the appearance of thread veins,
acne, sun spots and to rejuvenate the skin. Our laser is
also effectively used to treat nail fungus.

HAIR REMOVAL
Excessive hair can be problematic for
many men and women, our solution
to this is our renowned hair removal
machine, XLASE. The XLASE is fast,
effective and virtually pain free. We tailor
the treatments for your individual needs.

we set the machine parameters to
maximise the efficiency of the results. A
unique setting will be created according
to your skin and hair colour. Our machine
is so advanced that we can safely treat
Asian and afro Caribbean skin types,
with no risk to the skin being damaged.

NAIL FUNGUS
Nail fungus is created by yeast or
moulds growing in and under the
nail bed, more commonly affecting the
feet than the hands as they are often
covered up in shoes or socks, creating
a warm, moist environment for the nail
fungus to further grow. Some over the
counter medications have various side
effects unlike our laser treatment which
can safely treat the nail fungus. The
laser produces high levels of light
energy which penetrates deep into
the nail bed, where the fungus has
embedded, therefore destroying the
yeast/mould from further spreading
and eliminating the fungus.

THREAD VEINS
Thread veins are typically evident on
the face and the legs. The most common
cause for the appearance of thread
veins are aging, hormonal changes
such as pregnancy and menopause,
smoking, excessive amount of
sunbathing, exposure of hot and cold
temperature, cortico-steroid medicines
and also radiotherapy. Thread veins
were previously treated by electrolysis
on a large scale but the most effective
and successful method for removing
thread veins is by the use of laser and
light therapies. The treatment is very
simple and there is no downtime,
unlike other therapies such as
sclerotherapy which can sometimes
require bed rest post treatment.

ACNE
Acne is caused by bacteria under
the skin, our laser targets the bacteria
using a broad spectrum light. Laser
and light therapies will rejuvenate
the skin and target the sebaceous

glands resulting in decreasing oil
production. With repeated treatments
you will notice a gradual improvement
in the skin tone and texture with a
reduction and removal of acne.

SUN SPOTS
Sun spots/age spots are developed
over a period of time when the skin
is over exposed to the sun, the skin
can be damaged by the sun's UV rays
and you may be left with wrinkles, lines,
sun spots and a leathery looking
texture to the skin. Sun spots are easily
treated by our laser which targets the
melanin cells in the sun spots and
safely breaks the pigment down
with each treatment.

SKIN REJUVENATION
Laser skin rejuvenation is a treatment
which is used to create an even
complexion, firmer skin, and a more
youthful brightness. We find as we
age, our skin loses its collagen and
elasticity, creating a dull appearance
to the skin. This treatment will restore
a complexion which is brighter, glowing
and youthful.



LASER HAIR
REMOVAL IS
THE MOST
SUCCESSFUL
METHOD FOR
REMOVING
UNWANTED
BODY HAIR

COAXMED

COAXMED (FAT FREEZING AND CELLULITE REDUCTION) IS AN
INNOVATIVE NON SURGICAL METHOD FOR SAFE BODY FAT REMOVAL

The CoaxMed is so advanced that there is no downtime after
treatments. You could choose to reduce fat from your body,
whether that may be general inch loss on a specific area or
to tighten the skin on the face or the body. This method is a
solution for cellulite reduction and is suitable for men and
women. This treatment uses a combination of cryolipolysis,
ultrasound cavitation and radiofrequency to reduce fat and
cellulite. Clients have been successfully using this method
for various body concerns.

**FAT REDUCTION AND
CELLULITE REDUCTION**
The CoaxMed is successful in treating
fat and cellulite and removing those
stubborn areas of fat and pockets of
cellulite, this treatment is non invasive
and you have the results without going
below the skin invasively. This treatment
destroys fat cells and releases them
into the body resulting in a slimmer
and smoother appearance of the skin.

SKIN TIGHTENING FOR FACE AND BODY
Aging and extreme weight loss can cause
the skin to sag and loose its firmness; the
CoaxMed radiofrequency treatment will
lift and tighten your skin. It will help to
boost collagen production resulting in
improved skin tone, more elasticity and
lifting of the skin. The healing effect of the
radiofrequency results in immediate

reduction of collagen fibres and at the
same time collagen is produced; this
gives a tighter and younger appearance
to the skin.

MICRONEEDLING
Microneedling is used to create a flawless
and glowing complexion with minimal
downtime; your skin will begin to look
smoother, illuminated and lighter from
the very first session. Very small needles
penetrate into the skin which we can
customise according to your skins
thickness. There is minimal pain with the
treatment and feels no different than a
small scratch. Microfractional holes are
created on the upper skin layers and the
CoaxMed is used to further enhance the
effectiveness of the treatment. The use of
the CoaxMed heats up the deeper skin
layers for further collagen tightening.

ZOOM TEETH WHITENING

WHITE TEETH HAVE LONG BEEN THE DESIRE OF MANY.
NOW IT IS SO EASILY ACHIEVABLE WITH OUR IN
CLINIC TREATMENT CARRIED OUT BY OUR DENTIST
WITH THE LATEST UP TO DATE EQUIPMENT THE PHILIPS
ZOOM WHITENING. WE CAN CARRY OUT
THE TREATMENT WITH IMMEDIATE RESULTS. THE
TREATMENT IS PAIN FREE, FAST AND EFFECTIVE.
THE ZOOM WHITENING MACHINE ENABLES US
TO ACHIEVE MAXIMUM RESULTS IN MINIMAL TIME.

CHEMICAL PEELS

A chemical peel is a technique which addresses specific and
common skin concerns by the use of concentrated fruit acids.
There are many levels of chemical peels, some deeper than
others, a light chemical peel is an AHA peel, leading up to a TCA
peel and then deeper peels such as phenol peels. A resurfacing
solution is applied onto the skin, causing the damaged skin to
exfoliate and eventually peel off revealing a healthier newer layer.

ACNE
Acne can be unsightly and
uncomfortable and can affect your
confidence. An image skin care peel is
performed to help eliminate unevenness
and scars along with the actual acne
cysts or spots. We work according to your
skins needs and will tailor make your
chemical peels. You will find your skin will
start to slough away dead skin cells within
the week of your treatment revealing an
even and radiant complexion.

ANTI AGING
As we get older our skin show signs of
aging, some of these signs are wrinkles,
lines, and dullness of the skin. This
gradual process of aging can be
overwhelming for many people, as you
start to lose your youthfulness. Our image

skin care products and enhancers help
to diminish fine lines. Chemical peels will
shed away old skin cells whilst the use of
enhancing serums during your treatment
will replenish and boost loss of water and
other vital nutrients for your skin which
are depleted with the aging process.

**UNEVEN SKIN TONE/
HYPERPIGMENTATION**
Pigmentation can occur when the skin
has been exposed to excessive amounts
of sun, certain medications or could be
hereditary. There is no cure for
pigmentation but there are
many management
methods. One of the best
methods to lighten the
pigmentation is by the
use of chemical peels.

**CHEMICAL PEELS WILL GENTLY REMOVE DEAD
SKIN SURFACE CELLS WHICH ARE DISCOLOURED BY
PIGMENTATION, AS A RESULT FADING DISCOLOURATION
AND UNEVEN SKIN TONE**



TRAINING

Our academy offers an exceptional training program which
is recognised internationally. Our CIBTAC level 4 training
program is designed to teach and enable students to carry
out laser treatments efficiently and confidently. Students
will be taught theoretical and practical uses of laser and at
the end of the course the student will be fully trained and
aware of how to carry out treatments safely and effectively.



ALL OUR LECTURERS AND
TEACHERS HAVE BEEN IN
THE AESTHETIC AND LASER
INDUSTRY FOR SEVERAL YEARS
SO WILL PROVIDE TEACHING
BACKED BY EXPERIENCE

**CIBTAC LEVEL 4 LASER AND
LIGHT THERAPY COURSE**
The training course is carried out over
a period of 3 months and at the end of
the course students will be required to
create case studies, write assignments
and carry out a practical examination.
Our CIBTAC level 4 laser and light
therapy course will have various topics
covered such as laser physics, different
types of equipment, hazards and safety
of laser/IPL, hair anatomy and biology.

Fitzpatrick skin types, laser function and
parameters, advanced skin treatments,
practical training in hair removal and
skin rejuvenation.

Our training course will offer ongoing
support to all students, so if there is any
time you are unsure about anything
we have covered in the course or have
any questions, we are always ready to
help you along your journey of career
development in the aesthetic industry.

AMERICAN TOBACCO
NEO BOGOTA

New generation products
for Glo, releasing two
flavour capsules for
an intense experience.



喫煙は、あなたにとって肺がんの原因の一つとなり、心筋脳卒中の危険性や肺気腫を悪化させる危険性を高めます。
(詳細については、厚生労働省のホームページ www.mhlw.go.jp/topics/tobacco/ をご覧ください。)

喫煙は、あなたにとって肺がんの原因の一つとなり、心筋梗塞・脳卒中の危険性や肺気腫を悪化させる危険性を高めます。
(詳細については、厚生労働省のホームページ www.mhlw.go.jp/topics/tobacco/main.html をご覧ください。)

glo™
start something
amazing



glo™
start something
amazing



glo™
start something
amazing



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glo™
start something
amazing



glo™
start something amazing



glo™
start something amazing



BIGGER,
BOLDER,
STRONGER,
FLAVOUR

Crush a neo capsule
for more flavour

glo™
start something amazing



neo™
designed for glo™

sticks

MINT

BOOST BERRY

喫煙は、あなたにとって肺がんの原因の一つとなり、心筋梗塞・脳卒中の危険性や肺気腫を悪化させる危険性を高めます。
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glo™
start something amazing

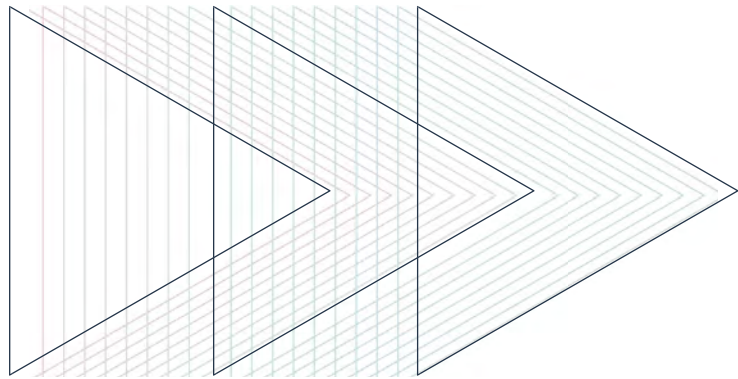
BAMM

Identity for a London
based brand
journalist company.

BAMM



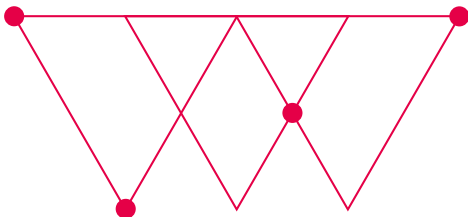


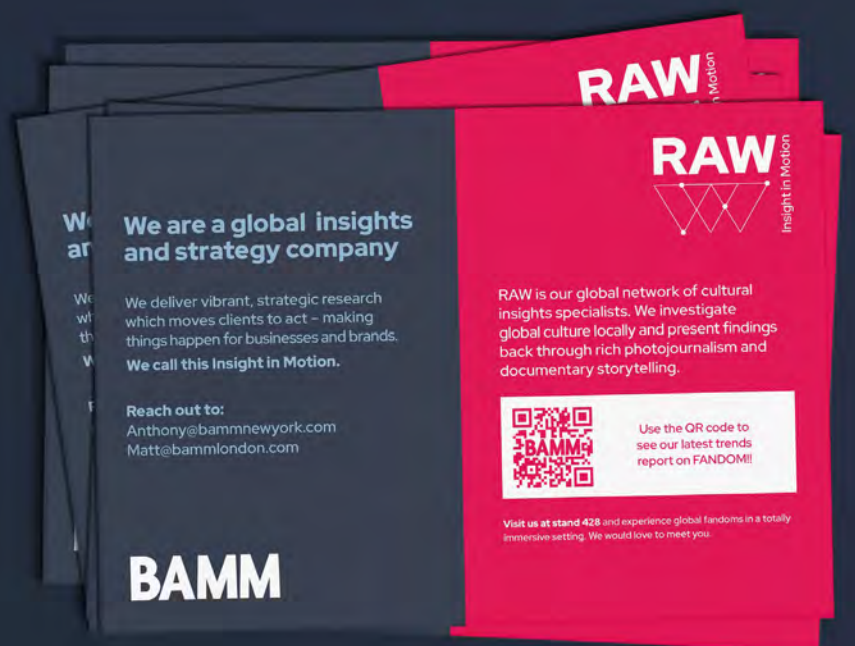


BAMM

THE  DROP

RAW

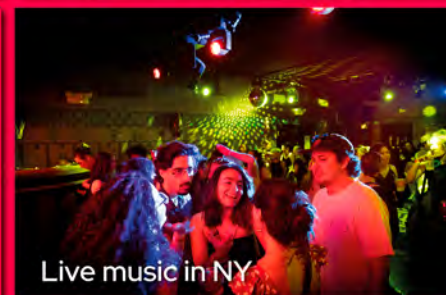


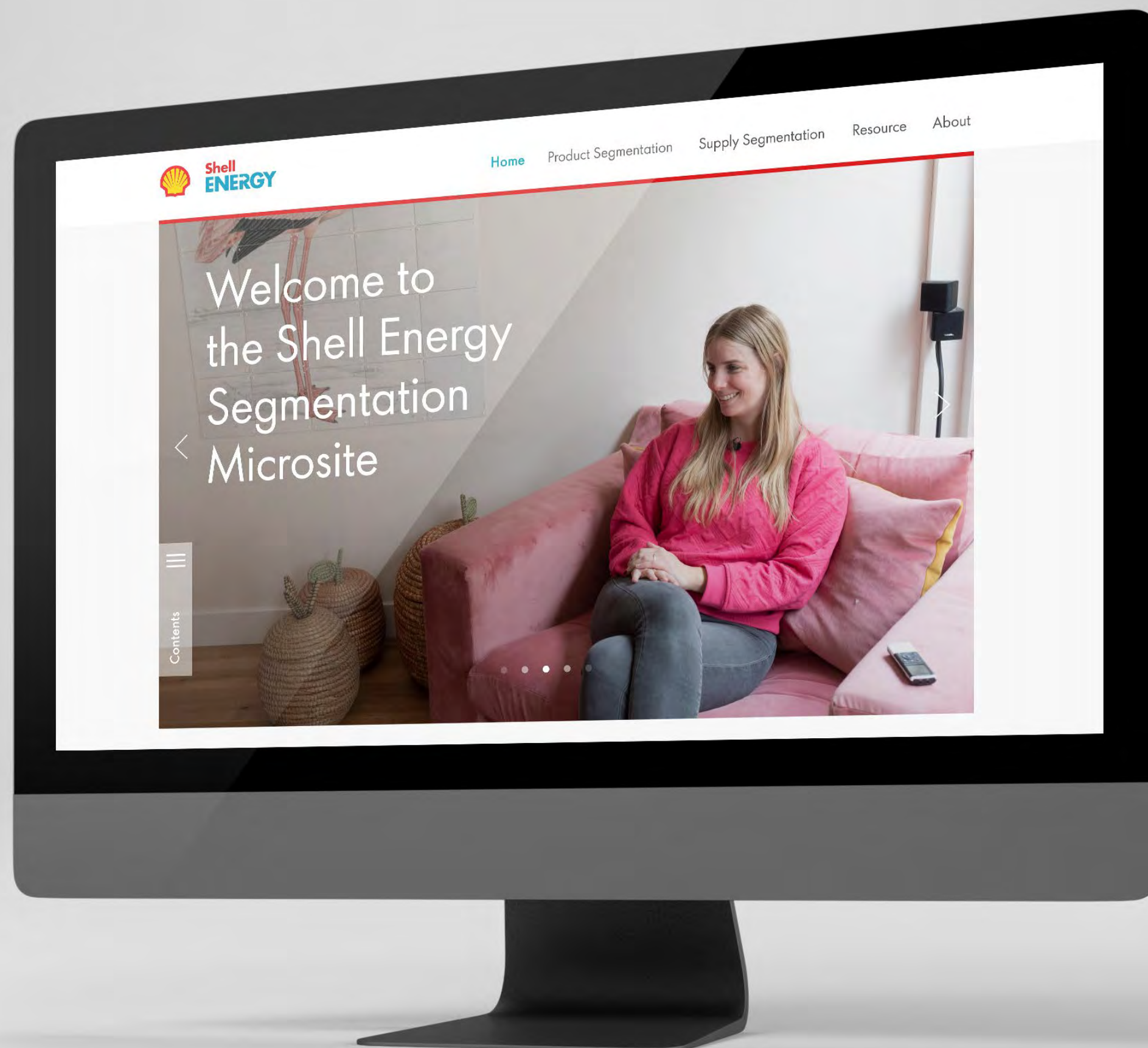


Welcome to the world of Fandom



Please click on any
of the experiences to
immerse into the action





SHELL

Consumer insight
micro site for Shell's
marketing team.

Welcome to the Shell Energy Segmentation Microsite

What it is?

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis velit dictum, ac mollis eros finibus.

Mauris pretium mi tellus, ut condimentum metus molestie non. Sed ut mollis arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada..

Why it is useful?

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis velit dictum, ac mollis eros finibus.

Mauris pretium mi tellus, ut condimentum metus molestie non. Sed ut mollis arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada..

How we developed it?

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis velit dictum, ac mollis eros finibus.

Mauris pretium mi tellus, ut condimentum metus molestie non. Sed ut mollis arcu. Pellentesque.

How to use it?

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis velit dictum, ac mollis eros finibus.

Mauris pretium mi tellus, ut condimentum metus molestie non. Sed ut mollis arcu. Pellentesque habitant morbi tristique senectus et netus et malesuada..

Introducing: the Two Segmentations

Product Segmentation

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis velit dictum, ac mollis eros finibus.

Supply Segmentation

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis velit dictum, ac mollis eros finibus.

How to use the microsite

Sed faucibus, elit eget fermentum viverra, purus est commodo magna, vel facilisis purus nibh vel enim. Nam dignissim massa quis.

ShellENERGY

HomeProduct SegmentationSupply SegmentationResourceAbout

What is it?

Why is it useful?

How is it developed?

How we developed it?

What is it?

Why is it useful?

How is it developed?

How we developed it?

What is it?

Why is it useful?

How is it developed?

How we developed it?

ShellENERGY

HomeProduct SegmentationSupply SegmentationResourceAbout

Product Segmentation, si meliora consetetur adipiscing elit morbi gravida gravida urna est ultrices mauris

Ambitious Explorer

Responsible Optimizer

Meet Richard

Richard is:

46, male

Homeowner

Renewable Energy tariff

SPV & EVconsiderer

Richard, Daphne, their 7 years old son and family dog live in Amersfoort, a well-to-do and child-friendly neighbourhood in the second largest province in the Netherlands. Home Energy to him, is all about control & insights.

Organised chaos sums up their home life. Technology is a Richard's solution to home energy problems. Believing in the vision of 'domotica' (home automation in dutch), Richard controls everything and anything with his smartphone and smartwatch via apps, e.g. son shields, kitchen appliances, lights and thermostat, you name it he has it.

Missions & Attitudes

Energy Product missions

Attitudes towards Green

Role of Mobility

Key needs

Mission: To improve energy efficiency without sacrificing life's luxuries

Functional Needs

Emotional Needs

Home Product Journey

Functional Needs

Emotional Needs

How to engage

Emphasis cost saving measures

Focus on technical solutions

Lorem Ipsum si meliora

Lorem Ipsum si meliora

Photo Gallery

Find out more

Next Segment

Go to Supply Segmentation

Go to About

Reource library and downloads

How to find the right resources

Images

Videos

Reports

Links

Images: by market

Netherlands

UK

US



PERSONAL – FLAG PROJECT

Celebrating all the nationalities living and working together, through illustrative representations of 30 flags.





DOMESTIC
& GENERAL

Identity rebrand – Show
how 50 years have brought
them great creativity,
dependability and
expertise.



DOMGEN**PLUS**

Old logo



Logo and name exploration



Route 1 – excellence

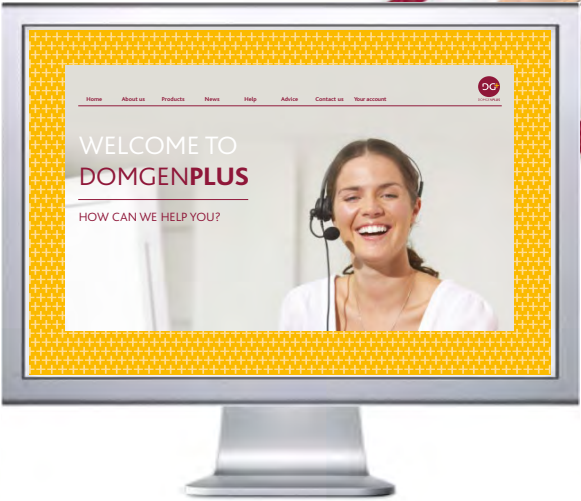


Route 2 – power to deliver





Route 4 – the extra mile



[SPRITE SQUAD](#)
[LANDING PAGE](#)

Black community
engagement
programme. An invite
and briefing site.



CREATOR ACCELERATOR PROGRAM

Version 1

APPLY TO JOIN OUR CREATOR ACCELERATOR PROGRAM

Sprite Squad is an exclusive, invite-only community of emerging culture, hip hop and creative icons.

In a collaboration between our network of creators and the Sprite brand, we explore and contribute to the world of emerging cultures in music, fashion, art, and beyond.

ARE YOU A CUTTING-EDGE HIP-HOP CREATOR? We want to amplify your voice.

Here you will:

- Receive brand mentorship from one of the Sprite teams.
- Share your passions with a like-minded crowd of hip-hop enthusiasts.
- Contribute to one of the world's most exciting brand campaigns - Sprite.
- Express your opinion and get paid for it.

This community is for you if you are:

- Looking to network with other creators
- Seek to be involved in brand collaborations
- Express a variety of passions relating to music, fashion, visual arts, sports, or anything where you get to be creative
- Use TikTok and social media to express your passions and creative interests
- Are at the forefront of hip hop culture
- Are 18-24 years old and live in New York City, Los Angeles, Atlanta, or Miami

As an appreciation for your participation:

- You will receive both financial compensation and creative and mentoring opportunities
- You will be gifted a financial reward in return for monthly contributions
- You will gain an exclusive access to paid market research opportunities
- You will gain access to industry experts and support for emerging creators like yourself
- You will use this community to interact with each other or to showcase and amplify any of your creations.

So, how will it work?

Every Monday, we will post a brief discussion topic. If selected, you will share your ideas, give your perspectives, and contribute with what you do best. We expect you to participate in most discussions, but we know life can get in the way sometimes - so responding to half of our posts in a month will be required to maintain your community membership.

What you should know about us...

BAMM is a global insight and strategy agency, based in London and NYC.

We help brands better understand their audiences by studying people's motivations, behaviors, and cultures. We focus on finding and understanding cultural narratives to drive resonance, inspire creative teams, and form new communication opportunities. We work with a variety of brands, such as Coca-Cola, McDonald's, Nike, Meta, and many others.

You can learn more about us and the brands we work with at <https://bammglobal.com/>

FAQ

WHAT HAPPENS AFTER I ENTER MY INFORMATION?

You will be sent a link to sign up for the recruiting platform User Interviews. We will send you a 5-10 minute survey and if you are approved, we will be in contact with more information and next steps.

HOW DOES THE APPROVAL PROCESS LOOK LIKE?

After completing the survey, we will check if you qualify. If you qualify, we will call to confirm your interest and information. You will then submit a 1-2 minute video sharing more on your creative passions and explaining why Sprite should choose you. Sprite will then choose from the finalists and decide who will be invited to join the community.

HOW CAN I ACCESS THE COMMUNITY?

The discussions will take place on our platform, called ReCollective. After you are invited to the community, you will receive access to the platform via email.

HOW OFTEN DO I NEED TO POST THERE?

You will post your responses weekly and get to see and interact with other panel member's responses.

HOW CAN I GET INVOLVED IN ADDITIONAL PROJECTS?

For the most active participants, there will be additional activities throughout the year that will include paid opportunities on this platform, interviews, and in-person activations.

HOW IS SPRITE GOING TO HELP ME TO BECOME A BETTER CREATOR?

From the online platform, Sprite will showcase community member's creations and you will have other creators for peer and expert review. Sprite will provide access to industry experts, mentorship programs, and support for emerging creators.

CONTACT US

Version 2

CREATOR ACCELERATOR PROGRAM

Sprite invites you to apply for its invite-only community of emerging culture, hip hop and creative icons.

ARE YOU A HIP-HOP CREATOR? WE WANT TO PARTNER WITH YOU

HERE YOU WILL:

- Collaborate with one of the world's most exciting hip-hop brands - Sprite.
- Receive mentorship from one of the Sprite brand teams. Sprite will include 2 experiences that could include: mentorship or workshops.
- Share your perspectives to inform the brand's creative campaigns and get paid for it.

THIS COMMUNITY IS FOR YOU IF YOU:

- Are 18-24 years old
- Live in New York City, Los Angeles, Atlanta, or Miami
- Are at the forefront of hip hop culture
- Use TikTok to express your passions and creative interests
- Express your passions through music, fashion, visual arts, and sports
- Look to network with other creators

SO, HOW WILL IT WORK?

Every Monday, we will post a brief discussion topic. When selected, you will share your ideas, perspectives, and what you do best. We expect you to participate in most discussions, but we know life can get in the way sometimes - so responding to half of our posts in a month will be required to maintain your community membership.

WHO IS BAMM AND WHAT YOU SHOULD KNOW ABOUT US:

BAMM is a global insight and strategy agency, based in London and NYC.

We help Sprite run this community.

Our job is to define and decode cultural narratives to inspire brands. You can learn more about us and the brands we work with at <https://bammglobal.com/>

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WHAT DOES THE SELECTION PROCESS LOOK LIKE?

If you qualify, we will call to confirm your interest and information. You will then submit a 1-2 min pitch for why the Sprite team should choose you. If all goes well, you will join the community shortly after.

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- Share your perspective to inform the brand's creative campaigns, and get paid for it.

THIS COMMUNITY IS FOR YOU IF YOU:

- Are 18-24 years old
- Live in Atlanta, New York City, Los Angeles, or Miami
- Are at the forefront of creating and influencing culture
- Use TikTok to express your passions and creative interests
- Express your passions through music, fashion, visual arts, and sports
- Look to network with other creators

SO, HOW WILL IT WORK?

Every Monday, we will post a brief discussion topic. When selected, you will share your ideas, perspectives, and what you do best. We expect you to participate in most discussions, but we know life can get in the way sometimes - so responding to half of our posts in a month will be required to maintain your community membership.

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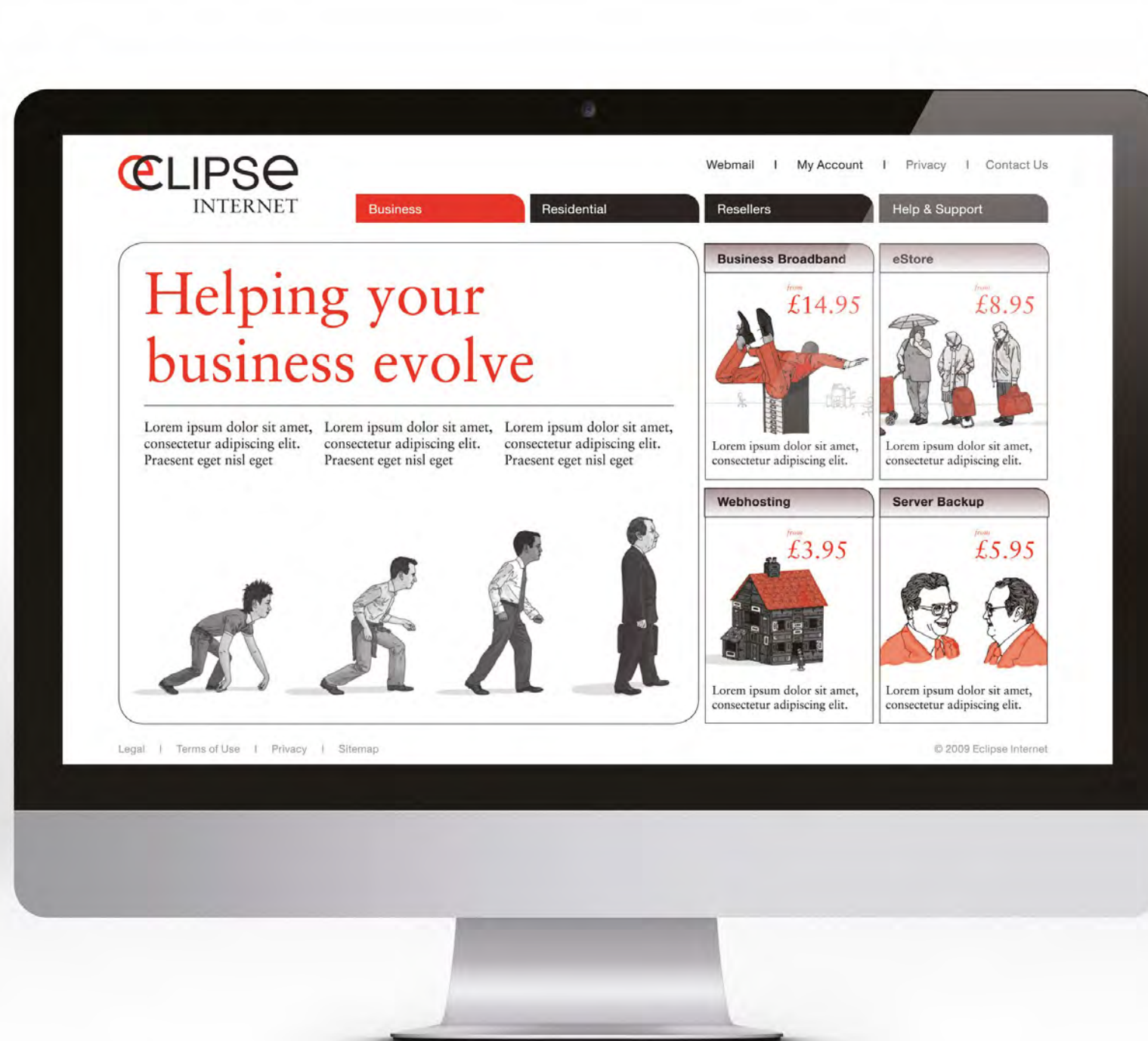
Sprite will provide access to industry experts, mentorship programs, and support for emerging creators.

APPLY NOW



ECLIPSE

New Identity and website for internet and service provider Eclipse. They wanted to stand out from their competitors. I looked into an illustrative route.



The Guitar

THE GUITAR

A logo for a musical show celebrating the history of the guitar.



IST – RANSOMWARE
TASK FORCE

Pitch for RTF strategy
aiming to help policymakers
and industry leaders to
develop resilience to the
ransomware threat.



Reducing the Ransomware Threat

Key Recommendations from the Ransomware Task Force

April 2021

IST Institute for Security + Technology



RANSOMWARE TASK FORCE

IST Institute for Security + Technology

The IST... aique quiv et insere lictam quillum venia...

Incia nio volut nra dem vlt, et elus everitit fupit...

RTF ORGANIZATION

Combating the ransomware threat will require the dedicated, coordinated attention of experts across industries. The Institute for Security and Technology (IST) is proud to convene an interdisciplinary group of leaders on the Ransomware Task Force (RTF).

Our Role

Indicaciones anderte...

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Executive Summary

Ore pre exerum laciendanim respiscium. Ore pre exerum laciendanim respiscium. Ore pre exerum laciendanim respiscium.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet leo...



Philip Reiser, Executive Director, Institute for Security and Technology

Ceperrum qui qui sum essent officia pedora id que volupta tibusap...

Subtitle...

Aliquam euismod, neque et ullamcorper tincidunt, enim magna lacinia...

Summary of Recommendations



Ore pre exerum laciendanim respiscium. Ore pre exerum laciendanim respiscium.

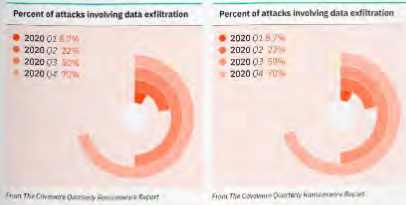
POLICY AND REGULATIONS	SKILLS	INVESTMENT	INTERNATIONAL
...	...	...	...

UNDERSTANDING RANSOMWARE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet leo...

Subtitle...

Nullam ut blandit lectus, nec elementum ante, integer euismod, elit et pharetra tristique...



THE GLOBAL COMMUNITY CAN NO LONGER AFFORD TO ADDRESS RANSOMWARE ON A CASE-BY-CASE BASIS - NOW IS THE TIME FOR COMPREHENSIVE AND DECISIVE ACTION.



A Global Challenge

Ore pre exerum laciendanim respiscium. Ore pre exerum laciendanim respiscium.

Subtitle...

Nullam ut blandit lectus, nec elementum ante, integer euismod, elit et pharetra tristique...



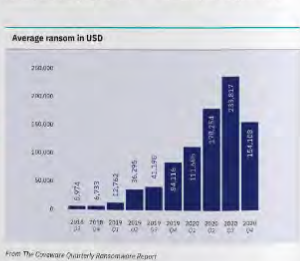
Understanding Ransomware



Nigal Dika, Global Cyber Alliance, Ransomware Task Force

Ore pre exerum laciendanim respiscium. Ore pre exerum laciendanim respiscium.

Subtitle...



ATTACKS ON THE ENERGY GRID, ON A NUCLEAR PLANT, OR ON ANY NUMBER OF CRITICAL ASSETS COULD HAVE DEVASTATING ENVIRONMENTAL AND HUMAN CASUALTIES.

Recommendations

GOAL 1

POLICY AND REGULATIONS

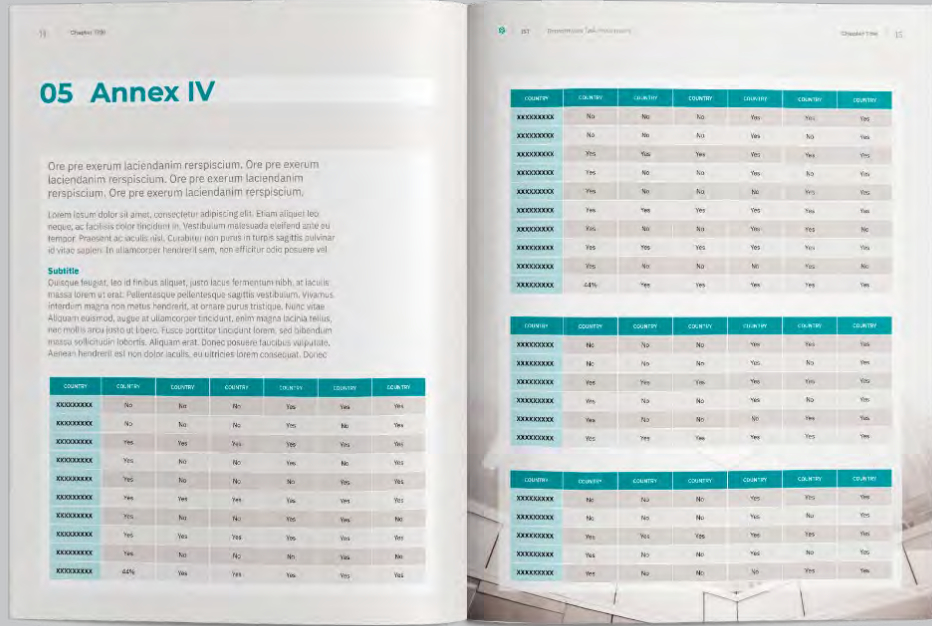
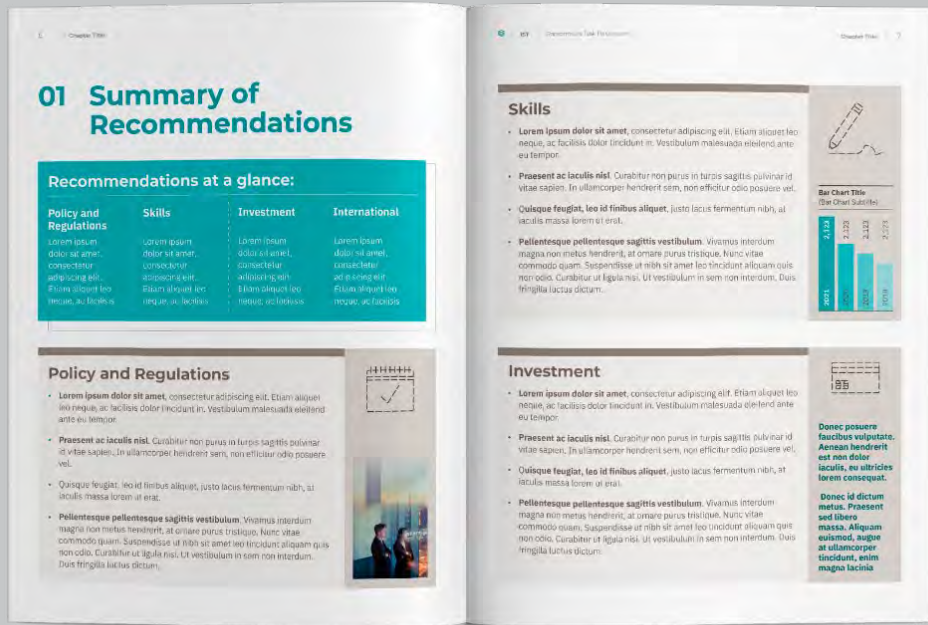
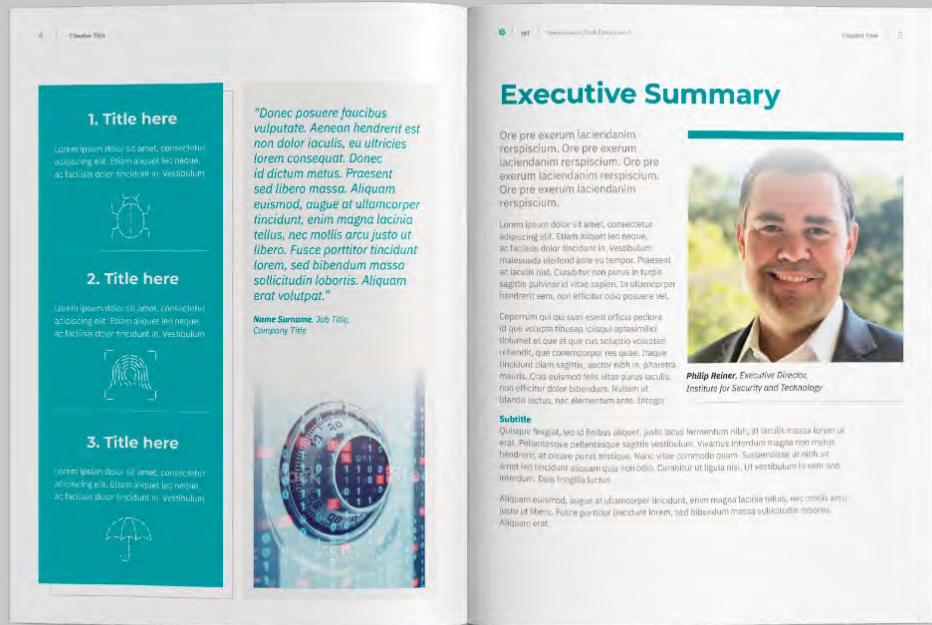
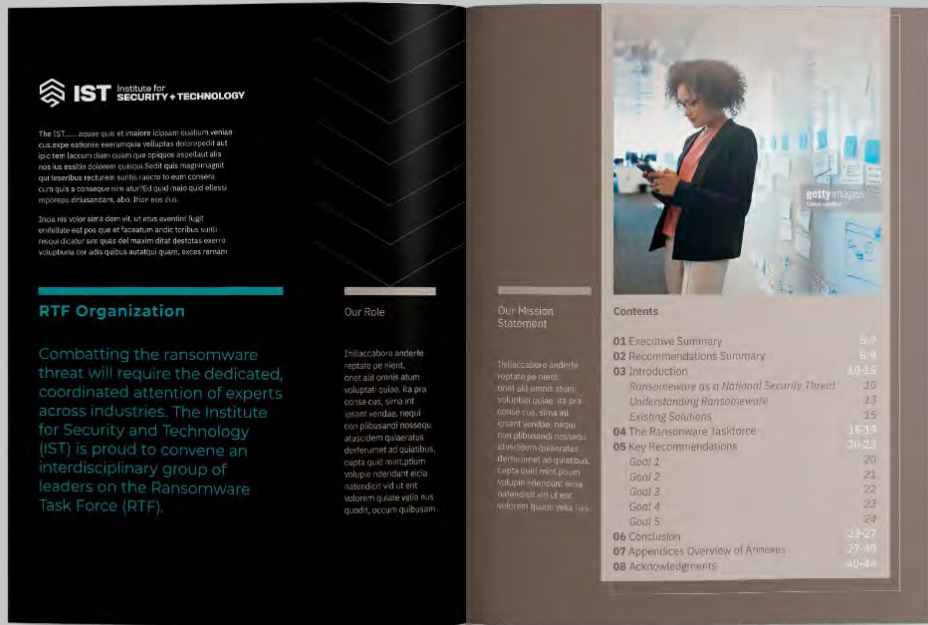
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet leo...
- Present ac lacinia nisl. Curabitur non purus in turpis sagittis pulvinar id...
- Quisque feugiat, leo id finibus aliquet, justo lacinia fermentum nibbi, at lacinia massa lorem ut erat.
- Pellentesque pellentesque sagittis vestibulum. Vivamus interdum magna non metus hendrerit, at ornare purus tristique. Nunc vitae conmodo quam. Suspendisse ut nibbi sit amet leo tincidunt aliquam quis non odio. Curabitur ut ligula nisl. Ut vestibulum in sem non interdum. Duis fringilla lacinia.

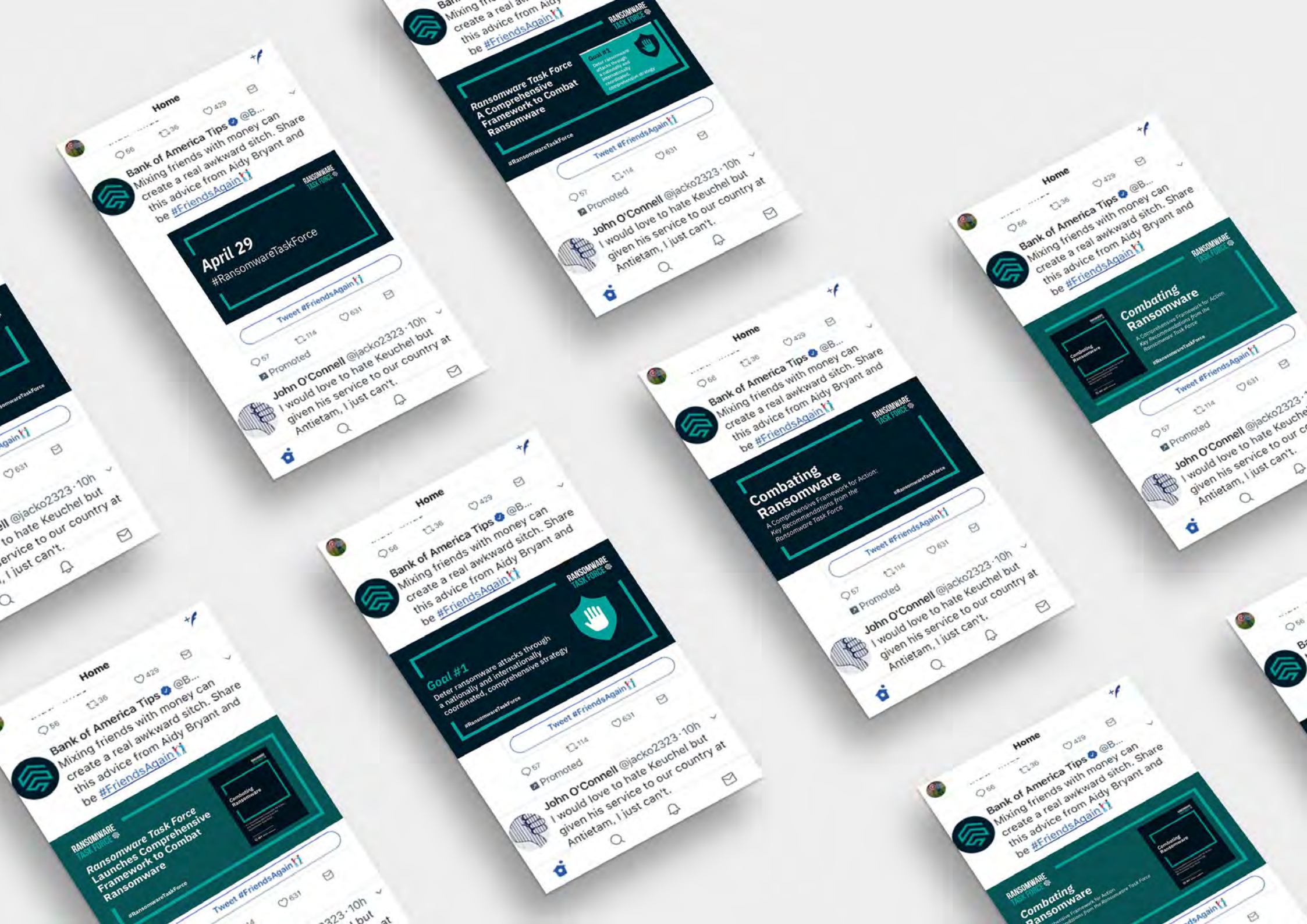
- Recommendation 1
- Recommendation 2

SKILLS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet leo...
- Present ac lacinia nisl. Curabitur non purus in turpis sagittis pulvinar id...
- Quisque feugiat, leo id finibus aliquet, justo lacinia fermentum nibbi, at lacinia massa lorem ut erat.
- Pellentesque pellentesque sagittis vestibulum. Vivamus interdum magna non metus hendrerit, at ornare purus tristique. Nunc vitae conmodo quam. Suspendisse ut nibbi sit amet leo tincidunt aliquam quis non odio. Curabitur ut ligula nisl. Ut vestibulum in sem non interdum. Duis fringilla lacinia.

- Recommendation 1
- Recommendation 2





Home

Bank of America Tips @B...
Mixing friends with money can
create a real awkward sitch. Share
this advice from Aidy Bryant and
be #FriendsAgain

April 29
#RansomwareTaskForce

John O'Connell @jacko2323-10h
I would love to hate Keuchel but
given his service to our country at
Antietam, I just can't.

RANSOMWARE
TASK FORCE
Goal #1
Deter ransomware attacks through
a nationally and internationally
coordinated, comprehensive strategy

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A Comprehensive Framework for Action
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RANSOMWARE
TASK FORCE
Ransomware Task Force
Launches Comprehensive
Framework to Combat
Ransomware

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BOTTLE BACK

UK company, encouraging plastic bottle recycling in India. The client wanted a friendly yet corporate look to promote this vast industry. Participants will take part of a reward scheme. This is a way of residents to make money from the vast tourism footprint, where something good comes out of recycling.



BOTTLE
BACK



Bottle Back
78 Ezra Street
London E2 7RH
United Kingdom

T +44 (0)207 0338 770
F +44 (0)207 0338 770
info@bottleback.com
www.bottleback.com



