

***INTERIOR DESIGN OF NATASHA SKIN CLINIC CENTER IN BANDUNG
WITH BRAND IDENTITY***

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ABSTRACT

Natasha Skin Clinic Center is a beauty clinic intended for both women and men. The basic concept of this clinic is to promote Nature Meets Technology which is a combination of active ingredients of botanical/herbal cosmetics with high-tech beauty tools. The clinic, which was established for almost 23 years, has more than 100 branches spread across Indonesia. The founders were a married couple named Dr. Fredi Setyawan and Drg. Tantri Ony Bianty, who was inspired by the world of beauty, started to be creative in creating various types of products to overcome various skin problems, especially acne. Natasha's beauty standards do not refer to skin color. Natasha values natural beauty and self-confidence with genuine skin and healthy, well-groomed hair. Natasha's products are derived from botanical ingredients such as caviar, jojoba oil, almond, daisy, and red ginseng, combined with high-tech beauty care tools, creating the concept of "Nature Meets Technology".

Keywords: Beauty Clinic, cosmetic, botanical