

RenGen Brand Trinity



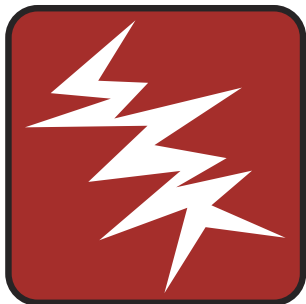
idea brand

Idea brands use magical thinking to appeal to consumers.



compassion brand

Compassion brands deliver love, reassurance and even a little catharsis.



anxiety brand

Anxiety brands exploit fear, offering protection or an anchor to which people can cling.