

# SKIN TOOLS

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Properties list:  
end-user packaging  
range of products  
update  
cosmetics, beauty and toiletries  
bottle  
plastics  
cardboard and paper  
contemporary  
identity by typography  
labels and sleeves  
men  
information about use

"MAN ARE BECOME MULTIMODAL" explains J. Ford. "Their needs are driven by a combination of mood, circumstance and occasion. Duality lies at the hearth of male consumerism: the desire for technological advancement, tempered by a tendency toward traditional simplicity". The "intriguingly simple" design explains simple and bold elegant typography to convey dosage and directions with clarity and style. The use of dark brown glasses gives a professional, almost pharmaceutical sense of reassurance, while matte paper and foil stamping balance down-to-earth values with trust and expertise.

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Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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Credits:

Agency: Pearlfisher

Other images: