

SKIN TOOLS



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.

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

Credits:

Agency: Pearlfisher

Other images: