

# PESTICIDES

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## Properties list:

information about use  
information about content  
packaging as a new medium  
information accessibility  
end-user packaging  
range of products  
extra-use of packaging  
plastics  
new product  
homecare products  
flacon  
box  
playful  
unusual visual association  
transparent  
identity by pictograms

"Brosse-moi" (in english "brush me") is a packaging containing brushes. The fruits and vegetables illustrations on the pack conceal a message that can be read after brushing the image: it warns the consumer about the danger of pesticides, to encourage the correct cleaning of food before eating.

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Reference: <http://labdi.uqam.ca/packaging/>

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## Credits:

**Year:** 2007

**School:** UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

**Course:** Graphic Design (DES4211)

**Professor:** Sylvain Allard

**Student:** Aur e Lapierre

Other images: