HEAL'S



Properties list:

end-user packaging
range of products
new product
flacon
cheer-pack
plastics
contemporary
unusual visual association
transparent
photo to evoke
identity by photo
cosmetics, beauty and toiletries

From Brandhouse website: defending a price premium - and creating toiletries you'd want to leave out for your guests to see - by telling a story about "Desirable minimalism".

Reference: http://www.brandhouse.co.uk/flash.html

Credits:

Agency: Brandhouse

This document was created by www.packagingdesignarchive.org			

Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1261

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