



## Properties list:

- new product
- end-user packaging
- range of products
- cosmetics, beauty and toiletries
- tube
- plastics
- contemporary
- smooth
- identity by system of colour
- identity by textures and patterns

From student Philip Spradley: "Jason offers quality organic bath products at an affordable price. This line of shampoos and shaving creams effectively communicates to a younger male audience by combining clean geometric form with subtle humor."

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Reference: <http://www.philipspradley.com/jason.html>

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Credits:

**Student:**

Philip  
Spradley

Other images: