

# BETTER LIFE

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## Properties list:

- end-user packaging
- range of products
- new product
- homecare products
- labels and sleeves
- flacon
- identity by pictograms
- plastics
- contemporary
- ironic
- unusual visual association
- identity by illustration
- identity by system of colour
- identity by colour

From [BetterLife](http://www.betterlife.com) website: "All Better Life cleaning products use agents which are free of petrochemicals and ethoxylates; the power behind our green cleaners comes directly from plants and vegetation that Mother Nature provides. This means all Better Life natural cleaners rapidly biodegrade. In fact, all Better Life green cleaning products far exceed both U.S. and European biodegradability standards. Cleaning with Better Life products means that you are using safe cleaners that are free of volatile organic compounds (VOCs), sulfates, and other chemicals which are irritants to the skin and respiratory system."

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Reference: <http://www.cleanhappens.com/index.html>

Other images: