

VITAL TOUCH



Properties list:

cosmetics, beauty and toiletries
flacon
box
metals
glass and ceramics
cardboard and paper
identity by typography
well-being
identity by system of colour
translucent
update
range of products
end-user packaging

Vital Touch's products are all about purity of natural ingredients and simplicity of use. These qualities informed the main graphic treatment of the rebranding of the extensive Vital Touch Natalia range of aromatherapy and massage products for pregnancy and birth. A palette of natural colours and the use of screen printing and recycled papers creates a distinctive, range of desirable items - from organic bath soaks to massage booklets. Our choice of materials for the bottles, boxes and literature was key, echoing one of Vital Touch's key messages, 'feel life' - they invite the customer to touch.

Reference: <http://lovelypackage.com/vital-touch/>

Credits:

Agency: Ico

Other images:

