

# PERRICONE MD

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## Properties list:

- range of products
- update
- cosmetics, beauty and toiletries
- folding carton
- flacon
- plastics
- cardboard and paper
- well-being
- contemporary
- identity by typography
- photo to describe
- identity by photo
- end-user packaging

The [Perricone MD](#) was founded by Dr. Nicholas Perricone, MD - an internationally recognized scientific expert in the fields of health, beauty, anti-aging, a renowned dermatologist and the author of five New York Times best-selling books.

Perricone MD products include topical anti-inflammatroy formulations to reverse and prevent damage to skin, as well as dietary supplements that are scientifically designed to promote healthy, youthful skin.

Known as the guru dermatologist to the stars, Dr. Perricone and Perricone MD products have had extensive media coverage on Oprah, PBS and Larry King as well as in publications such as Vanity Fair, Vogue and the New York Times.

After an unsuccessful packaging redesign that resulted in sagging sales and a loss of brand identity, Perricone MD turned to Concrete to revitalize the brand. Concrete developed a comprehensive campaign that involved updating the visual identity, creating new packaging design, overhauling the website and developing both brand and tactical advertising.

The design approach was a modern interpretation of traditional apothecary - understated, elegant typography, scientific photography and frosted amber glass. Another key component was returning Dr. Perricone as the 'face' of the brand.

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Reference: <http://lovelypackage.com/perricone-md/>

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## Credits:

**Country:** Canada

**Agency:** Concrete Design

Other images:

