## **PERRICONE MD**



## 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 <u>Perricone MD</u> 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 we as in publications such as Vanity Fair, Vogues 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.

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

Credits:

Country: Canada

Agency: Concrete Design

## Other images:



