

# PROMATIZ

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## Properties list:

- information about content
- information accessibility
- end-user packaging
- range of products
- new product
- cosmetics, beauty and toiletries
- contemporary
- folding carton
- flacon
- plastics
- cardboard and paper
- pearlescent
- identity by typography
- identity by system of colour

Promatiz: professional hair colour. Hair-coloring has become popular, and major service of beauty parlors is converting from perm to coloring. ?Promatiz? was developed as total item for hair coloring. ?Flavee? with rich color variation, ?Flavee-Add? adapted for hairs damaged by repeated coloring, ?Refina? good for making gray hairs beautiful have been developed one after another. The graphic theme of the product was set with a bright image through which one is able to express oneself by hair-color and quality feeling. To make easy use of a dual set of the liquid volume well reaching to a liter, the bottle shape with an upper constricted part was designed.

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Reference: [http://www.gk-graphics.jp/en/portfolio/package\\_and\\_product\\_graphics/promatiz\\_professional\\_hair\\_col.html](http://www.gk-graphics.jp/en/portfolio/package_and_product_graphics/promatiz_professional_hair_col.html)

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## Credits:

**Country:** Japan

**Year:** 2002

**Agency:** GK Graphics

Other images:

