

Properties list:



IDEO designed the package and graphics for the CleanWell line of sprays and skin towelettes: a herb-based, non-toxic, alcohol-free hand sanitizers. IDEO brought Ingenium, the key ingredient and first all-natural antimicrobial, to market in the form of a packaging system evoking the product qualities: its eco-friendliness as well as its efficacy and simplicity of usage.

Reference: <http://www.ideo.com/work/featured/cleanwell>

Credits:

Country: United States of America

Year: 2007

Agency: IDEO

User: CleanWell Company

Other images:

