

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.

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

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**Credits:**

**Country:** United States of America

**Year:** 2007

**Agency:** IDEO

**User:** CleanWell Company

Other images:

