



**Properties list:**

end-user packaging  
new product  
range of products  
cosmetics, beauty and toiletries  
recycled materials  
sachet  
folding carton  
flow-pack  
box  
bottle  
cardboard and paper  
contemporary  
smooth  
opaque  
identity by illustration  
identity by system of colour

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**Reference:** [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

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**Credits:**

**Agency:** Wolff Olins

**Designer:** Keshen Teo

Other images:

