

# BATH & BODY WORKS PACKAGING

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## Properties list:

- reusability
- information about use
- end-user packaging
- range of products
- concept
- cosmetics, beauty and toiletries
- flacon
- plastics
- cardboard and paper
- contemporary
- instruction through illustration
- identity by illustration
- identity by system of colour

Sustainable perfume packaging using seed paper and reusable containers to create an earth friendly product that keeps on giving. A complete cradle to cradle perfume, packaged in plantable seed paper. Once the perfume is empty, the glass bottle can be reused as a vase.

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Reference: <http://www.victoriamacey.com/index.php?/print/sustainable-perfume/>

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## Credits:

**Country:** United States of America

**Year:** 2009

**School:** California State University

**Student:** Victoria Macey

**Course:** BFA Graphic Design

Other images:

