

MADINA PAINT BRUSH



Properties list:

- refill system
- ready to use
- product accessibility
- end-user packaging
- range of products
- concept
- cosmetics, beauty and toiletries
- dispensing systems
- other shapes
- plastics
- unusual structural association
- identity by shape

The new Madina concept was developed after an ergonomic analysis of the current nail polish packaging problems and flaw. The analysis underlines how the brush grip was really uncomfortable in order to get an accurate application and in addition it doesn't help the user in dosing the right amount of polish.

The concept is based on a new inner mechanism that enables to dose the right amount of polish for each nail by pressing a button connected to an internal spring. A recharge, that consist of a small plastic bottle, of nail polish of a specific colour can be purchased separately and inserted inside the body in order to use the pen, and used to refill it when it's over. Finally a brush is provided at the end of the pen allowing to spread the polish easily.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

Reference:

Credits:

Country: Italy

Year: 2012

School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Packaging Design 2012, Master Degree

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