

# LIFESTYLES PERSONAL LUBRICANT

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## Properties list:

limited edition packaging  
adults  
end-user packaging  
update  
range of products  
cosmetics, beauty and toiletries  
opening and closure systems  
dispensing systems  
plastics  
mass-market  
contemporary  
identity by system of colour

The project has restyled both the graphic and the structural packaging for the global range of LifeStyles, Manix and Unimil personal lubricant gel brands, produced by this multinational company.

The iconic design reinforces the brand's identity and marks a truly innovative development in the visual language of the product category. The unique delivery mechanism is highly ergonomic, allowing instant and easy control over the flow of the gel. The ring on the top which gives the product its distinctive character and outline also functions as a handle. And finally, the security seal guarantees the safety of the contents for the customer. The product is available in two sizes: 50ml and 100ml.

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## Reference:

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### Credits:

**Country:** USA

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**Author:** Reverse Innovation

**Award:** the Good Design Award by Chicago Athenaeum Museum, the Brand Identity Grand Prix by TVN Media Group, Mediastars by Media Star Editore

Other images:

