



## Properties list:

range of products  
extra-use of packaging  
concept  
water  
other food  
labels and sleeves  
bottle  
contemporary  
photo to evoke  
identity by photo  
identity by system of colour  
identity by colour  
end-user packaging  
packaging as a new medium

New work from Antoinette Padmore a packaging design graduate of FIT: "In the midst of the Haitian earthquake, I felt hopeless as to what I can do to help the people in need. I immediately thought nutritional aid for children, specifically for those in impoverished countries. Vita help is an emergency relief package containing all the nutrients the body needs to recover. I dedicate this to all those who were lost and those who are still in need of help."

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## Reference:

## Credits:

**Country:** USA

**Designer:** Antoinette Padmore

Other images:

