

# CREST RE-BRANDING

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## Properties list:

- end-user packaging
- range of products
- update
- plastics
- flacon
- clothes and accessories
- minimal
- identity by textures and patterns
- adults

The dental care industry has a wide range of products that satisfy all kinds of needs related to hygiene and health. The stores are saturated with colorful packaging competing to get every customer's attention. The challenge was to re-design the current packaging system for Crest in order to help them grow their market share and have a consistent image throughout their product lines that will ideally transform the dental care industry. The re-branding of Crest has a clear and more relevant look. The customer's needs, so that when they go to the store to buy the products there is an evident simplicity. The new Crest is essential in providing attention and care to achieve the ultimate confident smile.

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## Reference:

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## Credits:

**Country:** Pasadena

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**Designer:** Daniela Cardona

Other images:

