

MISSION SKINCARE CONCEPTS



Properties list:

range of products
new product
cosmetics, beauty and toiletries
tube
flacon
plastics
contemporary
identity by system of colour
end-user packaging
identity by typography
identity by abstract shapes

From [Michael McDevitt](#) web portfolio: "**Client:** Mission Product Holding, Inc.

Background: To create a range of packaging that demonstrates a high level of performance and social responsibility while remaining linked to the skin care category.

Undertaking: To create a balance and synergy between the worlds of performance, philanthropy and cosmetics, this product creates a new category unto itself. Visual cues to ensure that the product is understood as something more essential than other cosmetics - this is a product that works as hard, and cares as much as the consumer does."

Reference: <http://www.behance.net/Gallery/Mission-Product/112704>

Credits:

Country: USA

Agency: Gooder Companies

Designer: Michael McDevitt

Other images:

