

# MISSION SKINCARE CONCEPTS

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## 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."

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

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**Credits:**

**Country:** USA

**Agency:** Gooder Companies

**Designer:** Michael McDevitt

Other images:

