

KIEHL'S BODY SCRUB



Properties list:

- end-user packaging
- single product
- new product
- cosmetics, beauty and toiletries
- tube
- plastics
- unusual visual association
- smooth
- opaque
- identity by typography
- identity by system of colour

Kiehl's new body scrub tube. Great copy/graphics style: interesting use of typography and colour.

Reference: http://www.kiehls.com/_us/_en/body/body-scrubs/gently-exfoliating-body-scrubs.htm ,
<http://www.hotbeautyhealth.com/skin/new-kiehls-gently-exfoliating-body-scrub>

Other images: