

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: