

# SUPERDRUG KIDS HAIRCARE

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## Properties list:

- range of products
- new product
- cosmetics, beauty and toiletries
- bottle
- plastics
- smooth
- illustrated character
- identity by illustration
- identity by system of colour
- end-user packaging
- kids

Little monsters adorn Turner Duckworth's packaging for Superdrug's children's haircare range - a tongue-in-cheek reference to the little monsters hint at the fragrance of each product type: a two-headed monster for two-in-one shampoo and conditioner, a dripping three-eyed monster for after-swim three-in-one conditioning shampoo and body wash. Kids love the illustrations and the name connected with parents.

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Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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## Credits:

**Agency:** Turner Duchworth

**Designer:** David Turner, Bruce Duckworth, Sam Lachlan

Other images: