## PESTICIDES



"Brosse-moi" (in english "brush me") is a packaging containing brushes. The fruits and vegetables illustrations on the pack conceal a message that can be read after brushing the image: it warns the consumer about the danger of pesticides, to encourage the correct cleaning of food before eating.

## Properties list:

information about use information about content packaging as a new medium information accessibility end-user packaging range of products extra-use of packaging plastics new product homecare products flacon box playful unusual visual association transparent identity by pictograms

## Reference: http://labdi.uqam.ca/packaging/

## Credits:

**Year:** 2007 **School:** UQAM UniversitÃ<sup>..</sup> du Québec à Montréal (Montréal, Canada)

Course: Graphic Design (DES4211)

**Professor:** Sylvain Allard

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Other images: