PROMATIZ



Properties list:

information about content
information accessibility
end-user packaging
range of products
new product
cosmetics, beauty and toiletries
contemporary
folding carton
flacon
plastics
cardboard and paper
pearlescent
identity by typography
identity by system of colour

Promatiz: professionalhair colour. Hair-coloring has become popular, and major service of beauty parlors is converting from perm to coloring. ?Promatiz?was developed as total item for hair coloring. ?Flaeve? with rich color variation, ?Flaeve-Add? adapted for hairs damaged by repea ting coloring, ?Refina? good for making gray hairs beautiful have been developed one after anot her. The graphic theme of the product was set with a bright image through which one be able to express oneself by hair-color and quality feeling. To make easy use of a dual set of the liquid volume well reaching to a liter, the bottle shape with an upper constricted part was designed.

Reference: http://www.gk-graphics.jp/en/portfolio/package_and_product_graphics/promatiz_professional_hair_col.html

Credits:

Country: Japan Year: 2002

Agency: GK Graphics

Other images:

