## **RGX BODY SPRAY**



## Properties list:

range of products cosmetics, beauty and toiletries flacon metals high-tech identity by system of colour

RGX is a new line of men's fragrances. The Dial Corporation engaged Wallace Church to design the package for their new RGX body spray. The project was inspired by the elements that are critical to a young guy's active lifestyle: cell phones, iPods, sports and energy drinks. A titanium skin, iconic logo and vibrant accent colours are characteristics of the new package.

Reference: http://www.rgxlife.com

Credits:

Country: United States of America

**Year:** 2007

**Agency:** Wallace Church

Award: PentAwards Platinum Award "Best of the category body", 2007

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