

HELP REMEDIES 1.0



Properties list:

- information about content
- product accessibility
- end-user packaging
- range of products
- new product
- pharmaceuticals
- other shapes
- cardboard and paper
- ironic
- identity by shape
- debossed, embossed

Help Remedies is a pharmaceutical company aiming at solving simple health issues, by making simple medicine and bandages. With this aim, the packaging project aimed at making the category friendlier and more accessible, and in doing so empower people to make their own health decisions. Each user can choose the right medicine just following the phrase printed on each package (?help, I have??). Packages are made of moulded paper pulp and a bio plastic made primarily of corn, materials which are compostable.

Reference: <http://www.helpineedhelp.com> , <http://www.littlefury.com>

Credits:

Country: United States of America

Year: 2008

Agency: Little Fury

User: Help Remedies

Producer: ChappsMalina

Other images:

