MADINA PAINT BRUSH



Properties list:

refill system
ready to use
product accessibility
end-user packaging
range of products
concept
cosmetics, beauty and toiletries
dispensing systems
other shapes
plastics
unusual structural association
identity by shape

The new Madina concept was developed after an ergonomic analysis of the current nail polish packaging problems and flaw. The analysis underlines how the brush grip was really uncomfortable in order to get an accurate application and in addition it doesn't help the user in dosing the right amount of polish.
The concept is based on a new inner mechanism that enables to dose the right amount of polish for each nail by pressing a button connected to an internal spring. A recharge, that consist of a small plastic bottle, of nail polish of a specific colour can be purchased separately and inserted inside the body in order to use the pen, and used to refill it when it's over. Finally a brush is provided at the end of the pen allowing to spread the polish easily.

Project developed for the international student competition "Remarkable Packagings & Alternatives" within the "Emballage" packaging exhibition (Paris, November 19-22, 2012).

Reference:

Credits:

Country: Italy
Year: 2012
School: Politecnico di Milano, School of Design (Milan, Italy)

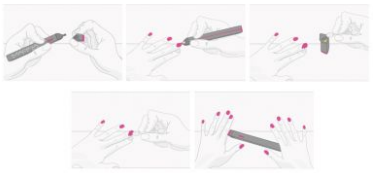
Course: Packaging Design 2012, Master Degree

Lecturers:
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Students: Luisa Battistella, Andrea Lombardini, Simon Louaza, Daniela Villafuerte

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