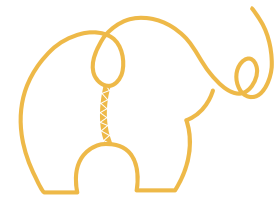


about sponsor



FLYING
ELEPHANT
DESIGNS

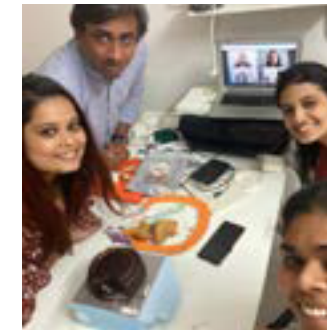
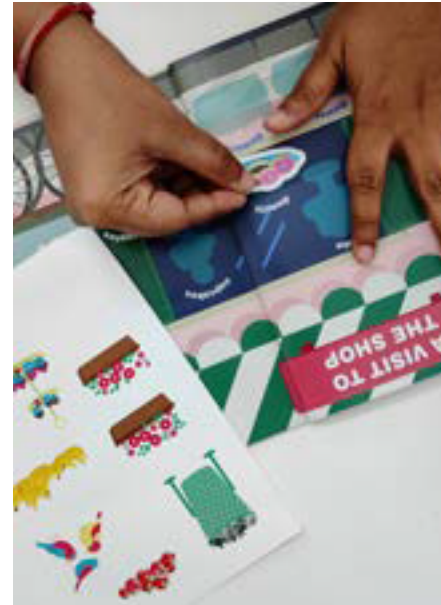
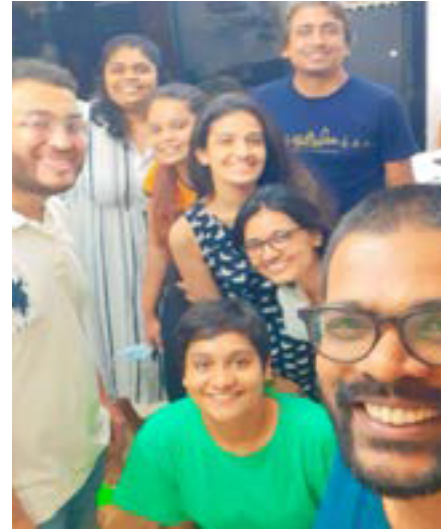
Flying Elephant Designs is a Mumbai based Graphic Design Studio, specialising in Brand Strategy & Communication. Their services span across media including Digital, Print and Video.

We believe, we grow
when your brand grows!!



Our work displayed on New York's Times Square Building





The Team



Akanksha Sureka
Founder & CEO



Hrishikesh Shinde
Creative Head



Neha Nachankar
Senior Designer



Me!
Design Intern

about client

Just for you™

'Just for you' is an upcoming skin and body care product brand.

- **Blend of science and nature**
- **Made with locally sourced natural ingredients.**
- **Manufacturing, formulation and procurement is done by inhouse experts.**

project 1 brief

To create a packaging design for the brand's Strawberry Range.

objectives

To create a presence for the brand with a differentiated and distinct packaging currently focussing on the product range of Strawberry Glaze.

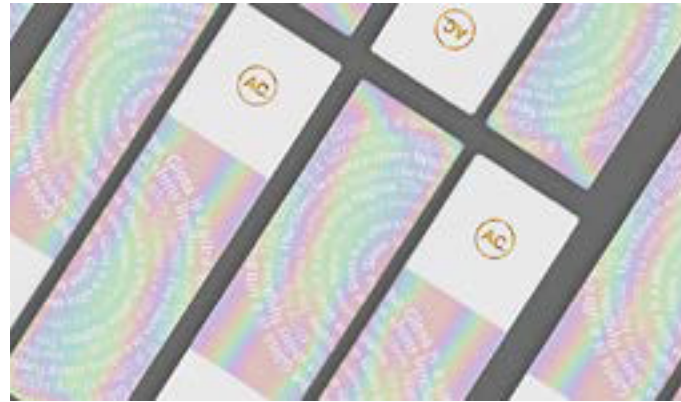
It needs to stand out amongst the competitors, to amplify intended message of the brand, and allow seamless extension of the brand through different formats.

challenges

The global skincare product market is a highly competitive market. Just for you is a new brand, so the challenge is to make the audience pick something up from the shelf solely on the basis of first impression.

Working with the current logo and creating a sensible and appealing packaging design was the real challenge

packaging trends



Color Mists : solid white packaging gets a lively boost from a spray of misted color pops.

Y2K Aesthetics: characterized by pale blues, purple, silvers, white and pale neons and the generous use of geometric shapes.

Typographic: play with typography, white space and playful colors.

Gentleness: trend of using light, comforting colors and minimal elements to create an airy feeling

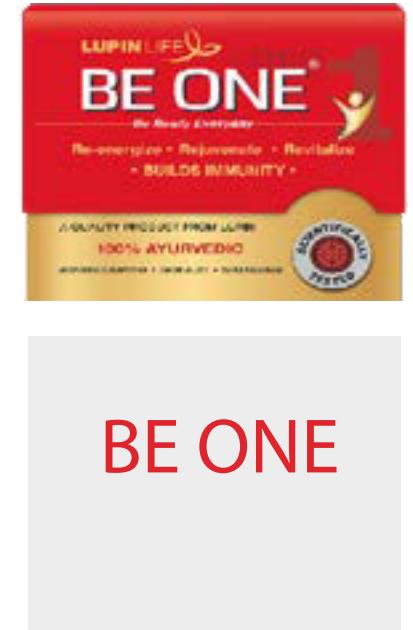
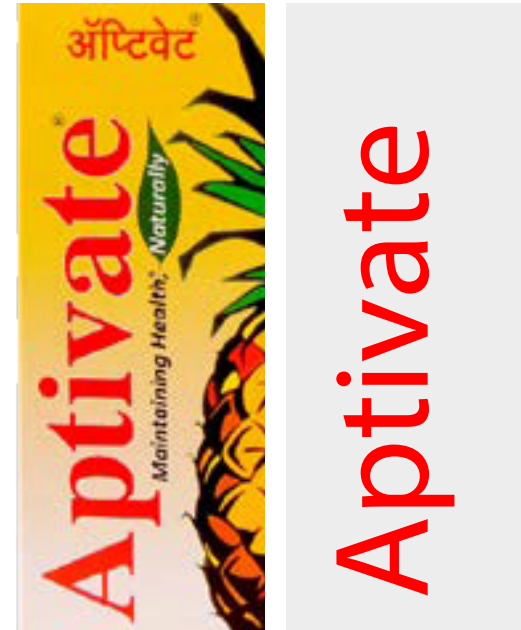
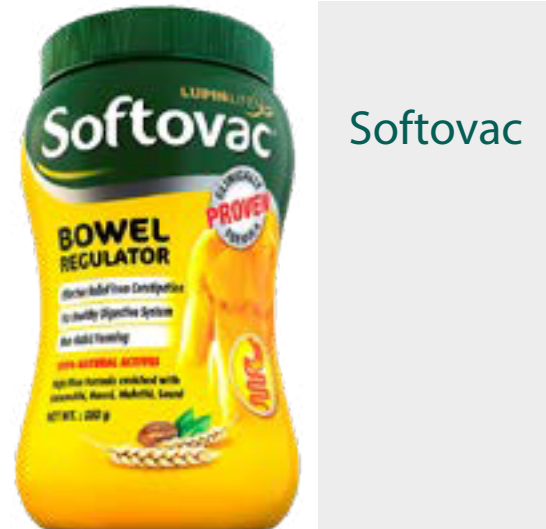
competitor study

Softovac - Bowel Regulator

Aptivate - Appetite Stimuliser

Be One - Health Supplements

PRODUCT WIREFRAME



COLOUR PALETTE



TYPOGRAPHY

Sans Serif

Serif

Sans Serif

GRAPHIC STYLE

Pictorial Graphics blended with realistic illustrations

Outdated Photographic Visuals

Flat Vector Graphics

OUTLOOK

Bright pictures makes it OTC Friendly

OTC Friendly due to colour palette and use of pictures

Bright colours yet clinical look

LAYOUT

Big Bold text makes design looks cluttered

Improper placement of text and pictures

Too much text makes it look cluttered, No Breathing space

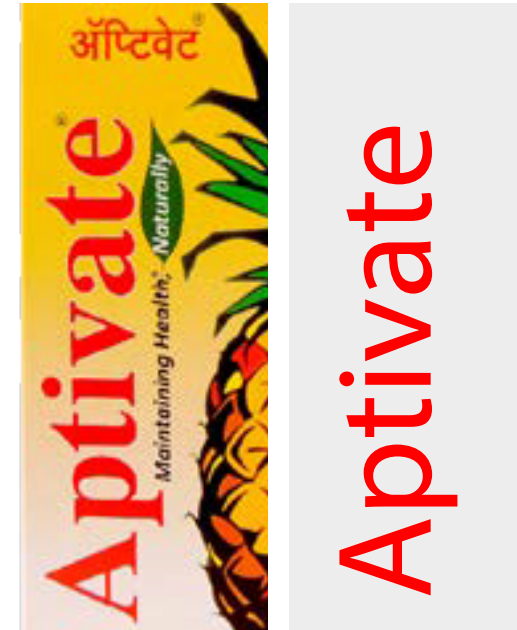
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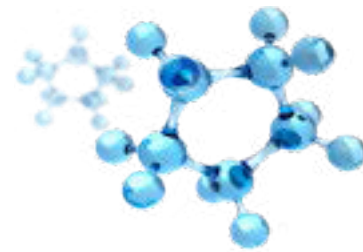
Too much text makes it look cluttered, No Breathing space

product features

Use of real strawberry extracts



Use of Hyaluronic acid



Inhouse manufacturing



Product range

Body wash
Body yogurt
Body scrub
Body lotion

SWOT analysis

S

- Raw natural ingredients mixed with chemicals that are proven to be beneficial for skin
- Inhouse manufactured ingredients

W

- Common name
- Rapid rise of local as well as global competition
- A range of new beauty concepts is also challenging

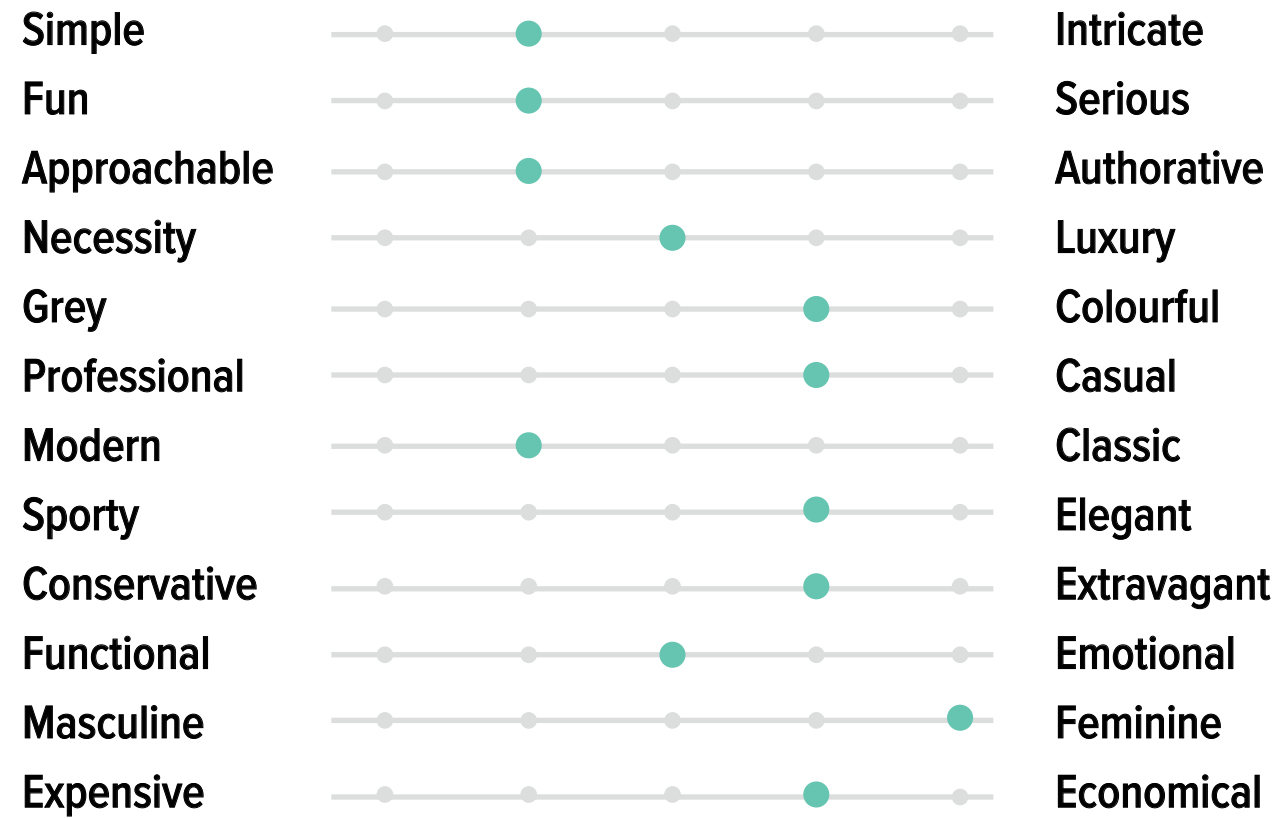
O

- Driving demand for more advanced products in this industry
- TG prioritizing meaning over materialism and using products that has best of both worlds

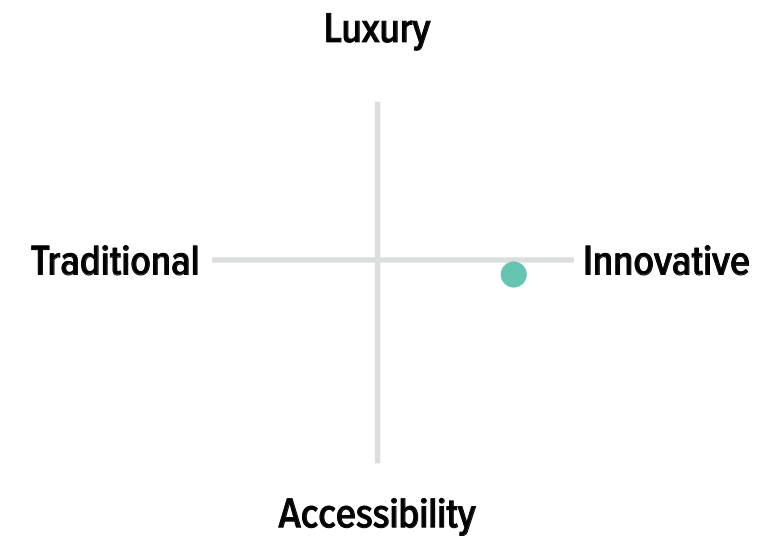
T

- Existing brands selling skincare products
- Increase the competition
- TG not brand loyal.

brand personality spectrum



brand positioning



target audience study

DEMOGRAPHICS

Age Group : 16- 45 YO, Majorly females

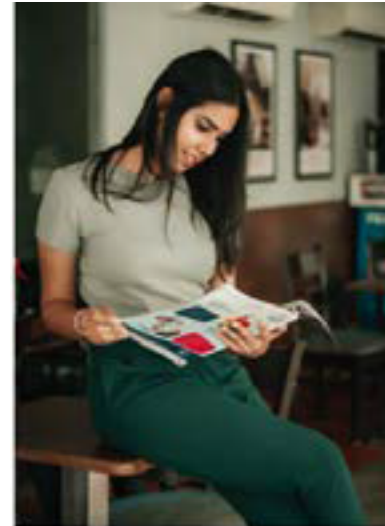
Location : Urban/ Metro cities

Economic Status : Most commonly found in middle class and upper middle class

PSYCHOANALYSIS

People who believe and accept that basic skincare and even make-up is a daily routine to keep the skin healthy and flawless
Those who are beauty conscious and who choose their beauty products, according to their personal values.

Those who have become conscious of the need to look groomed in order to evolve personal hygiene and boost self-confidence



The Golden Circle

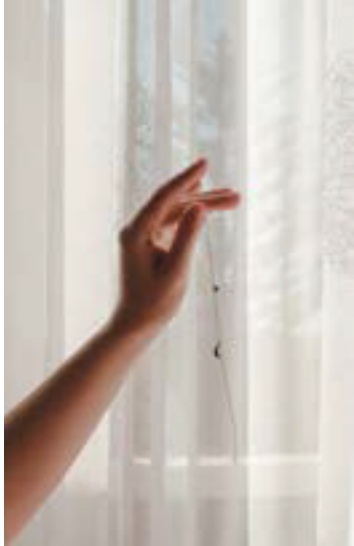
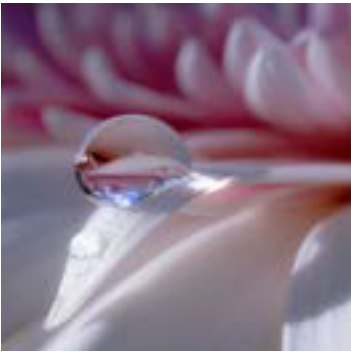


Design Proposal

Mindmap

Beauty conscious **Nourishment** Self love Independent
Essential Innovative **Confident** Beautiful Dreamy
Pamper Young Gentle Empathy Positivity
Good chemicals Fragrance **Refreshing** Clean
Compassion Raw Science Edgy **Enriching**
Love Nutrients **Playful** Care Flavourful Sweet

Refreshing



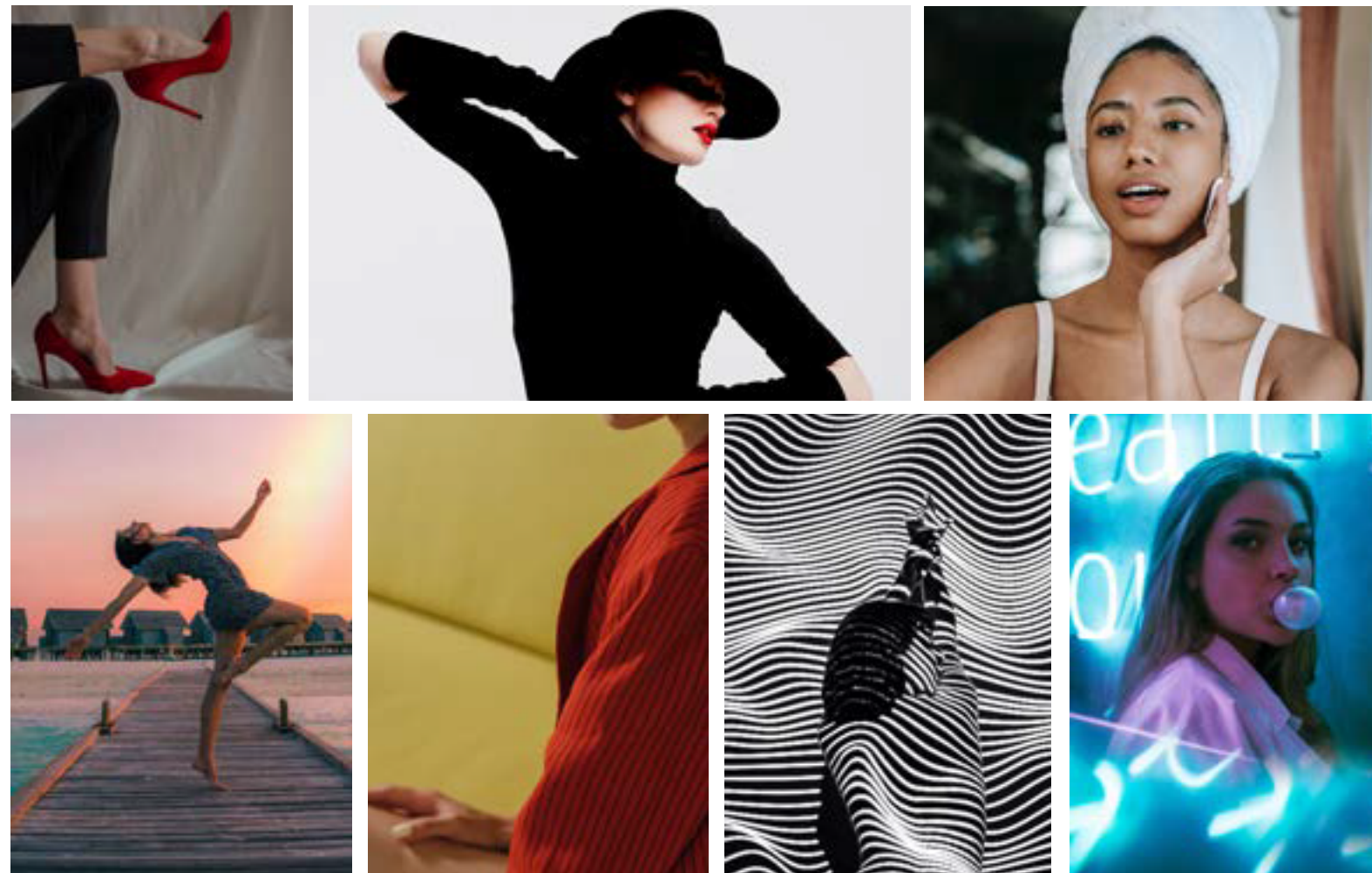
Positive | Nourishment | Care

Playful



Dynamic | Lively | Excitement

Confident



Bold | Independent | Passionate

Inspiration Board

Balance between whites and color



Illustrations with textures



Abstract shapes and illustrations

Geometric illustrations to depict a story



Ingredient based illustrations

Pastel colors

Color Palette



Sweet | Fresh | Feminine | Gentleness | Care



Typeface

Bebas Neue Pro

Aa Bb Cc Dd Ee Ff Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Features: San-serif
Clean
Elegant Shapes
Straightforward
Simple
Condensed
Mature

Concept 1

From farm to shelf

Portraying the process right from picking of fruits from farm till producing the body care products with help of essential chemicals to get the best results.





STRAWBERRY BERRY GLAZE

JUST FOR YOU IS A RESULT OF SCIENCE AND NATURE BLENDING TOGETHER. A QUEST TO FIND THE MOST EFFECTIVE SKIN SOLUTIONS LED TO THE BIRTH OF A COLLECTION OF GOODNESS INFUSED PRODUCTS THAT PROVIDE A HOLISTICALLY CALMING AND RESTORING EXPERIENCE.

THIS STRAWBERRY GLAZE BODY LOTION STANDS TRUE TO ITS NAME AND PROMISES ABSOLUTE STRAWBERRY DECLENCE, LEAVING YOUR SKIN DEEPLY MOISTURIZED, NURISHED AND WITH A LINGERING, DELICIOUS BERRY FRAGRANCE.

MKTG BY/REG OFFICE

547, SAROJINI BUILDING,
S.J.W.S LANE, WADALA(W),
MUMBAI-400031

MFD BY

ARTHAVEDA WELLNESS PRIVATE LTD,
S.NO. 2679,
VILLAGE DANDIGRAM,
TAL. MANASALESINGHAR,
DIST. SATARA - 417005



LET'S GET SOCIAL

INFO@ARTHAVEDA.CO
WWW.JFYBEAUTY.CO



HOW TO USE ?

- POUR ONTO A WET LOOAH,
- GENTLY RUB OVER WET BODY AND WORK INTO A LATHER.
- RINSE OFF WITH WATER AND TOWEL DRY.



CRUELTY FREE



CLEAN



PARABEN FREE

KNOW WHAT'S INSIDE

SODIUM LAURYL ETHER SULFATE,
ACRYL, GLYCERIN, COCO AMIDE
PROPYL BEYTAINE, COCO ETHANOL
AMID, FRAGRANCE (STRAWBERRY),
ALOE VERA, COCUM CHLORIDE,
SODIUM HYDANTOIN, COCOCAMIDE,
METHYXYDIMETHYLSILOXY,
HYDROXYL SULTANE.



NET VOLUME
& NO
MFG DATE
BSC BEFORE
MFP

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INFO@ARTHAVEDA.CO
WWW.JFYBEAUTY.CO



MKTD BY/REG OFFICE

147, SARDAM BUILDING,
S.I.W.S LANE,
WADALA(W),
MUMBAI-400031

MFD BY

ARTHAVEDA WELLNESS
PRIVATE LTD,
S.NO. 50/6,
VILLAGE DANDEGHAR,
TAL. MANABALESHWAR,
DIST. SATARA - 412609.

STRAWBERRY BERRY BLAZE

THE FRESH STRAWBERRIES FILLED
YOUR PALATE WITH A BURST OF
FLAVOURS AS YOU CHILLED OUT
WITH YOUR FAVOURITE BUNCH.
ALLOW US TO TAKE YOU BACK TO
THAT SAME TIME AND FEEL WITH
OUR BODY LOTION. CAPUTING THAT
MUCH LOVED JUICY FRESHNESS.
OUR BODY LOTION WILL KEEP YOU
WELL MOISTORIZED AND SWEETLY
SCENTED ALL THE DAY LONG.



HOW TO USE ?

- SCOP & DOLLOP OF SCRUB ONTO DAMP SKIN
- GENTLY SCRUB IN CIRCULAR MOTIONS
MAINTAINING GENTLE PRESSURE
- RINSE OFF WITH WATER AND
TOWEL DRY.



KNOW WHAT'S INSIDE

SODIUM LAURYL ETHER SULFATE, AQUA,
GLYCERIN, COCO AMIDE PROPYL BETAINE,
COCO DETHANOL AMID, FRAGRANCE
(STRAWBERRY), ALOE VERA, SODIUM
CHLORIDE, DMDM HYDANTOIN, DIASODIUM
EDTA, METHOXYCINNAMIDOPROPYL
HYDROKYSULTAINE.



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& NO
MFD DATE
USE BEFORE
MFP

Concept 2 : Option 1

Exploring the abstract world

Ingredient based illustrations with abstract forms combining elements of nature with textures



Option 1



Concept 2 : Option 2

Exploring the abstract world

Illustrations having more vibrant and playful organic shapes to create a sense of drama and excitement



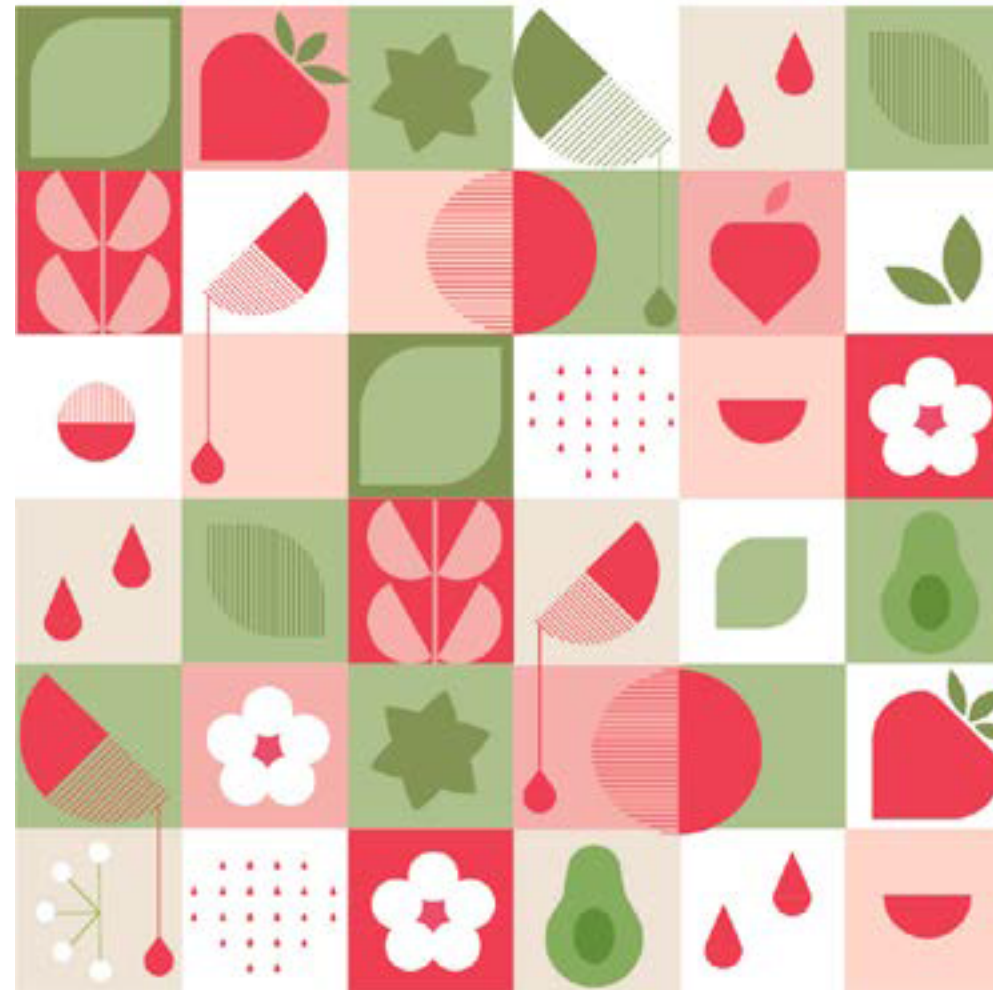


Concept 3 : Option 1

Blend of Science and Nature

Portraying this concept through ingredient specific geometric illustrations.

Here each element is confined to squares to make a pattern.





Concept 3 : Option 2

Blend of Science and Nature

Portraying this concept through ingredient and geometric illustrations of ingredients used in making the product.



Concept approved

Holographic foil printing will be used to highlight the essential oils and chemical ingredients used for the formulation of products along with natural strawberry extract



all product labels

body scrub

Label Height : 4.7 cm



Label width : 28.7 cm

body lotion

Label Height : 13 cm

Just for you
LOVE • CARE • BEAUTY

STRAWBERRY GLAZE

Just For You is a result of science and nature blending together. A quest to find the best effective skin solutions led to the birth of a collection of goodness infused products that provide a holistically calming and soothing experience.

This Strawberry Glaze body lotion stands true to its name and promises absolute strawberry decadence, leaving your skin deeply moisturized, nourished and with a lingering, delicious berry fragrance.

MKTD BY/REG OFFICE
14C Sargam Building,
S.I.W.S Lane, Matola (W),
Mumbai-400071

MFD BY
Arthveda wellness private ltd,
S.No. 50/9, Village Dandehar,
Tal. Mahabaleshwar,
Dist. Satara - 412005.

LET'S GET SOCIAL
info@arthveda.co
@www.jfybeauty
f @ t

BODY LOTION
STRAWBERRY GLAZE

HOW TO USE ?

- Pour required amount onto your palm.
- Gently rub onto body.
- Massage for 2-3 minutes till the lotion gets absorbed.

CRUELTY FREE **VEGAN** **PARABEN FREE**

KNOW WHAT'S INSIDE

Sodium Lauryl Ether Sulfate,
Aqua, glycerin, coco amide propyl betain,
Coco D Ethanol Amid, Fragrance (strawberry),
aloevera, sodium chloride, OMDN Hyalutain,
Disodium EDTA, Methylerythrosylpropyl
Hydroxysulfaine.

**AVOCADO OIL
& HYALURONIC ACID**
6.78 FL OZ (200 ML)

NET VOLUME
6.80
NET DATE
02.05.2024
SEE BEHIND
NEP

Holographic foil printing

Label width : 14cm

body yogurt

Label Height : 3.45 cm

MKTD BY/REG OFFICE
147, Sargam Building,
S.I.W.S Lane, Wadala (W),
Mumbai-400031

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info@arthaveda.co
www.jfybeauty.co

STRAWBERRY GLAZE
Just For You is a result of science and nature blending together. A quest to find the best effective skin solutions led to the birth of a collection of goodness infused products that provide a holistically calming and soothing experience.

MFD BY
Arthaveda wellness private ltd,
S.No. 50/6, Village Dandeghar,
Tal. Mahabaleshwar,
Dist. Satara - 412005.

Just for you
LOVE • CARE • BEAUTY

BODY YOGURT

STRAWBERRY GLAZE

JOBBA & OLIVE OIL
WITH HYALURONIC ACID
9.78 FL OZ (280 G)

HOW TO USE ?
Pour a coin size drop on your palm.
Apply on your skin and keep for 10 mins
Rinse off with water and towel dry.

KNOW WHAT'S INSIDE
Sodium Lauryl Ether Sulfate, Aqua, glycerin, coco amide propyl betain, Coco Gethanol Amid, Fragrance (strawberry), aloevera, sodium chloride, DMDM Hydantoin, Disodium EDTA, Methoxycinnamidopropyl Hydroxysulfate.

CRUELTY FREE **VEGAN** **PARABEN FREE**

NET VOLUME 9.8 OZ
MFD DATE
USE BEFORE
MPP

Holographic foil printing

Label width : 22 cm

body wash 1

Label Height : 11 cm

STRAWBERRY GLAZE
Just For You is a result of science and nature blending together. A quest to find the best effective skin solutions led to the birth of a collection of goodness infused products that provide a holistically calming and soothing experience.

This Strawberry Glaze body wash stands true to it's name and promises absolute strawberry decadence, leaving your skin deeply moisturized, nourished and with a lingering, delicious berry fragrance.

.....

MKTD BY/REG OFFICE
147, Sargam Building,
S.I.M.S Lane, Wadala (W),
Mumbai-400031

MFG BY
ARTHAVEDA WELLNESS PRIVATE LTD,
S.No. 50/E,
Village Dandeghar,
Tal. Mahabaleshwar,
Dist. Satara - 412005.

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info@arthaveda.co
@www.jfybeautyco

HOW TO USE ?
Pour onto a wet loofah.
Gently rub onto wet body and work into a lather.
Rinse off with water and towel dry.

KNOW WHAT'S INSIDE
Sodium Lauryl Ether Sulfate, Aqua, glycerin, coco amide propyl betain, Coco D Ethanol Acid, Fragrance (strawberry), aloevera, sodium chloride, DDM Hydantoin, Disodium EDTA, Methorycnamidopropyl Hydroxysulfaine

AVOCADO OIL & HYALURONIC ACID
10.14 FL. OZ (300 ML)

NET VOLUME 3.50 FL. OZ (100 ML)
MFG DATE
USE BEFORE
EXP

Holographic foil printing

Label width : 19 cm

body wash 2

Label Height : 11.7 cm

Just for you
LOVE • CARE • BEAUTY

BODY WASH

STRAWBERRY GLAZE

STRAWBERRY GLAZE

Just For You is a result of science and nature blending together. A quest to find the best effective skin solutions led to the birth of a collection of goodness infused products that provide a holistically calming and soothing experience.

This Strawberry Glaze body wash stands true to its name and promises absolute strawberry decadence, leaving your skin deeply moisturized, nourished and with a lingering, delicious berry fragrance.

.....

MARKETED BY/REG OFFICE

142 Sargam Building,
S.I.W.S Lane, Wadala (W),
Mumbai-400011

MFD BY

ARTHAVEDIA WELLNESS PRIVATE LTD,
S.No. 50/15,
Village Sandeigar,
Tal. Mahabaleshwar,
Dist. Satara - 422005

LET'S GET SOCIAL

info@artthavedia.co
@www.jfybeauty.co

AVOCADO OIL
& HYALURONIC ACID
10.14 FL. OZ (300 ML)

HOW TO USE ?

- Pour into a wet loofah.
- Gently rub onto wet body and work into a lather.
- Rinse off with water and towel dry.

CRUELTY FREE **VEGAN** **PARABEN FREE**

KNOW WHAT'S INSIDE

Sodium Lauryl Ether Sulfate, Aqua, glycerin, coco amide propyl betain, Deco D Ethanol Amod, Fragrance (strawberry), stevens, sodium chloride, SMDM Hytanton, Glucodipn EDTA, Methylcyclohexylpropyl Hydroxybutane

NET VOLUME
E.N.O
MFD DATE
USE BY DATE
MFG

Holographic foil printing

Label width : 14.2 cm

complete range







With the greatness of Nature
and wisdom of Science

This advertisement features a close-up of a woman's hands with red nail polish, one hand resting on the other. The hands are covered in a white, creamy lotion. The background is white with decorative elements including a red strawberry in the top left, a green leaf, and a pattern of small red and green diamonds in the bottom right. There are also some red and green geometric shapes scattered around the hands.

Just for you

Just for you
BODY WASH

jfybeauty.com

The advertisement shows a white pump bottle of body wash with a red label that says "Just for you BODY WASH". The bottle is surrounded by colorful illustrations of strawberries, green leaves, and a blue and white striped towel. The background is white with a pattern of small red and green diamonds at the bottom.

LOVE • CARE • BEAUTY

This advertisement features a close-up of a woman's face, smiling and looking slightly to the side. Her hand is resting on her cheek. The background is white with decorative elements including a pattern of small red and green diamonds in the top left and bottom right, a green leaf in the top right, and a red and white striped circle in the bottom right.



LOVE

Just for you

CARE

BEAUTY