

Design Crowd Packaging Design Guidelines

Product Name:

Sea Salt Soak

Brand:

i-JOA

Logo:



(Colors: Mint, Pink, or Black)

Creative Brief:

We sell products to professional salons in the USA. This product is used as the first step when treating clients to a pedicure spa. This product is called SALT SOAK (or Bath Salts). The salt is added to the water to cleanse the skin, create a pleasant fragrance, and change the color of the water.

This product has 5 different variations, based on the scent of the salt soak. The available scents are:

- LAVENDER
- MANDARIN
- CUCUMBER-MELON
- JASMINE
- MINT

We would like to see package designs for all 5 scents. The theme should be consistent across the different variations of scents. The design should focus on bright, attractive, floral colors/themes. The design should fully express the color and imagery that are associated with each scent. (Lavender scent should include purple colors, lavender flower, etc.).

Ideal designs will incorporate a luxurious and premium aesthetic that combines elegant imagery, colors, and premium finishes. See example images for reference of popular designs/brands.

Packaging Dimensions:

Sachet Packet Dimensions:

- 8cm x 13cm
- Two-Sided

****Use the provided dimensions artwork file as needed.****

Text – Sea Salt Soak

Directions:

Add desired amount to warm water, soak feet, and then rinse.

Ingredients:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Caution:

For external use only. Avoid use when skin is damaged or near any open cuts, wounds, or irritations. If signs of irritation occur, stop use immediately and consult a doctor. Keep away from direct sunlight. Store at room temperature and use immediately after opening. Keep out of reach of children.

Distributed by:

Great Ocean Enterprise, Inc.

Greenfield, IN 46140

www.greatoceanenterprise.com

Made in Korea

Other Key Text to Include (Optional)

Optional text to include on the packaging design:

- Deluxe Pedicure
- Vegan
- Single-Use
- Made with Eco Cert. Organic Ingredients
- Sealed Fresh
- Paraben Free
- No Triclosan, Animal Products, Sulfates, 1-2 Dioxane