**GLYCOLIC ACID POWDER: PACKAGING BRIEF (front of package)**

**BACKGROUND**

Huetiful Labs’ Glycolic Acid Powder is pure glycolic acid powder that, when mixed with water, creates glycolic acid solution. Depending on the amount of water added to the powder, you can create different strengths of the solution. Commerical products use between 10 and 70% glycolic acid solution in products. Huetiful Labs is part of the Huetiful hair care company. One of our products use glycolic acid and we can repurpose the raw ingredient alone for retail sales targeting do-it-yourself at home beauty and skin care makers.

Most sellers of glycolic acid powder use basic packaging. Huetiful Labs intends to create professional, standout packaging that reinforces the quality of the glycolic acid powder we are selling and is consistent with other Huetiful brand products sold.

**COMMUNICATION MESSAGE STRATEGY**

**COMMUNICATION OBJECTIVE**

Package clearly communicates WHO (Huetiful LabsTM), WHAT (glycolic acid powder), and WHY (use and benefits of the product). The package will be on matte finish so we’re going for a look of clean, purity or natural versus fake or loud or busy.

**BENEFITS:**

* Facial / Toner / Scalp Scrub / Hyperpigmentation
* Resealable Bag
* **0%** Fragrances, Additives, Dyes

**EXECUTIONAL MANDATORIES (same package front with three different weights/sizes)**

* Clearly states brand name (Huetiful) and product inside (Glycolic Acid Powder)
* Colored package with white reverse font (white bold lettering)
* Clearly shows image of granulated white powder (see example of similar package but different product)
* Two packages all the same on the front the weight: NET WT. 100G and NET WT. 200G

**BRAND PANTONE COLORS**

* The brand generally uses the following colors: PMS 5483, PMS 403, PMS 5835, PMS 688

**TECHNICAL SPECIFICATIONS OF PACKAGE**

5 inches wide by 8 inches tall with a “bleed” of .75 cm on each edge for 100G and 200G. The 100G and 200G should be on their own separate layer in the .ai file so that we can interchange them easily in the design file.

**SIMILIAR PACKAGE (SEE NEXT PAGE)**

A bag of laundry detergent

Description automatically generated

A close-up of a logo

Description automatically generated