Notes for New Ideas

**Box** - Can you please provide a quick 3D render to get an idea

Overall make the leaf motif a little lighter still please

Panel 1

Position of NDC - to be provided shortly - make same font as “The Professional Choice”

Remove the colon “ : “ after word For: - change to For

Panel 2

* Note wording change
* Color change of words
* 1/ “Infused With Aloe…..”  color - matches the top orange band that has website address
* 2/ “Safe - Easy…” is the lighter orange from within big “D”
* 3/ “Suits All…” is the lighter grey from within word  “Numb” on panel 1
* Note also the aligned slope between “Infused” “Safe” & “Suits” - in that the first letters of each are all on the same straight line at the angle it is
* Please ensure the PL30602B

                                         V01                     is on the flap as indicated in correct orientation

* Wording font here as example is Avenir Black Oblique - note it is *italicized*
* Use this or a similar font - nice clean lines
* Maybe can also try the “4% Lidocaine…….Waxing - Laser” in this font as well across whole package. It would be interesting to see a new font compared to the existing
* Please provide both.

Panel 3

* Big “D” was reduced in overall size a little bit and pushed close to left edge, but not all the way across
* The Deeveeant® Numb was reduced in size to fit and be as close as I could get to the original 3D renders sent over - we prefer this rather than at the bottom as you initially suggested
* The 4% Lidocaine...etc...etc is aligned centrally with the same one in Panel 1
* Remove colon “ : “ after word For: - change to For

Panel 4

* Barcode was trimmed and rotated to align numerals with words

Back panel

* Remove the PL30602B

                               V01

I hope to have the Drug Panel for you very soon, and the NDC number not too much longer – maybe a week

**Tube** - Can you please provide a quick 3D render to get an idea

Overall make the leaf motif a little lighter still please

Still awaiting the lid

Remove the colon “ : “ after word For: - change to For

I had to adjust size of “D” and “Deeveeant®Numb”

I have also added a version where the orange bar sits above the Drug Panel.

I think this could work well and it fits below the red dashed mid-line.

For the “4% Lidocaine….” Please try in the font suggestions as for the box.

Try existing font and also the new font

Thanks