

Retinol PLUS Label Brief

Company/Product Overview: Avant is an organic and natural skin care line with mid-price ranges and an elegant look & feel to match the high quality of our ingredients.

LABEL: Create a design that will be printed on a gold label that has a similar yet unique look to other products as shown below, more similar to the Liquid Rejuvenation. Please design gold areas in gold, which will later need to be changed to red on the final files per printer specs. The winner will also have a chance to redesign other product labels.



Product Name for label: Retinol PLUS

1. Font must have similar look to other product.
2. I would like a unique treatment of the product name "Retinol PLUS" and would like "PLUS" to be in a script font...something elegant looking.

Back right Information & Directions (Replace all current text on right hand side):

1st Paragraph:

An intensive overnight moisturizer, this powerful formula of Retinol *PLUS* antioxidants stimulates collagen production and increases cell turnover to visibly reduce lines and deep wrinkles, fade age spots and firm skin. With nourishing oils, your skin will look fresh and youthful.

Directions:

DIRECTIONS: Shake well. Apply a thin layer to clean face and neck using a light, upward circular motion. Avoid direct contact with eyes. **USE:** Nightly. Use every other night and build gradually if mild irritation or redness occurs.

Manufactured:

Manufactured For: Avant

PO Box 51987 | Pacific Grove, CA 93950

www.avantgoods.com | Made In USA

Barcode: Use barcode as attached. Please see other product label below for possible label placement. Label must be vertical on label, not horizontal and text can wrap.

**FRONT/Middle (Main part of label):**

1. Use Avant logo as attached
2. Main product name: **Retinol PLUS**
3. Copy for front:
 - a. Intensive Overnight Moisturizer
4. Specific ingredients to put on front in order of importance
 - a. Retinol 2.5% Plus
 - b. Hyaluronic Acid
 - c. Aloe Vera, Sunflower Oil, Jojoba Oil, Shea Butter
 - d. Vitamin E & Green Tea
5. 2 fl. oz./60 ml

LEFT INGREDIENT PANEL: No Changes, but here is a spell checked version of the ingredients for easier copy & paste...

(97% Naturally Derived/71% Organic) Ingredients: Aloe Barbadensis Leaf Juice (Organic Aloe), Aqua (Water), Helianthus Annuus Seed Oil (Organic Sunflower), Isopropyl Palmitate, Glyceryl Stearate SE, Cetyl Alcohol, Retinol, Cassia Angustifolia Seed Polysaccharide (Plant Based Hyaluronic Acid), Stearic Acid, Glycerin (Kosher Vegetable), Simmondsia Chinensis Seed Oil (Organic Jojoba), Butyrospermum Parkii Butter (Shea), Panthenol (Vitamin B5), Tocopherol Acetate (Vitamin E), Propolis Extract, Centella Asiatica Extract (Organic Gotu Kola), Equisetum Arvense Extract (Horsetail), Taraxacum Officinale Extract (Dandelion), Geranium Maculatum Extract (Wild Geranium), Camelia Sinensis Extract (Green Tea), Xanthan Gum, Phenoxyethanol, Ethylhexylglycerin.

Keep all 3 icons.