

Abbot Kinney Apothecary

Beard Oil - 2 oz in 3 fragrances

Packaging: 2 oz amber Boston Round with Black dropper

Current product feedback: Too Plain





Inspiration Products



NOTE: These cartons are oversized from a normal beard oil carton (think of a box for a single bar of soap - thicker and square)

What the consumer wants to see on the shelf:

- Box should be larger than others and be soft touch (feels luxurious)
- More “hipster look/feel”
- Text should stand out like inspiration photos - jumping off the shelf to the consumer
- Use the existing logo of Abbot Kinney
- Deco will be wrap label as shown in current product image
- Sample text to pull copy for outer carton (taken from label on glass bottle):
 - Strengthen and condition your beard with this blend of natural oils. Sunflower oil is rich in omega, fatty acids and vitamins E, C, B, and A, while avocado oil hydrates the beard fibers from root to tip, keep the beard looking and feeling extraordinary. Smooth into your beard for a healthy sheen and a woody scent evoking the great outdoors.
- Cool/Hipster product at discount pricing (Retail \$5.99)



(Design reference only - we will still be using a 2 oz bottle with dropper)

