

EPDA EXPERTS ON “COSMETICS”

Depot WPF, Russia: Children’s care product range Papa Care

Depot WPF was asked to create a brand for children’s care products made of natural ingredients by Bioguard. The new brand is named ‘Papa Care’ to convey the idea that dads are just as important to babies as moms. The image of a caring father bear is used to communicate the idea that dads play an active role in bringing up a child and convey paternal love, tenderness and concern right from the start of the baby’s life. ‘Mum is the most important person for any baby. (...) But a family is more than just a mum. There are fascinating, multi-faceted relationships between mums, dads and children. When we designed the packaging for ‘Papa Care’, we created an image that would win the approval of fathers and mothers, says Depot WPF’s creative director Alexey Fadeev.

The brand soon won over the target audience and the company was even ranked by Forbes as one of the most successful new brands.



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khdesign, Germany: Jack, Queen, King – Limited Edition for alverde natural cosmetic

Jack, Queen, King – limited edition for alverde Naturkosmetik. alverde Naturkosmetik's limited edition "Jack, Queen, King" is a good example of how much a limited edition can and should stand out from an existing brand range. As with all limited editions of alverde – especially in the range of decorative cosmetics – the only link to the brand is via the logo, otherwise they are independent. The limited edition's objective is to present consumers new and varied products, which are only available for 4 to 6 weeks. Thus, they can pick up trends more easily and quickly – in contrast to the existing range.

The limited edition "Jack, Queen, King" is a surreal combination of photographic motifs and illustrations in the style of Alice in Wonderland, which was specially designed by khdesign. Each of the six products shows an original design from card symbols, inspired by the trend towards diamonds and spade motifs.

As with all limited editions of alverde the products were sold out immediately.



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Raison Pure, France: Sanex (COLGATE PALMOLIVE BRAND)

Sanex is an accessible, mass market skin care brand with products for everyone in the family that can be incorporated into everyone's daily hygiene and personal care routines.

On this specific project, the brand asked Raison Pure to design a clear & clean look and in simple terms convey the idea of a product for specific skin conditions: **SANEX ADVANCED**

The objective was to create a new offer with a medical undertone to reinforce Sanex skin expertise.

Raison Pure created a packaging design that embodies dermatological competence, combining this with the striking modernity of Sanex in line with its core values: universality, hygiene, accessibility.

The result? In 2015 Sanex Advanced was the leading PCP (personal care product) innovation in France.



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