



Family Size!

Suave

Naturals

Fresh
Mountain
Strawberry
Shampoo

Infused with
Strawberry extract
and Vitamin E
22.5 fl. oz. 665 ml

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and Vitamin E
strawberry extract
infused with



When I began this project, I wanted to give Suave's Naturals line a more contemporary feel, but still simple at the same time. The suave brand is very affordable and I think that their other lines of products have a very fun and modern look. Which I felt was something that their Naturals line lacked. I wanted the customer to have the feel of a more expensive brand yet, have an organic and approachable feel. I slightly changed the shape of the bottle and replaced their photographic looking graphics with fun flat ones, which I think give it a more modern look. I also used brighter colors and clean easy to read sans serif fonts.

I went with a clear plastic bottle to make the bottle brighter and more eye catching.

I used a hand done type of font for the word "Naturals" to give it a more fun and organic feel.

I used a fun swirly graphic. I wanted it to have sort of a garden feel, yet abstract and contemporary at the same time.



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Fresh Mountain Strawberry Shampoo

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22.5 fl. oz. 665 ml

Clean, easy to read sans serif font.

I used almost completely flat graphics in order to give the bottle a very fun, yet simple, not so over worked look.

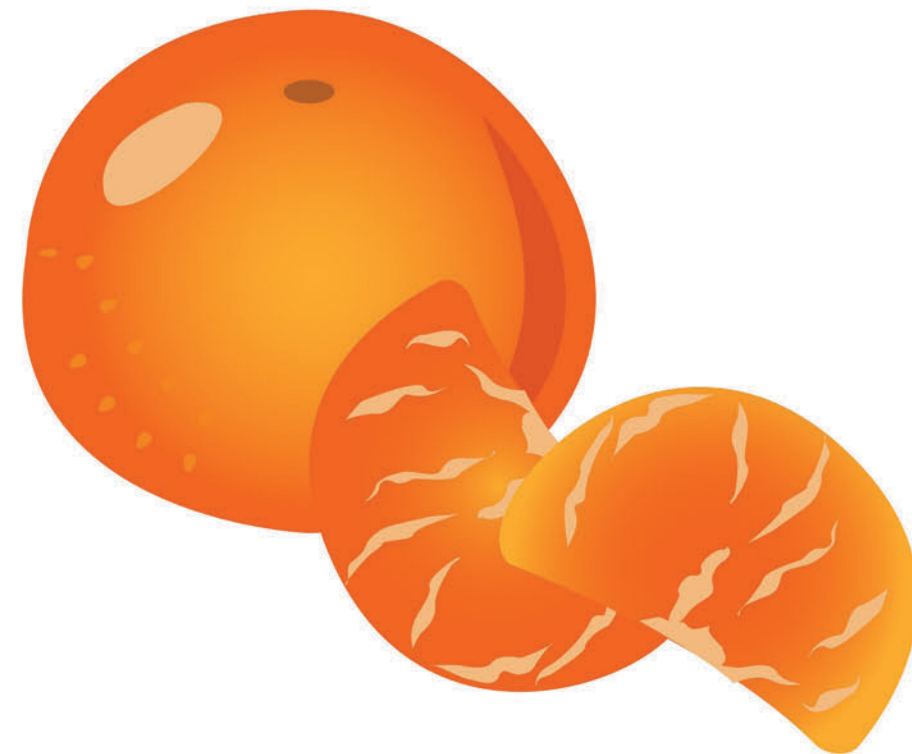


Example of their Naturals line of shampoo. I feel that their use of photographic images gives the package an outdated look. Also their use of thin white plastic, it gives it an opaque look and doesn't let the brightness of the shampoo come through. /

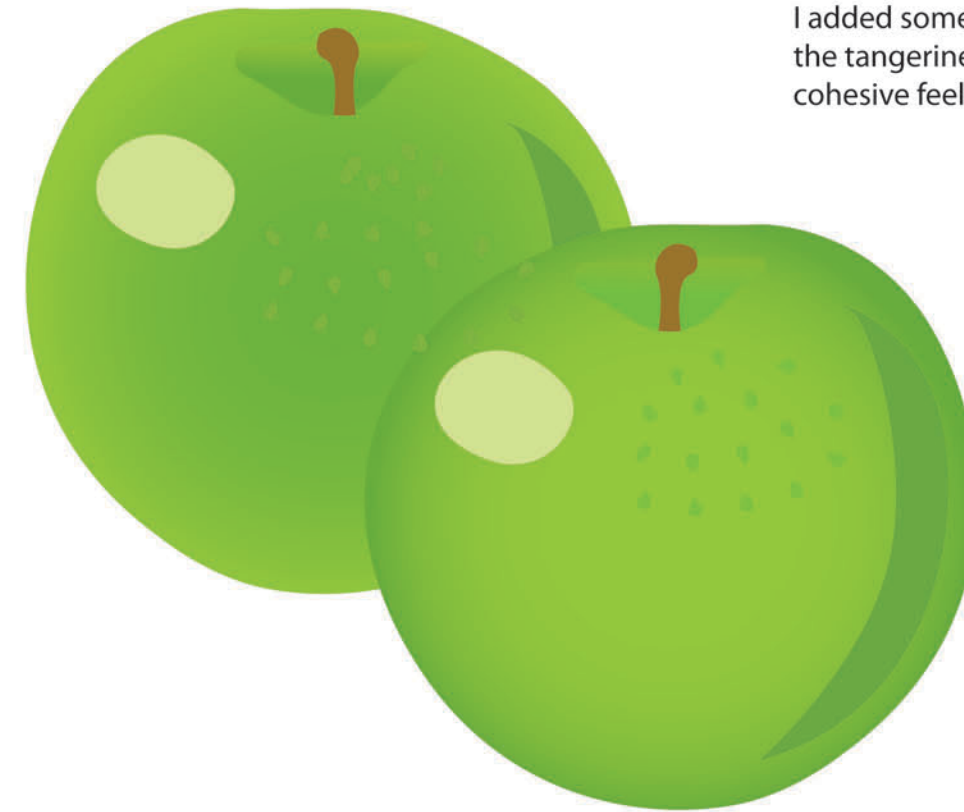
I used flat graphics to illustrate the scents of the shampoo. I feel that the flatness of them give the product a simple and approachable feel to the product, but at the same time give it a fun and contemporary feel without being expensive. It is also eye catching and cute.

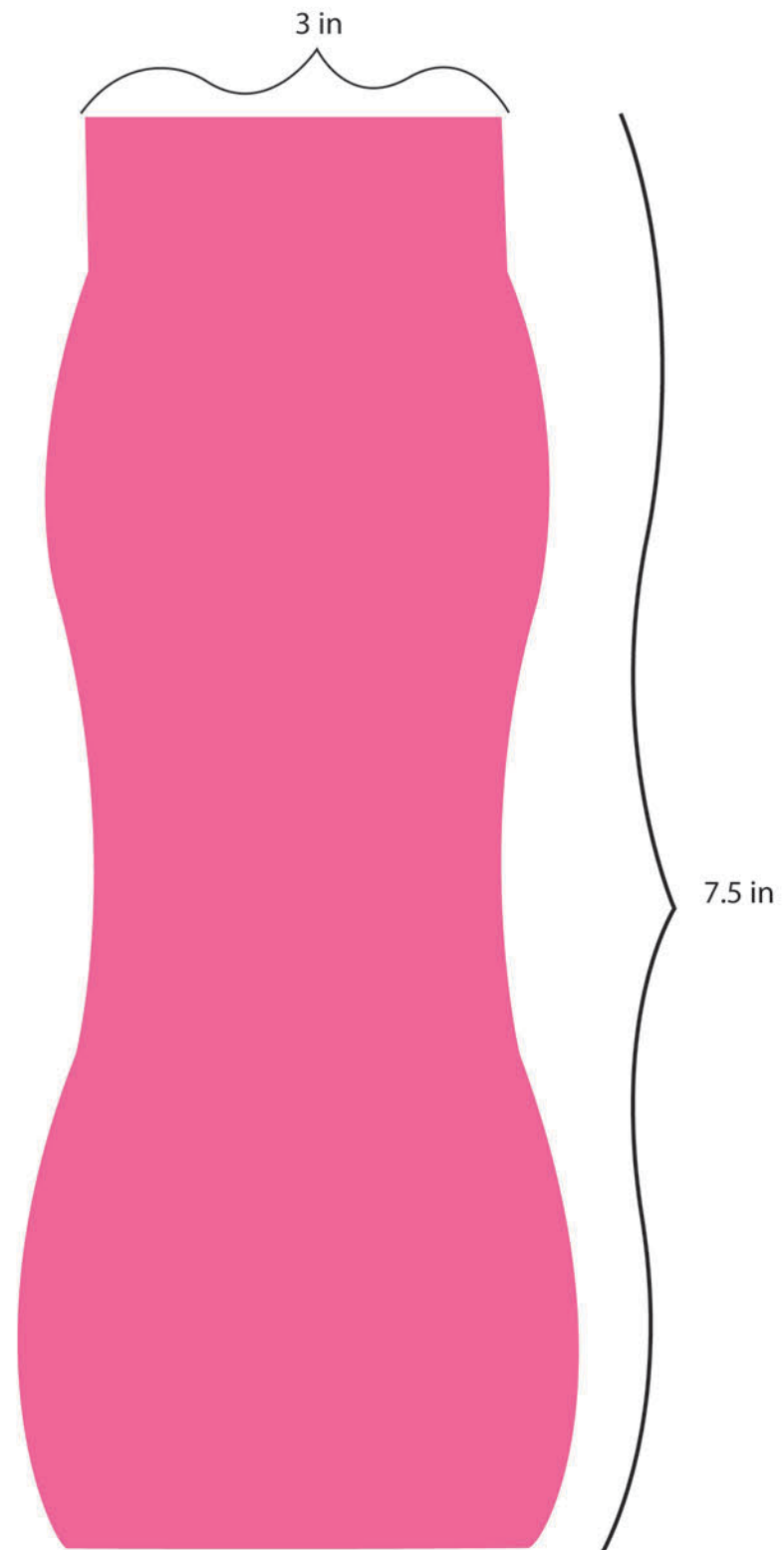


I used bright colors on all the fruits to make it more eye catching and fun.



I added some freckles to the apples and the tangerine to add a more cohesive feel as a whole.





I used a fun sort of organic shape for my bottle. I gave it a waist and made it slightly wider on top and on the bottom so that it makes it easier to be held in the shower when it's wet.

When I began this project, I was inspired by similar products. I specially really liked the colors used in Herbal Essences. One of the things that inspired me the most was the fact that Suave's Professionals has such a nice contemporary look and their Naturals didn't. I wanted Naturals to also have a nice sleek contemporary fun look. I was inspired by the shape of the Professionals line, which is why the shape of my bottle resembles it. I also really liked the flatness of the graphics in all of these products and the fun colors.





i just wanted to show the product in a display isle at a store. I placed my Suave shampoo bottle in a spot on the shelf just to show how it would fit with the other similar products that are out there.