

## Revamp Lifestyle packaging

Creative Licence visual communications team has completed the new look for the packaging for Lifestyle feminine hygiene pads. Its brief was to make the package stand out on cluttered retail shelves.



“Our brief was to clean up the packs, making it easier for the consumer to find what they are looking for in a store aisle which can be bewildering at best,” said Jan Okker, production director of Creative Licence. “We simplified the packaging, made it cleaner, brighter and more eye-catching.”

The old blue background has been transformed to a softer, more feminine shade of purple and the soft silhouette of the woman on the packaging has been revamped, and is now distinctive and sassy. The bottom of each pack has been colour-coded and contains information about the contents to make customer identification easier. A decorative element on the left of the packaging has been added to emphasise the femininity of the product.

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