

Communication Arts

The Essential Creative Resource

11.24.08

Organicare brand development/packaging

Packaging, Consumer



Kansas City-based Willoughby Design partnered with Organicare, a USDA organic certified skincare brand, to launch a new line of products this fall in Nordstrom, Dillard's and Henri Bendel stores. The packaging is sophisticated, fashionable and serious while staying true to the product's unique earth-responsible mission, made using hydropower and wind power, and produced in a completely carbon-neutral facility. The packaging is Forest Stewardship Council certified and all the paperboard comes from responsibly managed forests through replanting and careful harvesting.

Stephanie Lee, art director; Nate Hardin, design director; Janette Crawford, writer; Ann Willoughby, chief creative officer/president; Megan Semrick, vice president, brand innovation; Jamie O'Banion, client;



www.willoughbydesi.com
www.icareorganics.com

<http://www.commarts.com/exhibit/organicare-brand.html>