



**PACKAGINGS
OF THE WORLD**
YOUR PACKAGING DESIGN ARCHIVE
[HTTP://PACKAGINGSOFTHEWORLD.BLOGSPOT.COM](http://packagingsoftheworld.blogspot.com)

FRIDAY, OCTOBER 24, 2008

Organicare Packaging



Organicare Packaging

Willoughby Design partnered with Organicare , a USDA organic certified skincare brand, to launch a new line of skincare products in Nordstrom, Nordstrom Spa, Dillard's and Henri Bendel stores this fall.

Willoughby designed the Organicare packaging to be sophisticated, fashionable and serious while, at the same time, staying true to the product's unique earth-responsible mission. All of the packaging Willoughby designed for Organicare is made using hydropower or wind power, and is produced in a completely carbon-neutral facility. The packaging is Forest Stewardship Council (FSC) certified and all the paperboard comes from responsibly managed forests through replanting and careful harvesting.

Willoughby Design is a strategic brand design and innovation firm. Founded in 1978, the company lists among its clients Hallmark, Peruvian Connection, Lee Jeans, Wonder Bread, United Nations and the Kauffman Foundation. The Kansas City-based firm is a member of AIGA, the professional association for design.