

TYPOTAGE

**TYPE ON PACKAGE:
AESTHETICS vs
INFORMATION**

JULIUS WIEDEMANN : TASCHEN

P.S.

**75% OF THE
DECISION TO
BUY IS DONE
ON THE POINT
OF SALE**

P.S. 2

**MORE INFORMATION
OR LESS NOISE.**

**WHAT IS
THE MORE
ADEQUATE?**

P.S. 3

**WHAT IS
THE PACKAGE
FOR?**

PACKAGE:

HOW DO

CONSUMERS

SEE WHAT THEY

BUY AT THE TOUCH

POINT?





PACKAGE:
HOW ARE
ACTUALLY
CONSUMERS'
BEHAVIOURS
TODAY?

PACKAGE:

**FMOT, SMOT, FMOL,
ADD vs CPA, PRICE,
BRAND AWARENESS,
POSITION, LOYALTY,
ENGAGING vs
IMPOSING, ETC**

PACKAGE:

OTHER VARIABLES

- **images**
- **logos**
- **imposed information**
- **colours**
- **materials**
- **placement in the point of sale**
- **marketing (campaign, promotional material)**
- **shape of package**

DESIGN:

COLLIDING FORCES

- **simplicity / complexity**
- **beauty**
- **attention / standing out**
- **brand coherence**
- **necessity to inform**
- **obligation to inform**
- **creative freedom**
- **responsability for the investment**
- **delivery of results**

PACKAGE:

AESTHETICS

- **focus of the designer?**
- **important for the retailer?**
- **important for the consumer?**
- **second importance for the client?**
- **important to sell?**
- **important to communicate?**

EXAMPLES:

UP TO 10 WORDS



KIRIN

本格
緑茶

生茶



EFFEN
VODKA

IMPORTED
FROM
HOLLAND

40% ALC. BY VOL. (80 PROOF)

EFFEN
BLACK CHERRY

IMPORTED
FROM
HOLLAND

BLACK CHERRY AND VANILLA
FLAVORED VODKA

750ML | 35% ALC. BY VOL. (70 PROOF)





IMSDAL

RENT NORSK KJØLEVANN
UTEN KULSTRE
IMSDAL
TAPPET FRA KILDEN I IMSDAL



















Mozell







level™

IMPORTED
VODKA

Spirit of Absolut

40% ALC./VOL. (80 PROOF) 1 LITER







shaaz

FIGES D'ORIENT
ET FLEURS D'ORANGER

20%vol Liqueur 70cl

73





開封後はチャックをして保存してください。

ホクレン

北海道の幻のお米

八十九

はちじゅうく

八十九

精米



PASCAL CAFFET for ± 0

± 0

PASCAL CAFFET for ± 0

± 0

PASCAL CAFFET for ± 0

± 0



EAT.

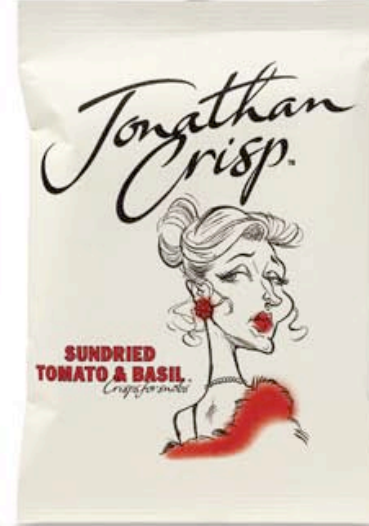
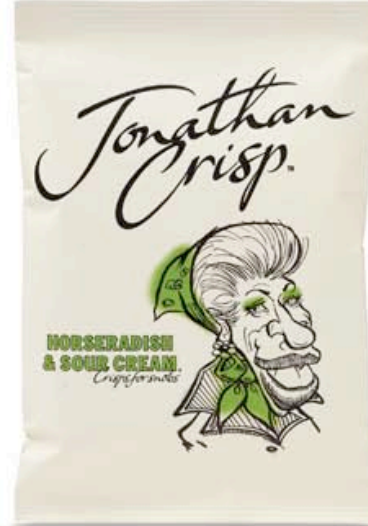
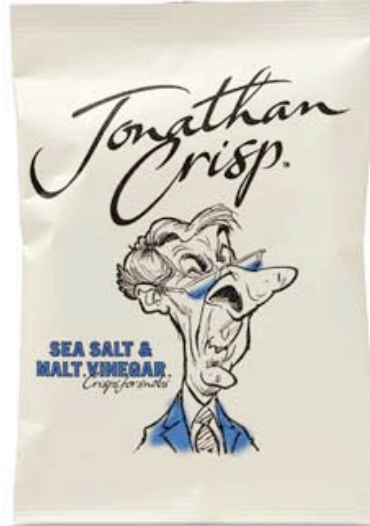
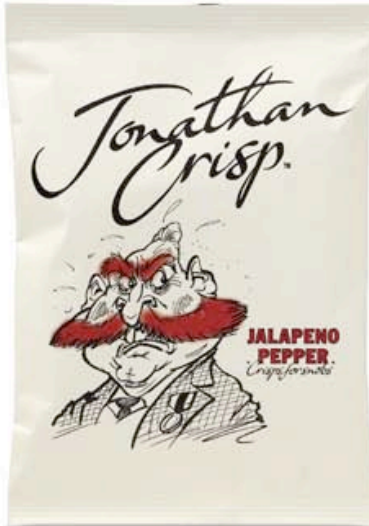
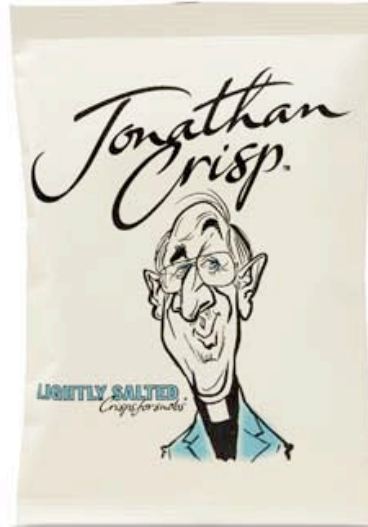
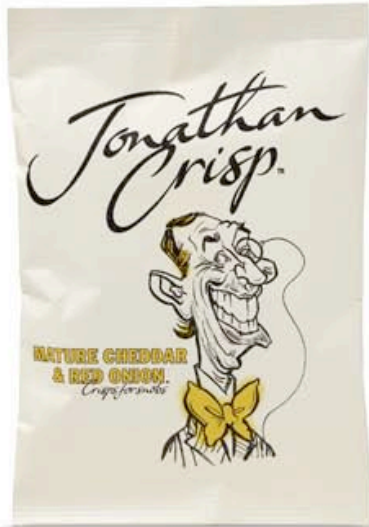
EAT.

SUSHI
EAT.

食
屋









KSHOCOLÂT

KSHOCOLÂT

WHITE CHOCOLATE
28% COCOA BUTTER

KSHOCOLÂT

DARK CHOCOLATE
69% COCOA SOLIDS

KSHOCOLÂT
69% COCOA SOLIDS













DANIÈLE RYMAN
ANTI-AGEING
SERUM
SEED OILS
EXTRA CA
NOURISH OILS
30ml e 1.09 US FL OZ

DANIÈLE RYMAN
ANTI-AGEING
SERUM
SEED OILS
30ml e 1.09 US FL OZ

DANIÈLE RYMAN
REVIVING
BODY WASH
LAVENDER AND CITRUS
200ml e 6.7 US FL OZ

DANIÈLE RYMAN
REVIVING BODYWASH
LAVENDER AND CITRUS
CLEANSING
AND STIMULATING
BODYWASH
200ml e 6.7 US FL OZ

DANIÈLE RYMAN
REVITALISING
FACIAL WASH
HONEY
CLEANSING AND
REPLENISHING WASH
FOR OILY SKIN
50ml e 1.69 US FL OZ

DANIÈLE RYMAN
REPLENISHING
FACIAL WASH
AVOCADO AND HONEY
CLEANSING AND
REJUVENATING WASH
FOR DRY AND OLDER SKIN
50ml e 1.69 US FL OZ

DANIÈLE RYMAN
REJUVENATING MASK
THREE ROSES
RESTORING TREATMENT
FOR STRESSED OR OLDER SKIN
50ml e 1.69 US FL OZ

DANIÈLE RYMAN
RESCUE BALM
INTENSIVE CONDITIONING
FOR LIPS, NAILS, HANDS
AND MOMENTS OF CRISIS
50ml e 1.69 US FL OZ

DANIÈLE RYMAN
BODY CRÈME
NOURISHING
MOISTURIZATION
FOR SKIN
200ml e 6.7 US FL OZ

DANIÈLE RYMAN
HAND MASK
ALPINE AND ROSE
50ml e 1.69 US FL OZ

DANIÈLE RYMAN
RESCUE BALM
50ml e 1.69 US FL OZ









ORIGINAL SOURCE
LAVENDER & TEA TREE
DEEP SOAK
BATH FOAM

ORIGINAL SOURCE
ALMOND & COCONUT
SHOWER FOAM

ORIGINAL SOURCE
ROSE AND GERANIUM
SHOWER
PACKED WITH ESSENTIAL OILS

ORIGINAL SOURCE
TANGY
SHAMPOO

ORIGINAL SOURCE
LIME
SHOWER
PACKED WITH ESSENTIAL OILS

ORIGINAL SOURCE
ROSE AND ALOE
SMOOTHER CONTROL
SHAMPOO

ORIGINAL SOURCE
SHAMPOO





miceline
arcier
AROMATHÉRAPIE

miceline
arcier
AROMATHÉRAPIE

miceline
arcier
AROMATHÉRAPIE



L'ART DE VIVRE
huiles essentielles pour le
corps et l'esprit



shu uemura

COMPACT POWDER Refill
foundation / fond de teint
e 12g 0.42OZ.

shu uemura

shu uemura

shu uemura

shu uemura

BRONZER
Bronzing Powder for face and body/
Poudre bronzante visage et corps
e 12g 0.42OZ.

shu uemura

shu uemura

PRESSED EYE SHADOW N / ombre à paupières
e 2.1g X 4 / 0.07 OZ. X 4



Sp^a
FORMULA

SHOWER BURST
Refresh and rejuvenate

Sp^a
FORMULA

BODY SCRUB
Cleanse and condition

Sp^a
FORMULA

BATH FIZZER
Invigorate and revitalise

Sp^a
FORMULA

BATH AND SHOWER WASH
Refresh and revitalise

Sp^a
FORMULA

BATHING SOAK
Energise and uplift



VERA WANG

silkening
hand crème
crème soyeuse
pour les mains

VERA WANG

VERA WANG

VERA WANG

VERA WANG

body lotion
lait pour le corps

VERA WANG

bath and shower crème
crème bain et douche

VERA WANG

body powder
with subtle shimmer
poudre corps
ultra subtile



VERA WANG
FOR MEN

shower foam
foams upon usage

VERA WANG
FOR MEN

body wash
gel movement strips on shower

VERA WANG
FOR MEN

VERA WANG
FOR MEN

VERA WANG
FOR MEN

VERA WANG
FOR MEN

deodorant
alcohol free





NOKIA
3320







Febreze
AIR
effects
AIR REFRESHER

blossoms & breeze



Febreze
AIR
effects
AIR REFRESHER

meadows & rain



Febreze
AIR
effects
AIR REFRESHER

spring & renewal



Febreze
AIR
effects
AIR REFRESHER

summer & splash



Febreze
AIR
effects
AIR REFRESHER

citrus & light





scented candle

www.hush-uk.com

hush

hush





PACKAGE: **INFORMATION**

- **focus of the regulatory boards (legal)?**
- **important for the shopper?**
- **important for retailer?**
- **important to compose with images?**
- **important for the client?**
- **important for sales?**
- **important for the designer?**



PURE BLUE

KIRIN

Pure Blue
100% barley / Mt. Fuji artesian water

麒麟麦焼酎
ピュアブルー

KIRIN PURE BLUE, a 100% barley shochu distilled with pure water, has a refreshingly smooth flavor with a firm chew sensation, leaving a lasting impression.

25% Vol. SELECTED AND IMPORTED BY KIRIN





KIRIN CHU-HI

氷結

Premium
WHITE PEACH
SPARKLING

ホワイトピーチ スパークリング

白桃

•氷結果汁を使ったチューハイ

お酒

アルコール分 5%

果汁5%
リキュール類(炭酸ガス含有)

KIRIN CHU-HI

氷結

Premium
CHARDONNAY SPARKLING

シャルドネ スパークリング

白ブドウ

(シャルドネ&マスカット)
•氷結果汁を使ったチューハイ

お酒

アルコール分 5%
Alc.

果汁5%
リキュール類(炭酸ガス含有)

KIRIN CHU-HI

氷結

Premium
ROSÉ SPARKLING

ロゼ スパークリング

赤ブドウ

(ピノノワール&メルロー)
•氷結果汁を使ったチューハイ

お酒

アルコール分 5%
Alc.

果汁4.0%
リキュール類(炭酸ガス含有)

KIRIN CHU-HI

氷結

Premium
VALENCIA
SPARKLING

バレンシア スパークリング

バレンシア産オレンジ

•氷結果汁を使ったチューハイ

お酒

アルコール分 5%

果汁5%
リキュール類(炭酸ガス含有)









RUBY
PORTO
by
GILBERTS

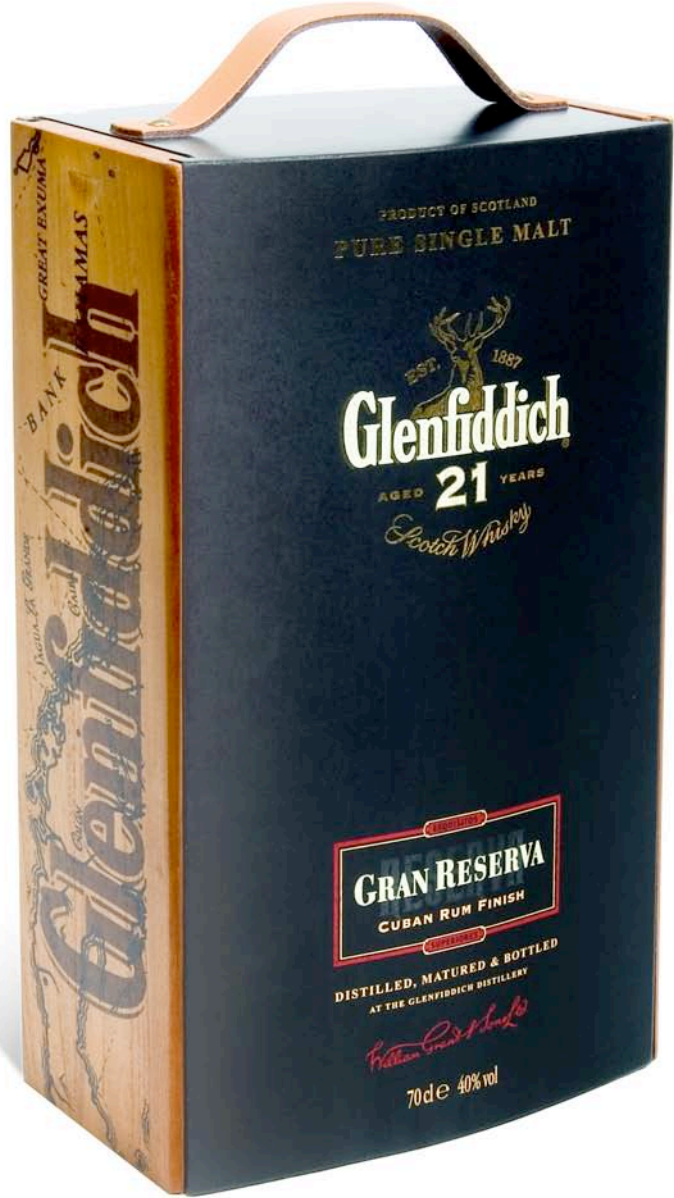
EXTRA DRY
WHITE PORTO
by
GILBERTS

TAWNY
PORTO
by
GILBERTS

10 YEAR OLD
TAWNY PORTO
by
GILBERTS

LBV PORTO
LATE BOTTLED VINTAGE
1997
by
GILBERTS

VINTAGE
PORTO
1999
by
GILBERTS



PRODUCT OF SCOTLAND
PURE SINGLE MALT

EST. 1887
Glenfiddich
AGED 21 YEARS
Scotch Whisky

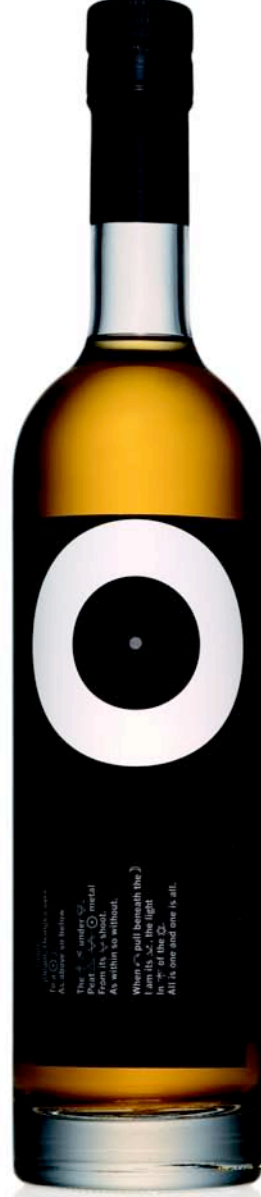
GRAN RESERVA
CUBAN RUM FINISH

DISTILLED, MATURED & BOTTLED
AT THE GLENFIDDICH DISTILLERY

James Watson & Co.
70cl e 40% vol

Glenfiddich
BAY & TAMAS
Glenfiddich
Glenfiddich
Glenfiddich





For O.T. - O.T. is a spirit.
As always, we believe
There is no "under" or "over".
From the "O.T." brand
As within so without.
When it's full beneath the "O",
I am the "O", the light
in "O" of the "O".
All is one and one is all.



vitamin water. power-c dragonfruit (a) it's super (hence, t and it's full of 250% of vitamin C. since dissolved, the C is available than it we format, which mea your system quick! we call it super. try flavor from this got berry is pretty rock drink often. feel gr

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDEM

20 FL OZ • 5

vitamin water. multi-v citrus frost (a) you need it, you wa you have to have it. got 100% of the RD A, C, E plus enough to keep you cranking already dissolved str got a higher bio-ava they'll get in your sy oh, yeah, the flavor's drink often. feel gr

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDEM

20 FL OZ • 5

vitamin water. energy tropical citrus this drink is it. that in your step, that z zang, that kick in y anyway this baby c enough vitamins, g guarana to keep yu twirling, they're al for maximum effec an amazing tropic never run out of ge drink often. feel gr

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDE

20 FL OZ • 5

vitamin water. rescue green tea (b) feeling a little bit not your usual se to our rescue for vitamins B3/5/6/ not to mention a of the most effec remedies (all in ε form which is mc available than pil back on top in n drink often. feel g

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA RED

20 FL OZ •

GLACÉAU
vitamin water. focus kiwi-strawberry (a+ginkgo) dazed and confused? have we got the cure for you. this exotic blend has all the vitamins, ginkgo, gotu and ginseng to grab your attention. plus being already dissolved makes them more bioavailable than pills. now you too can make any mission possible. drink often. feel great.

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDEM VALUE

20 FL OZ • 591 mL

vitamin water. essential orange-carrot (a+2) what's really necessary is right here in this little s color bottle. a mega 20 vitamins and minerals that A all the way through. and they're already dissolved so they're more biologically available than pills. the nee ties just got a little easier to enjoy. drink often. feel great.

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDEM VALUE

20 FL OZ • 591 mL

vitamin water. defense lemon ice (a+2) this is the best time to take a blast of 3 vitamins C with an added ka so you can make already dissolved system instead never owned the drink often. feel gr

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDEM

20 FL OZ • 591 mL

vitamin water. stress- lemon-lime (a) stop stressing. kiwi-strawberry (a+ginkgo) dazed and confused? have we got the cure for you. this exotic blend has all the vitamins, ginkgo, gotu and ginseng to grab your attention. plus being already dissolved makes them more bioavailable than pills. now you too can make any mission possible. drink often. feel great.

energy brands
watertown, ct 06795
800 746 0087
www.glaceau.com
ME 5¢ DEP • CA REDEM VALUE

20 FL OZ • 591 mL

ABSOLUT
CUT

UNIQUE SWEDISH SPIRIT TONIC WITH
Imported, Absolut Vodka

A FRESH SPARKLING CITRUS TASTE

7% alc./vol. 330 ml
ALCOHOLIC BEVERAGE • BOISSON ALCOOLISÉE







Puro Cask-Aged Mexican Rum

1994 2005

RON VERACRUZANO.

*Distilled from agave cane grown from around the
Tepic mountains east of Mexico, and matured in
wood and steel for at least 10 years.*

*There are probably the finest and most expensive rum
to be produced in Mexico, a result of labor and careful production
and controlled barrel aging under heat in the Tepic
mountain district of Northern Mexico.*

**AGED 10 AÑOS
AÑEJO**

50cl e PRODUCED & BOTTLED BY 40%VOL
L. CORDERO VERACRUZ SA DE CV CORDOBA (V), MEXICO



Puro Cask-Aged Mexican Rum

1994 2005

RON VERACRUZANO.

*Distilled from agave cane grown from around the
Tepic mountains east of Mexico, and matured in
wood and steel for at least 15 years.*

*There are probably the finest and most expensive rum
to be produced in Mexico, a result of labor and careful production
and controlled barrel aging under heat in the Tepic
mountain district of Northern Mexico.*

**AGED 15 AÑOS
AÑEJO ESPECIAL**

50cl e PRODUCED & BOTTLED BY 40%VOL
L. CORDERO VERACRUZ SA DE CV CORDOBA (V), MEXICO



Puro Cask-Aged Mexican Rum

1994 2005

RON VERACRUZANO.

*Distilled from agave cane grown from around the
Tepic mountains east of Mexico, and matured in
wood and steel for at least 20 years.*

*There are probably the finest and most expensive
to be produced in Mexico, a result of labor and careful production
and controlled barrel aging under heat in the Tepic
mountain district of Northern Mexico.*

**AGED 20 AÑOS
AÑEJO RESERVA ESPECIAL**

50cl e PRODUCED & BOTTLED BY 43%VOL
L. CORDERO VERACRUZ SA DE CV CORDOBA (V), MEXICO







ULTRA
Downy
Simple Pleasures
WATER LILY & JASMINE
LIRIO Y JAZMÍN
FABRIC SOFTENER/SUAVIZADOR DE TELAS
52* LOADS LAVADAS

Downy
Pleasures
LAVENDER
LAVANDA
52* LOADS LAVADAS

Downy
Pleasures
PRIMAVERALES
& HONEYSUCKEE
SUAVIZADOR DE TELAS
52* LOADS LAVADAS









10 Fish Fingers

Minced white fish in breadcrumbs

Serving suggestion

Keep frozen
see storage instructions

Each fish finger contains

Calories	Sugar	Fat	Saturates	Salt
42	0.3g	2.0g	0.2g	0.3g
2%	<1%	3%	1%	5%

of your guideline daily amount

Chronić przed rozmrożeniem
Uchovajte pri teplote -18°C a nižši.
Fagyaszttva tárolandó
Uchovajte pri teplote -18°C a nižšej.







higgidy

Free Range Pork Sausage & Mash Pie

Coarsely cut pork sausage, piled into our seeded shortcrust pastry, topped with potato mash and a roasted cherry tomato.

300g
Keep Refrigerated
Eat up (use by):

higgidy

Free Range Pork Sausage & Mash Pie



...pile it into a buttery shortcrust pastry case...

...mix smashed up potato with mature cheddar cheese...

...add a splash of olive oil and a spoonful of whole grain mustard...

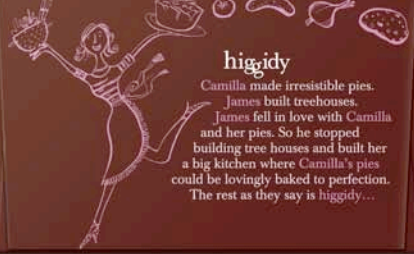
...clump on top of the pie and finish with a sweet cherry tomato...

...bake until golden!



higgidy

Camilla made irresistible pies.
James built treehouses.
James fell in love with Camilla and her pies. So he stopped building tree houses and built her a big kitchen where Camilla's pies could be lovingly baked to perfection.
The rest as they say is higgidy...



Morrison

Wm Morrison

Wm Morrison

Wm Morrison

Wm Morrison

Wm Morrison

Wm Morrison



Wm Morrison



Wm Morrison

Morrison

Wm Morrison

M MORRISONS

YOUR FISHMONGER

We've taken great care to reduce the amount of packaging we use for fish as much as we can, whilst still making sure that the flavour and freshness is kept locked in and doesn't leak out!

All of our fish is from sustainable sources, because we want to help make sure there'll be plenty more fish in the sea!

After our fish is caught, we keep it nice and cold, just like you'd expect, but nothing sold at Your Fishmonger has been previously frozen.

YOUR FISHMONGER

FRESHLY PREPARED
FILLETED

28.10.2007

1.5kg 8.99 1.000 kg 6.99

PREPARED FOR YOU
Wm Morrison
IN THIS STORE



Wm Morrison

Wm Morrison

Wm Morrison

Morrison

Wm Morrison

Wm Morrison

Wm Morrison

Wm Morrison



Wm Morrison

Morrison

Morrison

Wm Morrison

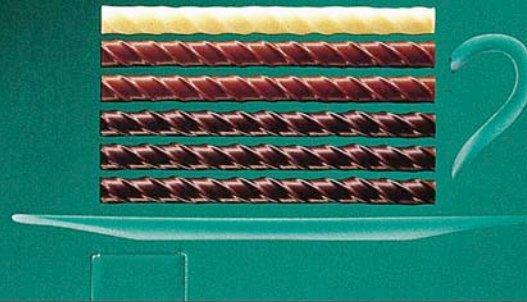




TESCO

Chocolate
mint filled stick
selection

A selection of mint crisp
and mint filled sticks







NOODLE

Sharwood's
Hong Kong
Sweet & Sour

MILD

Soft noodles and a fruity sweet and sour
sauce with pineapple pieces

Best Before:
See side panel

350g e

NOODLE

Sharwood's
Cantonese
Chow Mein

MILD

Soft noodles and a savoury soy, sesame and
rice wine sauce with chunky vegetables

Best Before:
See side panel

350g e

NOODLE

Sharwood's
Thai Red
Curry

MEDIUM-HOT

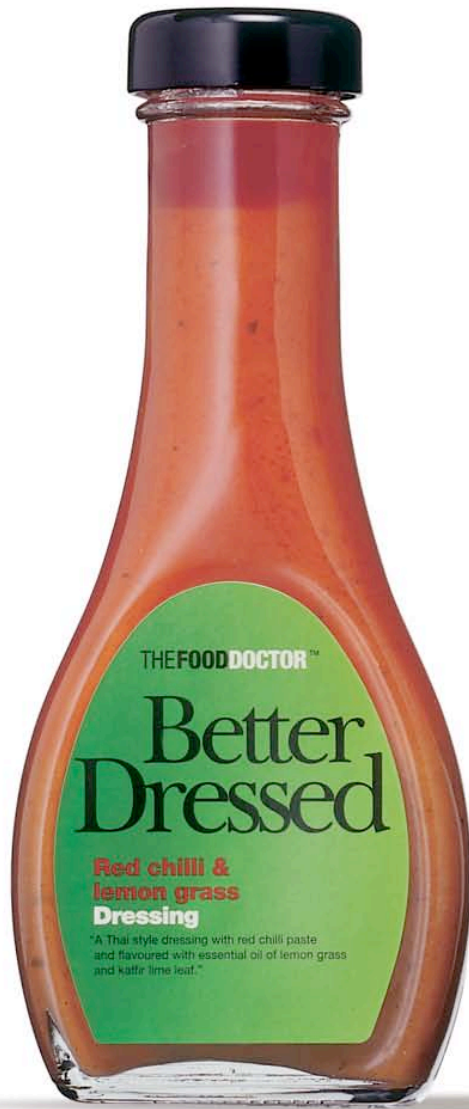
Soft noodles and a fragrant sweet basil, lemongrass
and chilli sauce with chunky vegetables

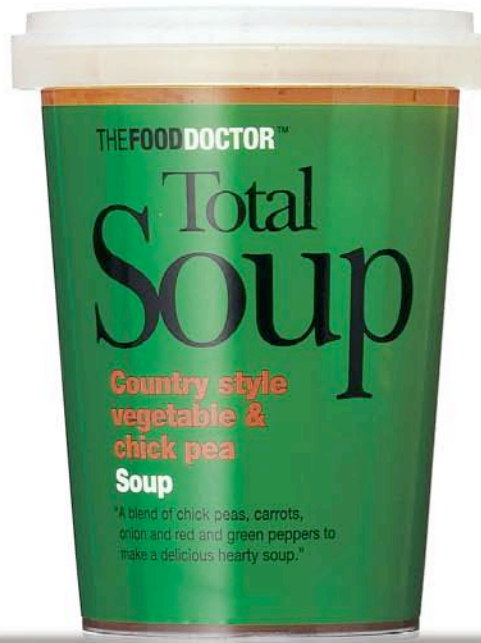
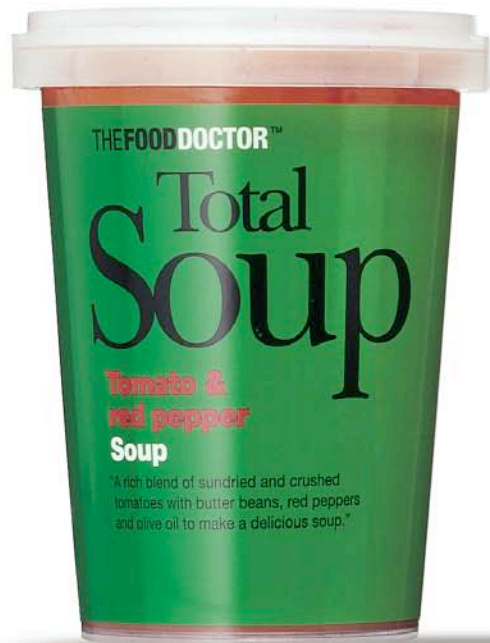
Best Before:
See side panel

350g e



















Trashcan / M

ZYG-N020 (W)

ゴミ箱 M

商品番号



WHITE

±0

<http://www.plusminuszero.jp>



WHITE

±0

<http://www.plusminuszero.jp>



Panasonic
アルカリ乾電池

松下電池工業株式会社 〒570-8511 守口市
Made in Japan

NEWの電池を
目覚める

Panasonic
アルカリ乾電池

松下電池工業株式会社 〒570-8511 守口市
Made in Japan

1本ずつ
ちぎれます

Panasonic
アルカリ乾電池

松下電池工業株式会社 〒570-8511 守口市
Made in Japan

NEWの電池を
目覚める

Panasonic
アルカリ乾電池

松下電池工業株式会社 〒570-8511 守口市
Made in Japan

Bath & Body Works
BENEFITS

Hand Protection+
ANTI-AGING HAND LOTION
with Multivitamin Complex
SPF 15 UVA | UVB Sunscreen

protects against sun damage
diminishes signs of aging
nourishes cuticles and nails
keeps younger-looking hands



coconut lime
verbena

Net wt. 1.7 oz / 48 g

Bath & Body Works
BENEFITS

Hand Protection+
ANTI-AGING HAND LOTION
with Multivitamin Complex
SPF 15 UVA | UVB Sunscreen

protects against sun damage
diminishes signs of aging
nourishes cuticles and nails
keeps younger-looking hands



sweet pea®

Net wt. 1.7 oz / 48 g

Bath & Body Works
BENEFITS

Hand Protection+
ANTI-AGING HAND LOTION
with Multivitamin Complex
SPF 15 UVA | UVB Sunscreen

protects against sun damage
diminishes signs of aging
nourishes cuticles and nails
keeps younger-looking hands




mango
mandarin

Net wt. 1.7 oz / 48 g

Bath & Body Works
BENEFITS

Hand Protection+
ANTI-AGING HAND LOTION
with Multivitamin Complex
SPF 15 UVA | UVB Sunscreen

protects against sun damage
diminishes signs of aging
nourishes cuticles and nails
keeps younger-looking hands



cotton blossom®

Net wt. 1.7 oz / 48 g

Bath & Body Works
BENEFITS

Hand Protection+
ANTI-AGING HAND LOTION
with Multivitamin Complex
SPF 15 UVA | UVB Sunscreen

protects against sun damage
diminishes signs of aging
nourishes cuticles and nails
keeps younger-looking hands




moonlight
path®

Net wt. 1.7 oz / 48 g

Bath & Body Works
BENEFITS

Hand Protection+
ANTI-AGING HAND LOTION
with Multivitamin Complex
SPF 15 UVA | UVB Sunscreen

protects against sun damage
diminishes signs of aging
nourishes cuticles and nails
keeps younger-looking hands



cucumber
melon

Net wt. 1.7 oz / 48 g





SPF SUNSCREEN PRIMER
14 BASE PROTECCIÓN SOLAR
FPS COUCHE DE FOND ANTI-UV

1

prep step
primer proceso
couche de fond
TOTAL/TOTALE

DIN 02249111

G
OUTLAST
ALL DAY LIQUID MAKE-UP
MAQUILLAJE DURADERO
FOND DE TEINT LONGUE TENUE

605 ivory
pearl
ivorie

2

all-day color
color todo el día
couleur longue tenue
44 ml (1.4 fl. oz.)

G

OUTLAST
ALL DAY LIQUID MAKE-UP
MAQUILLAJE DURADERO
FOND DE TEINT LONGUE TENUE

630 classic beige
beige clásico
beige classique

2

all-day color
color todo el día
couleur longue tenue
44 ml (1.4 fl. oz.)

SPF SUNSCREEN PRIMER
14 BASE PROTECCIÓN SOLAR
FPS COUCHE DE FOND ANTI-UV

1

prep step
primer proceso
couche de fond
TOTAL/TOTALE

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
align, tonifie, stimule le derme
BODY UNCTION
tighter, tone up and sex appeal

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
hydrate, illumine, soigne
BODY UNCTION
moisturize and enhance radiance

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
calme, apaise, soigne
BODY UNCTION
soothe and soothe, soothe

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
hydrate, rafraichit, stimule
BODY UNCTION
moisturize, refresh and stimulate

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
hydrate, relaxe, soigne
BODY UNCTION
moisturize, relax and soothe

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
hydrate, vitalise, rehydrate
BODY UNCTION
moisturize and invigorate, repair

/arc-en-ciel
HIP
HOLISPA
holi-gloss
ONCTION CORPS
calme, anti-rides, anti-yeux
BODY UNCTION
to calm, anti-wrinkles, anti-eyes

holi-gloss
HOLISPA
HOLISPA

holi-gloss
HOLISPA
HOLISPA

holi-gloss
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holi-gloss
HOLISPA
HOLISPA







OLAY.
daily facial
clarity
daily scrub
salicylic acid
acne treatment

exfoliates and deep cleans
to renew, soothe skin

6.0 FL OZ (177 mL)

new
OLAY.
daily facial
clarity
purifying toner
salicylic acid
acne treatment

deep cleans to minimize
pore appearance and
control excess oil

6.7 FL OZ (200 mL)

new
OLAY.
daily facial
clarity
foaming cleanser
salicylic acid
acne treatment

deep cleans to
control excess oil while
fighting blemishes

6.0 FL OZ (200 mL)





new

OLAY.
body

quench
body lotion

lasting moisturization
to break the cycle of dry skin
extra dry skin
8.4 FL OZ (250 mL)

new

OLAY.
body

quench
body lotion

lasting moisturization to
break the cycle of dry skin

sensitive skin

13.5 FL OZ (400 mL)



Body Therapy SPA
DETOX
Cell Energizing
Body Mask

Body Therapy SPA
SERENITY
Ultra Sens Eye and Lip
Cream

Body Therapy SPA
SERENITY
Maracuja Body Balm

Body Therapy SPA
Body Tone
Exfoliating Scrub

Body Therapy SPA
SMOOTH & SVELTE
Body Tone
Exfoliating Scrub

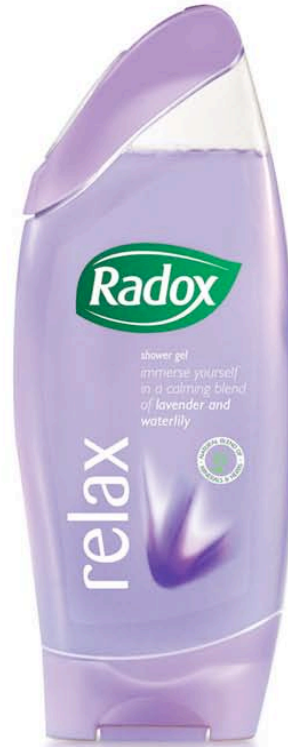
Body Therapy SPA
VITALITY
Vivo Cleansing Body Bar

Body Therapy SPA
Souffle Vital
Body Cream

Body Therapy SPA
VITALITY
Souffle Vital Body Cream









SIZE

1	25-27 CM
2	29-32 CM
3	32-35 CM
4	35-38 CM
5	38-41 CM

pushi braces

MED

ANKLE BRACE
KNÖCHELBANDAGE
CHEVILLÈRE
ENKELBRACE
CAVIGLIERA
TOBILLERA

pushi braces

CARE

NECK BRACE
CERVICALSTÜTZE
COLLIER CERVICAL
NEKBRACE
COLLARE ORTOPEDICO
COLLARÍR ORTOPÉDICO

pushi braces

MED

ONE SIZE

pushi braces

ORTHO

ANKLE ORTHOSIS AEQUI
KNÖCHELORTHESE AEQUI
ORTHÈSE DE CHEVILLE AEQUI
ENKELORTHESE AEQUI
CAVIGLIERA AEQUI
TOBILLERA AEQUI

pushi braces



Brilliant cleaning and stain removal

NEW IMPROVED

ARIEL BIOLOGICAL

Brilliant cleaning and stain removal

WASH TIP #3
Why is your water hardness important?
Hard water can reduce the effectiveness of your detergent. To get the most out of your detergent, use it in soft water. If you live in a hard water area, use Ariel Biological detergent. It's designed to work in hard water, so you can get the most out of your detergent.

USE REVERSE FOR PLANT CODE

KEEP YOUR CLOTHES LOOKING THEIR BEST

WASH BY COLOUR...

- WHITES
- LIGHTS
- DARKS
- AND BY ITEM'S CARE LABEL

WASH BY TEMPERATURE

- WASH
- WASH
- WASH
- WASH

FOR YOUR TOUCHES STAINING

15

Clean and fresh

RADIANT STAIN REMOVAL & RADIANT WHITES
TAKES ANOTHER LOAD OFF YOUR MIND

ARIEL



Glade **NEW**

Wisp™

Bathroom

Automatically releases a puff of fragrance all day every day

Bamboo Fresh

adjustable

Up To

8

weeks* of fragrance

BATTERY INCLUDED

TEST

Brise **NOUVEAU**

Soufflé

Diffuseur automatique
Ambiance Orchidee

Glade **NEW**

Wisp

Automatic
all day every day

fle

Parfums de France
de Vigne & Hibiscus



Brise NOUVEAU

Souffle™

Diffuseur automatique de parfum

Ambiance Orchidées Sauvages

PILE INCLUSE

Johnson



Wave
Pendant

new.place
newspace



Wave
Pendant

15 ft (4.5 m) UL Listed swag cord and
mounting/hanging hardware included
15-watt candelabra bulb (not included)
8 1/2" in dia. (21 cm)

new.place
newspace



Wave
Pendant

15 ft (4.5 m) UL Listed swag cord and
mounting/hanging hardware included
15-watt candelabra bulb (not included)
8 1/2" in dia. (21 cm)

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e-plus



NEC
n2li

Innovative Technik in faszinierender Optik

Besonders großes und hochauflösendes Farb-Display mit 256 Farben

Beeindruckendes Klangerlebnis mit 16-stimmigem Sound

Download von Klingeltönen und Bildern auf Tastendruck

i-mode Mails – empfangen und versenden von E-Mails mit bis zu 1000 Zeichen

i-mode™



PERCEPTION:

DESIGNERS

VS

CLIENTS

VS

CONSUMER

PACKAGE:

**AESTHETICS +
INFORMATION =
COMMUNICATION?**

PACKAGE:

**COMMUNICATION IS
IN THE HIERARCHY
CREATED BETWEEN
ESSENCIAL AND
OTHER INFORMATION**

TYPOTAGE

**HAVE A GREAT
CONFERENCE.**

**AND MANY
THANKS!**