

Simpcare Whitening Reveal Series

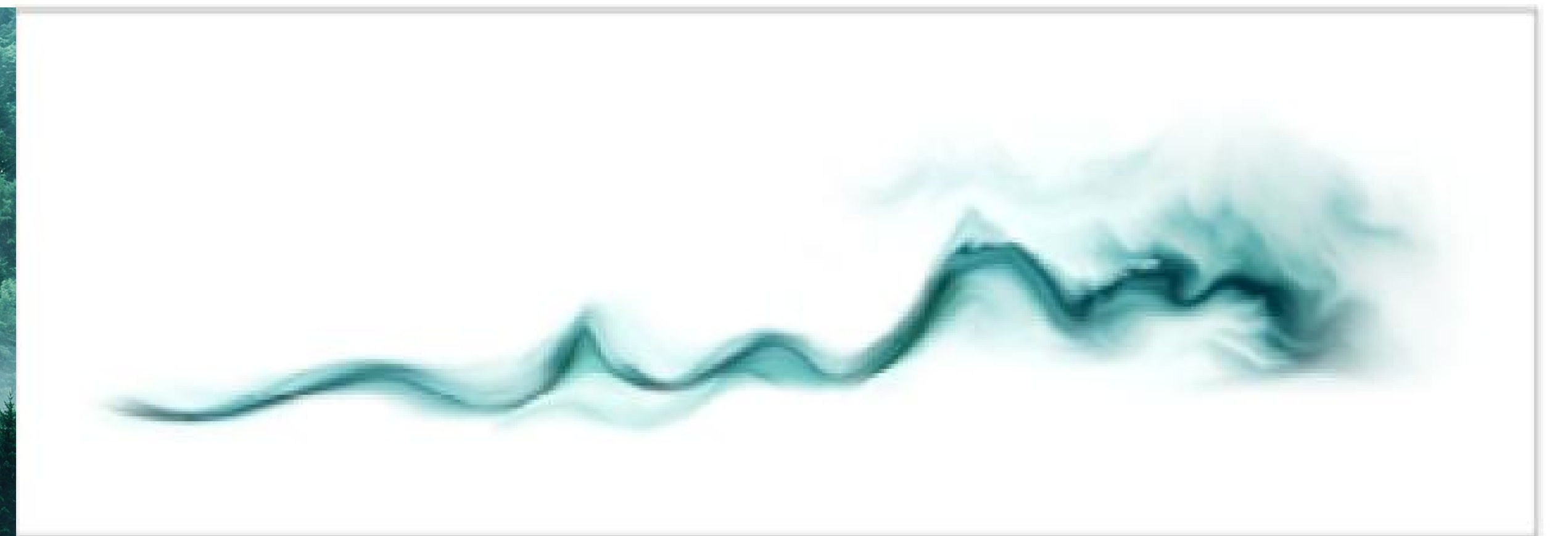
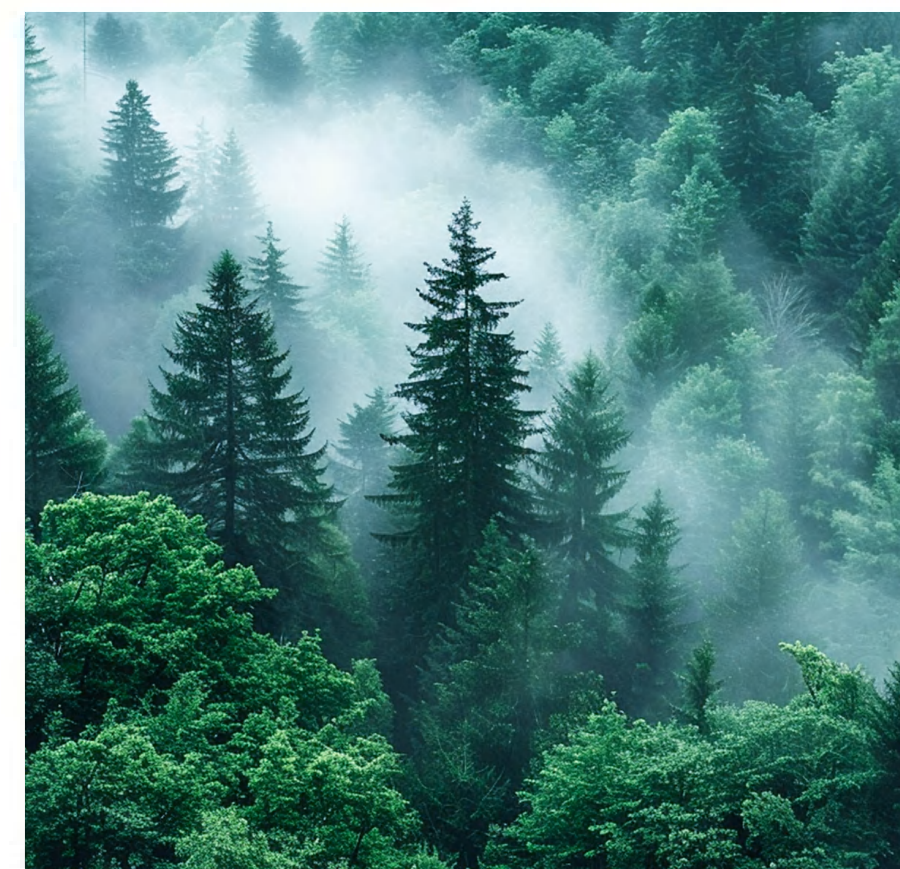
The packaging for this skincare product series, with “healing the skin” as the core idea, aims to visually convey product features and evoke emotional resonance with women in the new era.





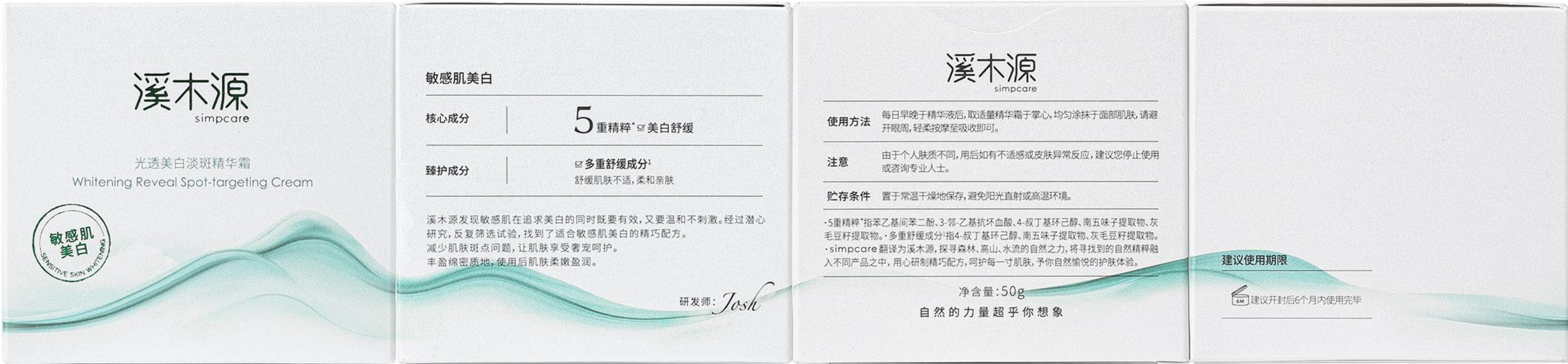
Aesthetics of Nature & Product Features

The packaging integrates aesthetics of nature into its design, aiming to visually convey product features. The fresh green running through the packaging represents peaceful, healing mountains full of fresh air, not only highlighting the brand concept of ecological protection, but also suggesting the pure, natural ingredients of the products and their gentle skin nourishing effect.



Horizontal Continuous Design

The innovative use of horizontal continuous design allows the green patterns on the packaging to be connected end to end. In this way, the products standing on a shelf can create a picture of continuous mountains, significantly enhancing the brand recognition by giving a strong visual impact.





Modern Eastern Aesthetics/ New Interpretation of Eastern Aesthetics

The packaging reinterprets Eastern aesthetics in a modern manner. The fluid, soft green curves as the main visual element add a sense of dynamism, bringing to mind a transport channel through which the skin is continuously absorbing the energy of nature to become increasingly healthy. Pure white as the main color, combined with a Chinese painting technique – Liubai (literally “leaving blankness”), is reminiscent of vast, pure clouds on the top of mountains, embodying Eastern philosophy of a leisurely, peaceful attitude toward life and man-nature harmony.

Visual & Tactile Enjoyment

Thanks to 3D printing technology, the bottle boasts 3D patterns that resemble rolling mountains, facilitating a natural, healing atmosphere and improving the tactile experience to offer both visual and tactile enjoyment.





Supportive Words

The dust flap of the outer box is printed with supportive words to help users with the healing of the soul, contributing to an emotional connection between the products and users.



Top Curved Design

The outer box with a top curved design makes it easy for users to open while echoing the green curves on the packaging.



Sustainability

The packaging reduces the materials required, and takes the natural pure white as main color to minimize the use of chemical dyes, showcasing the brand's commitment to environmental protection. Moreover, the replaceable core allows for recycling use of the bottle, which extends the service life of the packaging, practicing the sustainable concept.

