

Blue Peacock Camellia Oil

A packaging design that uses numbers as the core visual element to intuitively reflect the oil's functionality.





Consistency between Internal and External Packaging



With a focus on the internal and external consistency of colors, consumers can enjoy visual harmony from the external packaging to the bottle itself.



Eye-catching Packaging Artistry

With the number 20%, 50%, 80%, or 100% as the focal point, the design instantly captures attention and encourages interaction between the product and the consumer, allowing consumers to quickly identify product details and make easier choices.

Use Numbers to Illustrate Product Characteristics

The numbers 20%, 50%, or 80, combined with downward arrows, visually demonstrate the product's efficacy in reducing triglyceride levels. The 100% label emphasizes the product's purity as 100% organic first-pressed camellia oil.





Packaging Materials with Both Quality and Environmental Awareness

The packaging box is made from tinfoil which conveys a sense of quality and environmental value, and its durability ensures the oil's freshness and quality.

Detail-oriented Embossing Technique

The application of embossed logos strengthens brand identification while offering a noticeable three-dimensional effect when touched, enriching users' visual and tactile experiences, and highlighting the brand's refined craftsmanship and attention to detail.

