

ISO Haircare Liquid Line Introduction

SCOPE:

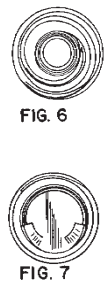
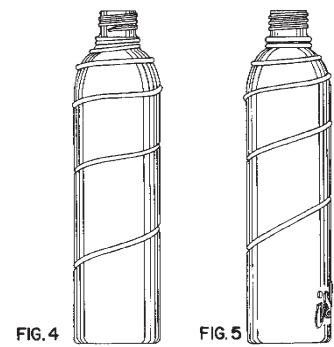
Promote a new haircare line of products to salons to sell to salon owners and then consumers.

PROJECT DETAIL:

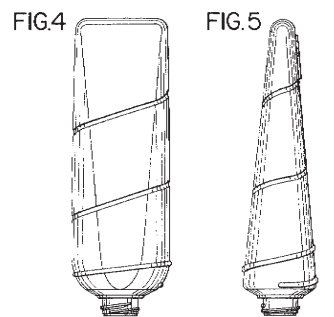
This revolutionary new liquid line of shampoo and conditioners infuses bio-keratin into the hair shaft and that is represented in the mold of the bottle. The liquid is outside the hair shaft at the top of the bottle and as it twists down the bottle penetrates inside. The underwater photoshoot was risky because it didn't show typical trendy hair styles—it showed the infusion of water and moisture.

SKILLS:

Engineered custom patented bottle design, Design/layout and art direction of photoshoot. Images were shot underwater and in studio.



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