

Benzac® Acne Solutions Launches in the US

Galderma, a globally leading dermatology company, has recently launched Benzac® Acne Solutions in the U.S. The U.S. product branding has been adapted from the global branding to reflect its premium skin-clearing products with the help of brand consultancy Holmes & Marchant.

The brand's cleanser, hydrator and intensive spot treatment have had their packaging adapted, to ensure they are easily identifiable and visibly different from competitors on pharmacy, mass merchandiser and supermarket shelves.

Jeremy Shaw, creative director at Holmes & Marchant, said: "The challenge was to communicate that each product formed part of a total skin care routine that's clinically proven to work for mild to moderate acne sufferers."

All three products are now numbered to show they are intended to be used as part of a process: cleanse, treat and hydrate. While each product uses one key colour, all designs are now easily recognisable as part of the same family of products.

It was also essential to position the products above low-price competitors, as a credible and trusted alternative. Using bold colours on a clean white background, and incorporating silver foil into the design, were important to produce the high-end pharmaceutical appearance.

Jeremy concludes: "This project gave us the opportunity to change the way this innovative product offering is perceived, ensuring the integrity of the brand remained while also giving new life as an all-encompassing skin care solution".

The new packaging hit US stores in January 2015.

More info:

www.holmesandmarchant.com

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