

# Help Remedies

Location\_US

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Design\_Little Fury & ChappsMalina

Website\_www.helpineedhelp.com

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Healthcare brand Help Remedies has expanded its product range and relaunched its packaging solution, which is now made from compostable materials, such as paper pulp and corn resin. The brand's warm, direct tone - extended through product packaging to the website - aims to make the purchase of medicines more customer friendly and enjoyable. Each of the six products in the range is clearly titled to describe the ailment it cures, such as 'Help I have a headache' and 'Help I can't sleep'. Available online and from retailers across the US - including Food Emporium and beauty chain Ricky's - the range is also being retailed on Virgin Atlantic flights, and sold out on Target's Red Hot Stores website. Priced at \$4 for a single pack or \$20 for a set of six, 5% of profits will be donated to charities dedicated to helping those without healthcare.



