



DESIGN GALLERY™

PACKAGING THAT SELLS®

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BRAND
PACKAGING

**STRUCTURE AND
VISUAL IDENTITY
CHAPPSMALINA**
**GRAPHICS AND LOGO
LITTLE FURY**

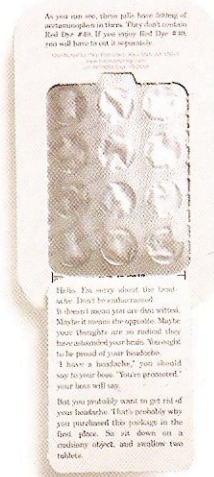
HELP REMEDIES

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Help Remedies is an upstart brand of over-the-counter products that solves simple medical issues, stripping away the complexity of the healthcare aisle and making a “frightening category less frightening”.

By clearly explaining the problem it solves (e.g., “Help, I have a headache” is the pain reliever) the product naming differentiates Help as a softer, friendlier healthcare brand—with a personality. Molded paper pulp cartons, made from 100 percent recycled paper, open by pulling on a perforated back panel that not only reveals the product but also bears cheeky copy that begins, “Hello. I’m sorry about the headache...”

The simplicity of the soft-white cartons also reinforces a sense of calm and comfort that the new healthcare brand has set out to claim as its own.



PAPERBOARD

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