Packaging Design for Makeup Remover Pads

The winner will do several follow-up products with us

1.) Description:

We need a packaging design for our ecological, washable Makeup Remover Pads. You can find many similar products on Amazon. You do not have to invent everything completely new. Just take the good things of the competition and combine it to a consistent, even better product.

Keywords for your search are "makeup remover pads" in English, or, if you want to see the German products, which is our target market "Wiederverwendbare Abschminkpads".

Sizing of the box: 170mm x 105mm x 40mm

We are looking forward to your design ideas.

2.) Elements on the front side:

If it is easier or more intuitive for you, you could do the whole design in English. However, we need it in German language in the end, so as a last step, you had to change all the descriptions.

In the following you will find a list of things that we think might be worth mentioning on the front-side. Please feel free, to leave some of them out, for example if you aim for a minimalistic design. You can also change the order as you like.

a) Our Name "ECO FRIENDS" and the logo (make it looks friendly, happy, positively, close to nature, playful...for example people standing in a circle holding their hands or something like that)

b) The name of the product: "Waschbare Abschminkpads"

c) An appendix called premium edition, since our pads are made of 3 layers instead of only 2 layers: "Premium Ausführung"

d) The total number of pads included: "24 Pads"

e) 20 pads have an abrasive surface "20 raue Pads" and are for deep cleaning "für porentiefe Reinigung"

f) 4 pads are super-soft "4 weiche Pads" and are for sensitive areas "für sensible Stellen"

g) The total number of Layers (3-layers in our case): "3-lagig"

h) Percentage of 70% natural Bamboo Fiber and 30% biological Cotton: "70% natürliche Bambusfaser, 30% Baumwolle"

i) Icons would be great. However, you decide if and where you place them.
- Sustainable: "nachhaltig"
- Chemical Free: "frei von Chemie"
- recycable: "recycelbar"
- biological: "biologisch"
- allergic friendly: "für Allergiker geeignet"
- washable: "waschbar"

j) Maybe you can mention, that a 100% cotton mesh bag is included and add a little drawing that shows the bag: "inklusive 100% Baumwolltasche / Wäschesäckchen"

3.) Elements on the back side:

Here you can put any of the elements from "2.) front side" if they did not fit there und you rather want to put them on the backside.

In the following you find some additional ideas.

a) Possible kinds of usage
- perfect for at home and to go/traveling
- even usable for cleaning little Babies
- Flexible usable for all kind of screens and surfaces

"Wofür kann ich die Pads noch verwenden?
- perfekt für zuhause und unterwegs"
- ideal auch zur Babypflege
- Lässt sich auch zum Reinigen von Oberflächen und Bildschirmen anwenden"

b) How do i use the Cleaning Pads?
1) Gently massage the skin with the cleaning pad in circular motion to remove dead cells and debris
2) Rinse the cleaning pad and repeat the procedure

"Anwendung
1.) in kreisförmigen Bewegungen auf der Haut anwenden, um abgestorbene Zellen und Rückstände zu entfernen
2.) unter klarem Wasser ausspülen und Vorgang wiederholen

c) Washable at 60 Degrees Celsius
"Waschbar bei 60°C"

d) Maybe LOGO with writing under the Logo: Thank you for your sustainable Decision
    "Danke für Deinen Beitrag zu einer nachhaltigen Zukunft"

4.) Elements on the sides:

Please feel free to add text and design to the sides.

5.) Competitor's products:

Some ideas for you…

100% Bambus
und Baumwolle

20 Stück

"ALLRONDO"

Reusable make up
bamboo pads

8cm

12pcs of bamboo
fleece pads

+

Cotton lau