

PRODUCT: SHAMPOO 1 LITRE SIZE

MERCHANDISING: retailer merchandise per color of bottle

Briefing: create logo and facing of a 1 white litter bottle (sticker size 12 cm x 16 cm) that with addition of color and branding has impact in the white product shelves.

Brand: **proKare** Salon Formula gives connotation of professional shampoo brand and positioned as hair care 1)

second in the hierarchy: name of the product and ingredient 2)





BOTTLE: will be white, needs right balance of color to be still merchandised in the white space but logo and color important enough to be different and noticed in the “white space”



**PROKARE™**  
SALON FORMULA

1)

REPAIR SHAMPOO  
WITH ARGAN OIL

2)

SHAMPOOING  
REPARATEUR AVEC HUILE  
ARGAIN

FOR WEAKENED – DAMAGED HAIR  
POUR CHEVEUX HABIMES ET AFFAIBLIS

PARABENS FREE – SLS FREE – COLOUR SAFE

NET WT 33.8 fl oz e 1000 ml

Repair Shampoo is normally  
expressed in the market with  
color green

Keep in mind that if successful  
we can add more sku for  
different hair types and  
different colours