



**WORLDSTAR
WINNER 2013**

Health & Beauty

33 Entries

15 winners

Entry Name: Capricho Day & Night
Entry Number: 0222/HB
Company: Brainbox Design Estratégico S.A
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: gustavo@grupoom.com.br
Website: www.brainboxdesign.com.br

The project presents the day/night duality through a contrast between black/white and illustrations belonging to the adolescent universe. Results: 21% more lotions sold. Excellent spontaneous media in Facebook with 1,200 "Likes," 280 Comments and 664 Shares. "Come on, this packaging is just perfect!". "I loved the box design. Super cute."



Entry Name: De Vobis "Interactive Beauty Technology"
Entry Number: 0061/HB
Company: Erte Kozmetik San. ve Tic. A.S.
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Email: info@devobis.com
Website: www.devobis.com

De Vobis is the world's first perfume with LCD screen. It distinguishes its presence by LCD quipped packaging and unique design among the other products in the market. Consumers can upload their favourite video, music and photos from their computers and SD cards. These features make their perfume customized. De Vobis is the integration of the technology with elegant design of perfume packaging. This technology can create very attractive concepts such as developing a custom made products for popular singers, sport clubs, etc...



Entry Name: Divinissima No. 1
Entry Number: 0096/HB
Company: Compañía Vidriera SA de CV (Vitro)
Country: Mexico
National Competition: Mexico, Envase Estelar (AMEE)
Email: agarzay@vitro.com
Website: www.vitro.com

The achievement of the bottle was a real challenge since it required a precise combination between distribution of glass and the invert of the engravings for a perfect bottle, to give as a result a quality luxury container with a clean image distributed throughout the body of the container.



Entry Name: Himalaya Ayur Slim
Entry Number: 0413/HB
Company: Pragati Pack (India) Pvt. Ltd.
Country: India
National Competition: India, Indiastar
Email: Hemanth@pragati.com
Website: www.pragati.com

This cold seal blister pack is quite attractive and provides a 360 degree view of the product as it has blister on the front and back. The packaging is tamper evident as the board has to be torn to access the pack.



Entry Name: Hydralyte Sports
Entry Number: 0402/HB
Company: Outerspace Design
Country: Australia
National Competition: Australia, Australian Packaging Design Awards
Email: bryan@outerspacedesign.com
Website: www.outerspacedesign.com

Hydralyte Sports is an attractive new pack format that reinvigorates a well-established brand and effectively delivers to its target sports and athlete market. Increased brand presence and a premium new format. Injection Moulded polypropylene hard case with an attractive pearlescent finish and secure latch. Sleek form with subtle de-bossed graphics. The external carton board outer pack carries all mandatory product information and labelling, keeping the appearance of the moulded case clean and simple.



Entry Name: Natura Humor
Entry Number: 0287/HB
Company: Natura Cosméticos SA
Country: Brazil
National Competition: Brazil, Premio Abre Design e Embalagem / ABRE
Email: patriciacury@natura.et
Website: www.natura.net

Natura Humor always brings humour. The purpose of “Humor Refresh” is to provide a perfuming with a little of mint that causes the feeling of freshness. We identified an opportunity to play, bringing a fun box with artwork representing a refrigerator, which brings the playful idea of freezing the product. Lift the top flap of the box and a penguin appears on the refrigerator to give a final touch of humour. We worked with the bottle and box with the challenge of transmitting simple artwork and the whole idea of freshness.



Entry Name: NAVARATNA COOL TALC IN INNOVATIVE TWISTED 3D PP PACK WITH EASY DISPENSING SLIDER
Entry Number: 0106/HB
Company: EMAMI LIMITED
Country: India
National Competition: India, Indiarstar
Email: manas@emamigroup.com
Website: www.emamitd.in

Navratna Cool Talc has been revamped in its new “COOL” twisted pack with 3D effect which is visible even in 2D view and ensures its unique presence. Along with a trendy and stylish shape, a new visual design and its sliding dispensing mechanism for dispensing gives it a new dimension in its category. Conventional PP injection and extrusion molding technologies have been used in challenging ways to give this shape. A 3-piece design, container/ /cap/slider assembly with easy one finger slider ensures ease of dispensing of product.



Entry Name: Parachute Advanced Body Lotion
Entry Number: 0263/HB
Company: Marico Limited
Country: India
National Competition: India, Indiarstar
Email: shailendrai@maricoindia.net
Website: www.maricoindia.net

The curvaceous shape of the bottle cued a body lotion meant for the modern woman & the light blue color was seen as delicate, modern and premium by the consumer, thus lifted the brand from being just a body lotion in the market to a desirable and truly beauty enhancing product. The delicate use of gold foil and woman's silhouette highlighting the variant only with no-look curvaceous label heightened the elegance and femininity of the design.



Entry Name: POLA B.A RED
Entry Number: 0256/HB
Company: POLA CHEMICAL INDUSTRIES INC.
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: contest@pola-design.jp
Website: www.pola-rm.co.jp

Our upscale cosmetics series, defining new value tuned directly to the senses. Epitomizing the pursuit of identity and progression, reaching beyond the notion of cosmetics. Embodying the design concept of cosmetics to support the needs of modern women engaged in strong, yet supple daily lives. Energy-packed form, comprised of naturally flowing curvaceous beauty, and a "Passionate Red" hue, designed to project utter elation.



Entry Name: Refill Pot for Day Cream
Entry Number: 0357/HB
Company: Federation of Migros Cooperatives
Country: Switzerland
National Competition: Switzerland, Swiss Star
Email: heidi.oswald@mgb.ch
Website: www.migros.ch / www.generation-m.ch

Mibelle presents an innovative system to refill your day moisturiser. When your moisturiser is finished, simply replace the interior of the jar with our small, lightweight refill container. This results in a 78% reduction in material consumption, whilst at the same time leaving you with more change in your pocket. The refill container is sealed with aluminium and protected with a small lid, and can be replaced once it's empty. Reusing the outer jar several times means that the amount of waste generated is reduced considerably.



Entry Name: Re-sealable Blister Package
Entry Number: 0075/HB
Company: BLISSPACK Co. Ltd.
Country: Korea, Republic of
National Competition: Korea, Korea Star Award
Email: ohkwon@blisspack.com
Website: www.blisspack.com

Easy to use package, consumer can open, use content, close and store easily and when re-used, content comes out soon. Eco-friendly package which can reduce package weight capable to use more than 100 times and can replace blow molded containers and reduce the weight of packages. Micro-processing technology for 50 cm depth half-slitting on web for easy-cut opening. Sheet laminating technology having good moisture barrier for good content retention.



Entry Name: Risesh Design Collections
Entry Number: 0024/HB
Company: Kao Corporation
Country: Japan
National Competition: Japan, Japan Good Packaging
Email: okuno.t@kao.co.jp
Website: <http://www.kao.com/jp/>

The consumers weren't satisfied with beads type Air Refresher in a container design. Kao's system is comprised of an inner-container and an outer-case. We created a new "Air Refresher container" that could keep quality and strength of the fragrance. We can thereby enjoy various container designs as well as a fragrance. The air from the front-slits of the inner-container is deodorized by beads, and fresh air goes out from the upper-slits. Consumers can enjoy fragrance and various design with using outer-cases.



Entry Name: Schick Intuition Naturals
Entry Number: 0171/HB
Company: Energizer Personal Care - Schick
Country: USA
National Competition: United States of America, AmeriStar
Email: brian.foster@energizer.com
Website: www.energizerholdings.com

This innovative razor package made of recycled PET and a 40% post consumer board carton, can be easily separated by the consumer for recyclability. With materials and graphics chosen to best convey the product message “Naturals”; this package wins at both retail and in the environment. The existing processes and equipment were utilized to produce this package. The package meets the internal quality testing standards for our premium products while also providing the consumer with good product visibility.



Entry Name: SHINE PROTECT
Entry Number: 0089/HB
Company: NAKSAN PLASTIC CO.
Country: Turkey
National Competition: Turkey, Crescent and Stars for Packaging
Email: peykan.samli@naksan.com
Website: www.naksanplastik.com

It saves earth more than other packaging materials with its miraculous structure which could easily be 100% decomposed in nature. This innovative product provides environment friendly consuming with attracting client’s attention on the shelf with 56% more clear prints and special ink that changes colors according to view angle. The structure is produced with innovative “composed-shine” film. It is enriched with print techniques. The product is unique in the market with ink quality that changes the colors according to the viewpoint.



Entry Name: Unilever: AXE „ANARCHY“ Display
Entry Number: 0277/HB
Company: DS Smith Packaging Deutschland Stiftung & Co. KG
Country: Germany
National Competition: Germany, Deutscher Verpackungspreis/German Packaging Award
Email: andrea.wyczysk@dssmith.eu
Website: www.dssmith-packaging.de

Creative construction, brilliant eye-catcher: This display perfectly reflects the product theme of AXE “ANARCHY” – disorder and chaos – in its creative construction with inclined and asymmetric trays. The brilliant printing makes it a real eye-catcher. The attractive secondary placement makes a clear brand statement at the P.O.S. A product tester allows customers to experience the product with an additional sense. The displays construction makes it usable for 60, but also for 120 pieces.

