

COSMETIC PACKAGING

& DESIGN

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Packaging reflects mystery, beauty and wellness.

Artemis Woman Seeks to Blend Old and New

Packaging features graphics that communicate mystery, beauty and wellness.

THE HEALING GEMS Microdermabrasion System from Artemis Woman combines the new age theories of the restorative power of gemstones and the benefits of essential oils with a modern delivery system for a spa-at-home facial experience. The kits include a handheld, battery-operated appliance that holds one of five interchangeable attachments to use with one or combination of the five Gemstone Facial Scrubs. Presented in clear PET jars that show off the rich tones of the scrubs, the set includes Amethyst Spirit, Clear Quartz Energy, Tourmaline Balance, Rose Quartz Senaual and Topaz Power formulas.

Each contains finely-ground gemstones, mica minerals, natural sugar crystals and a special combination of aromatherapy oils.

Artemis Woman was founded by Ann Buivid and Lisa Kahle after 35 years combined experience in marketing consumer products to women. "I had experience with wellness products," said Buivid. "The Artemis Woman brand is about women over 40, proactively managing feeling well and looking good through beauty products."

Design Challenge: Communicate Values

The Healing Gems Microdermabrasion System is sold to the small appliance buyer in department and specialty stores. "We want the packaging to com-

municate Artemis (the virgin Greek goddess of the hunt and the moon) and wellness," Buivid noted. "Women don't want to buy a toaster oven. The graphics on the box reflect mystery and beauty. The company logo, consisting of a sliver of the moon, floating within a soft-edged blue square over the name Artemis Woman in a vaguely antique font, appears on the carton and is silk-screened on each of the jars of Healing Gems Facial Scrubs.

"The inspiration for the visuals came from the concept of the goddess Artemis," said Michelle Farinella, the designer who created the graphics for the carton and jars. "The essence is what I used: independence, strength, intuition, compassion—all motivated toward balance. When all that comes together, a woman is successful on her path."

The Artemis Woman Microdermabrasion System Kit is presented in a carton with attention-getting graphics.



Wide Distribution

To reach consumers no matter where they shop, the kit is being distributed at all Ulta stores, at approximately a dozen wellness spas and centers on the East Coast and through www.amazon.com, according to Buivid.

After launching the kits in April, 2003, Artemis Woman has now made the scrubs available for individual sale in 2.5-oz. apothecary jars and together in a 5-Scrub Microdermabrasion Kit that can be a replacement for the original kit. <

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Metals for Fashion & Function

The Latest in Sampling Technologies

