**Craig Peters**

**IMG-208**

**Project 2 Elements Product**

**Category**: Personal Product Line – Men’s Shampoo

**Theme**:

* Cosmic
* Earth
  + Sun
  + Ocean
  + Forest
* Roman

**Product Name/Brand**:

* Cosmos & You
* Celestial deodorizing
  + Fragrance
  + Aura
  + Balm
  + Whiff
  + incense
* Nose Meet Cosmos
  + This Is What Space Smells Like
* Imperial Aura

**Possible Names**:

* Fire - represents energy itself, reflects the light
  + Sol Fire
  + Leo
  + Sagittarius
  + Byzantine
  + Mars\*
* Water - constant movement, but slow and steady. This is the element of conception and death, of illusions and fairytales
  + Europa Water
  + Neptune\*
  + Aqueduct
* Wind - winds are often referred to according to their strength
  + plasmaspheric wind
  + Gemini
  + Libra
  + Jupiter\*
* Earth - all want to accomplish – materialization of our desires
  + Terra / Tellus\*
  + Terrene
  + Planet Earth
* Solar Earth
* Solar Fire
* Solar Wind
* Solar Water

**Shampoo Types:**

* Strengthening Shampoo - Wind
* Hair Conditioner - Fire
* Dry Scalp + Dandruff - Earth
* Anti-Aging – Water

Shampoo have a lot of text on backs.

Barcode either across or sideways with numbers facing inward.