

# MyGene Minu Packaging

Presentation 3.0  
13 January 2023

Studio Decade acknowledges the muwinina people as the traditional custodians of the lands on which we operate. We pay our respects to their Elders past, present and emerging. We recognise the ongoing connection of all First Nations peoples to their Country, land and sea.

# Decade

1.

Last Round Creative

Idea 1: Large numbers

minu

by mygene botanical serum for men

30mL

3

Evidence-based blend of 100% organic essential oils and active botanicals with 30% LMW Hyaluronic Acid to leave your face feeling hydrated, plump and smooth throughout the day.

**INGREDIENTS:** Organic Jojoba Oil, Organic Pomegranate Kernel Oil, 30% LMW Hyaluronic Acid, Turmeric\*, Sandalwood\*, Frankincense\*, Himalayan Cedar Wood\*, Bergamot\*.

\*Certified organic provenance

@mygene

**HOW TO USE:** Apply a few drops to fingertips and gently pat over face. For best results, use after application of Minu #2 serum.

**CAUTION:** Avoid contact with damaged skin and eyes. Application may increase sensitivity to sunlight.

**PATCH TEST:** Apply a few drops to the inside of wrist for 24 hours prior to use.

Store in a cool dry place.

mygene.com.au

Idea 2: Blocking

minu

by mygene botanical serum for men

30ml

3

Evidence-based blend of 100% organic essential oils and active botanicals with 30% LMW Hyaluronic Acid to leave your face feeling hydrated, plump and smooth throughout the day.

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Idea 3: Minimal

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by mygene

30ml

minu

3

botanical serum for men

**HOW TO USE:** Apply a few drops to fingertips and gently pat over face. For best results, use after application of Minu #2 serum.

**CAUTION:** Avoid contact with damaged skin and eyes. Application may increase sensitivity to sunlight.

**PATCH TEST:** Apply a few drops to the inside of wrist for 24 hours prior to use.

Store in a cool dry place.

mygene.com.au

Idea 4: Maximal

Evidence-based blend of 100% organic essential oils and active botanicals with 30% LMW Hyaluronic Acid to leave your face feeling hydrated, plump and smooth throughout the day.

This can have more text here, this is dummy text and it's intended to be read but have no meaning.

Store in a cool dry place away from direct sunlight.

@mygene

minu

structural serum for men

by mygene

30ml

**HOW TO USE:** Apply a few drops to fingertips and gently pat over face. For best results, use after application of Minu #2 serum.

**CAUTION:** Avoid contact with damaged skin and eyes. Application may increase sensitivity to sunlight.

**PATCH TEST:** Apply a few drops to the inside of wrist for 24 hours prior to use.

mygene.com.au

Idea 3: Minimal



## Feedback

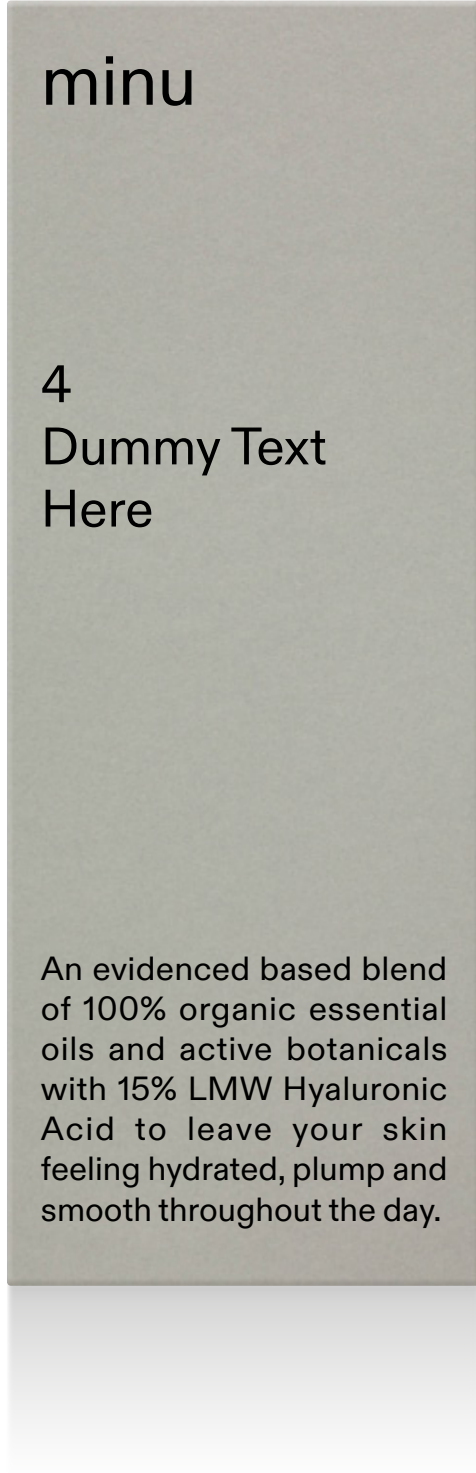
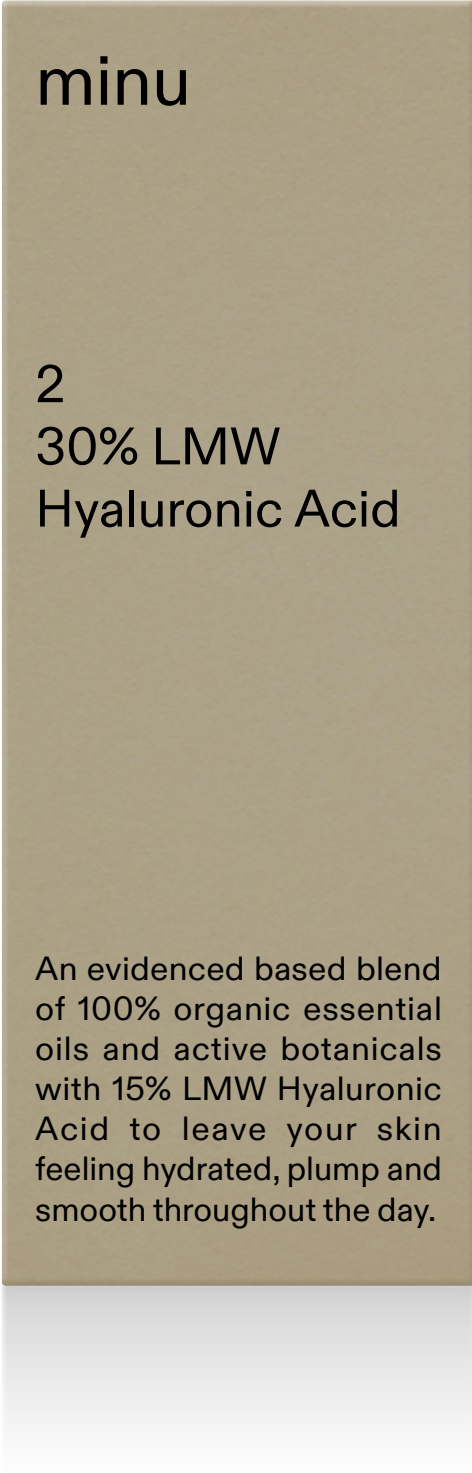
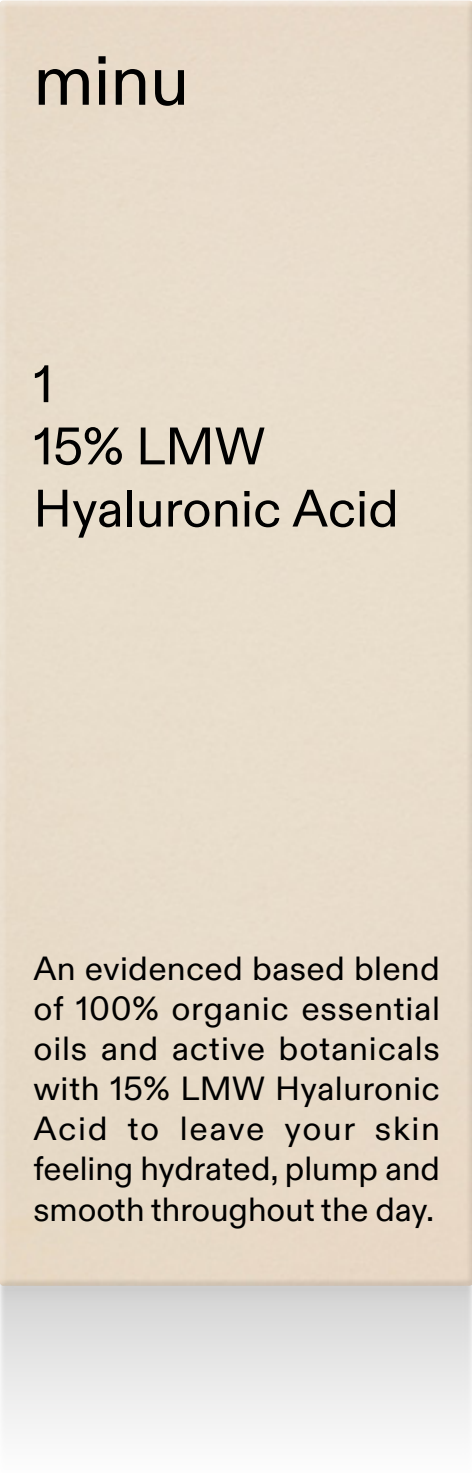
- Preference for 'Minimal' approach
- Maybe make the text bigger on front
  - Be good to develop box
- Like the idea of uncoated black / white / kraft with print embellishments
  - Need distinction within Minu Range (HA / Men / Other)
    - Maybe look at adding metallics
    - Maybe explore colour inside box
- Would like to include braille if possible

2.

Further Development

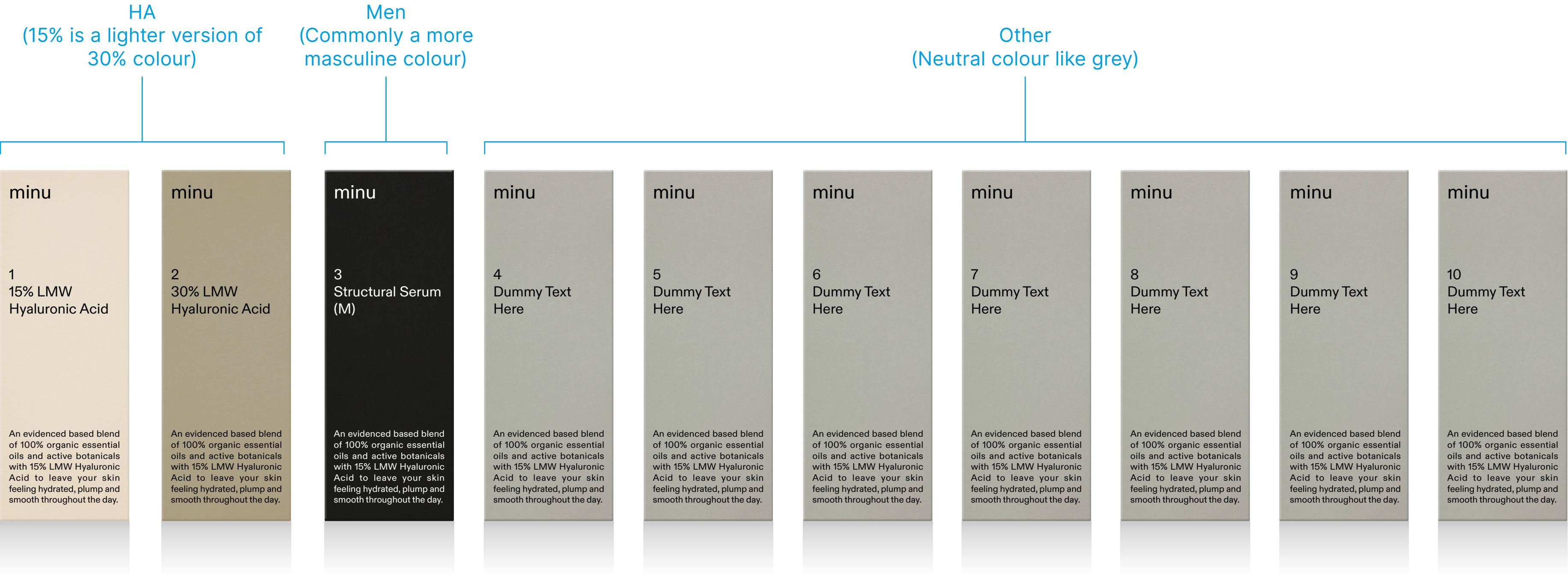
Option 1

Product description on front





# Product differentiation through box colour



Front

minu

1  
15% LMW  
Hyaluronic Acid

An evidenced based blend  
of 100% organic essential  
oils and active botanicals  
with 15% LMW Hyaluronic  
Acid to leave your skin  
feeling hydrated, plump and  
smooth throughout the day.

Back

HOW TO USE: Apply a few  
drops to fingertips and gently  
pat over face. For best results,  
use after application of Minu #2  
serum.

CAUTION: Avoid contact  
with damaged skin and eyes.  
Application may increase  
sensitivity to sunlight.

PATCH TEST: Apply a few drops  
to the inside of wrist for 24 hours  
prior to use.

INGREDIENTS: Organic Jojoba  
Oil, Organic Pomegranate  
Kernel Oil, 30% LMW Hyaluronic  
Acid, Turmeric\*, Sandalwood\*,  
Frankincense\*, Himalayan Cedar  
Wood\*, Bergamot\*.

\*Certified organic provenance  
Store in a cool dry place

30ml                      minu.com.au

# Adding embellishments

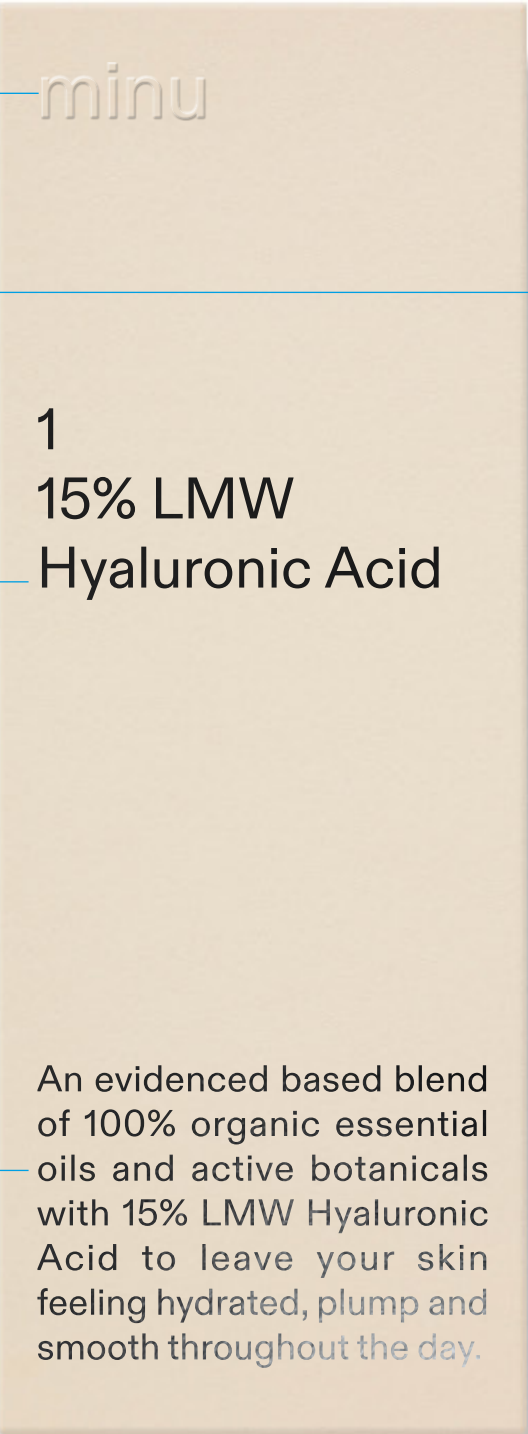
Emboss

Braille Emboss

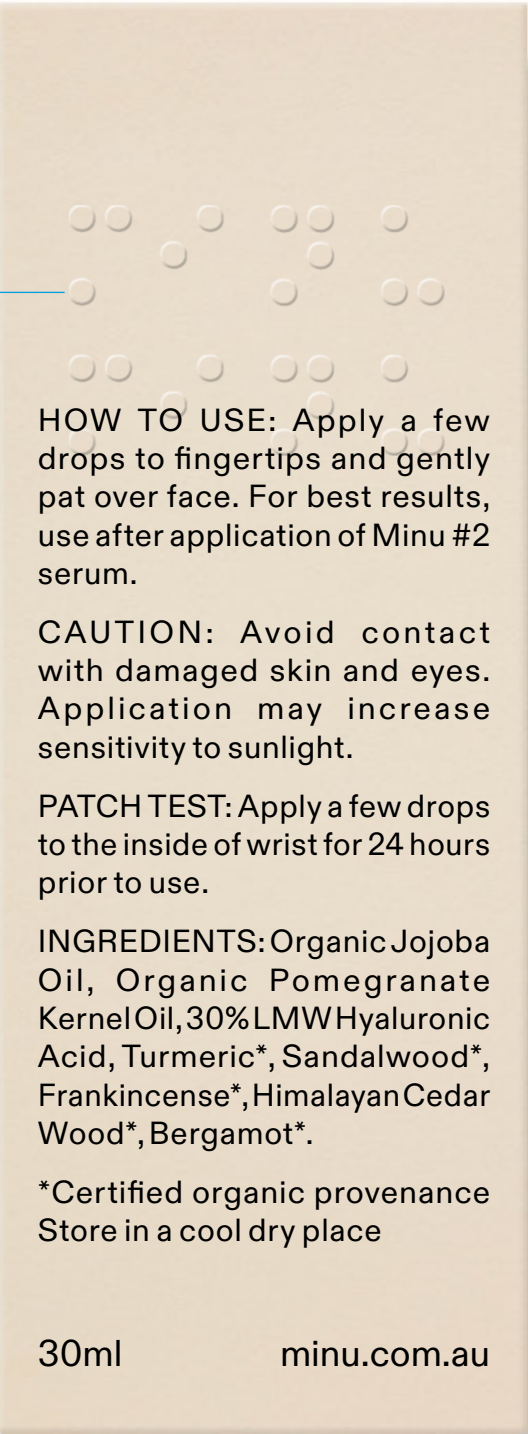
Black foil

Black foil

Front



Back



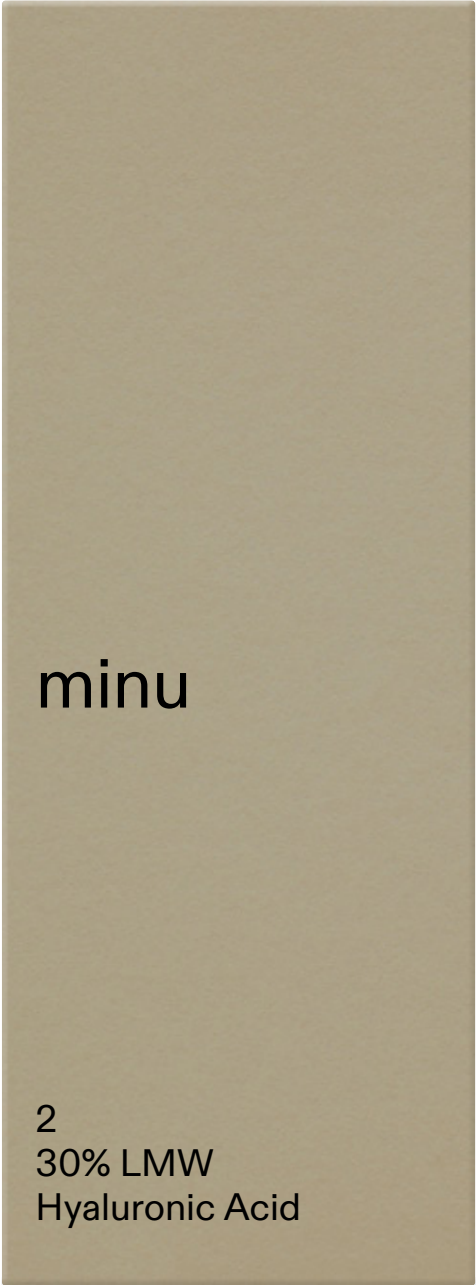
There's a number of ways to spec this design up with print embellishments. These will depend on available budget.

We recommend something quite subtle which will make the product feel more premium.

Option 2

More minimal

All details on back

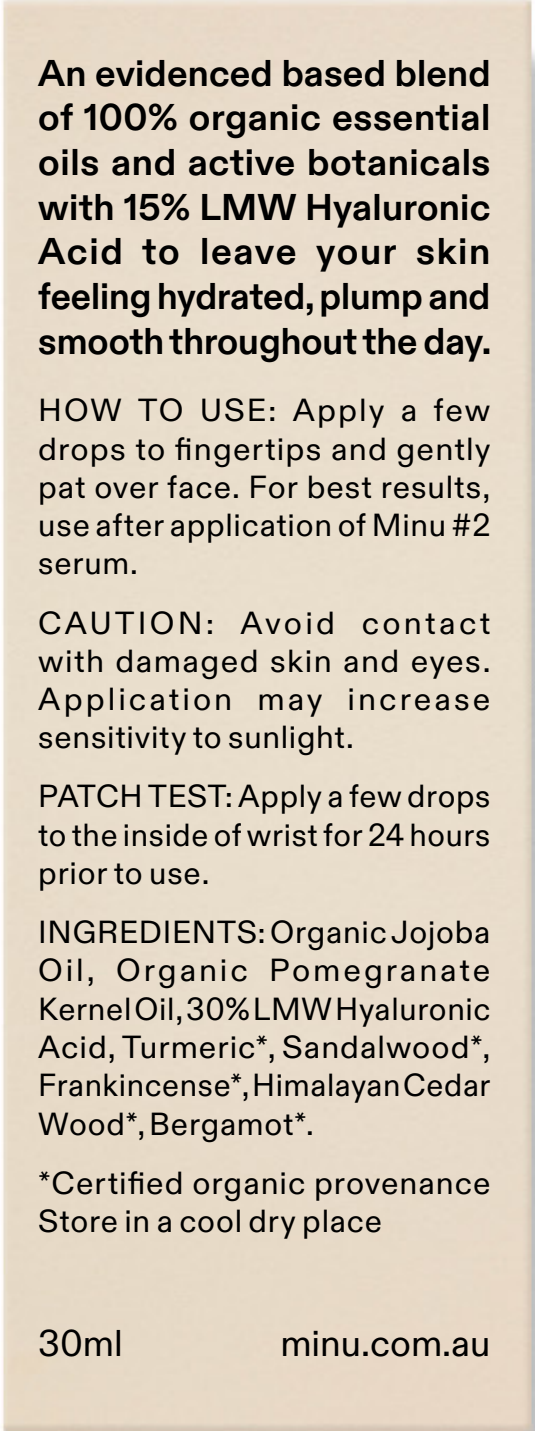




Front



Back



With Thanks

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