

THE DEMO

It's
called
“Lakmé
Aqua Gel”
pack
after all.

Let's have a play
with water, serum,
lotion and sun then.
At some point the
water/serum collides
into a light cream.
The watery texture,
its lightness on the
skin is what makes
this product unique
and attractive.



Many ways to execute this and many proposals to consider.

Water, instead of being just a drop can have a constantly changing shape, like it has a life on its own. It defies gravity and feels more organic, more unique.



Maybe two drops
blend in like mercury,
One being serum and
the other one lotion