



# ABOUT

- Pre-sun and post-sun lotion
- SPF and Aloe

“Eclipse lotion is designed to give you the best daytime protection and nighttime relief from the sun’s powerful rays. This daytime lotion acts like the moon does during a solar eclipse to block the sunlight from damaging your skin.”

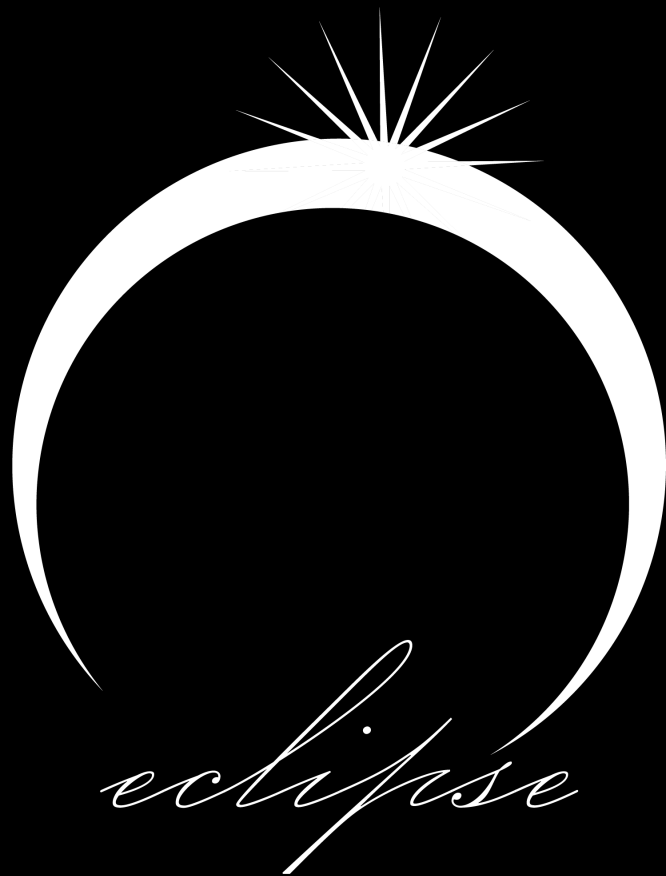
# THE BRAND

- Black and White
- Elegant Type
- Positive Message



# THE LOGO

- Solar Eclipse
- White on Black
- Tilt



# THE PACKAGING

- Black Box
- Prominent Logo
- Drug Facts/Barcode



# THE PACKAGING

- Black Box
- Prominent Logo
- Drug Facts/Barcode



# THE BUSINESS CARD

- Magazine
- Bright
- Face to capture attention



## THE AD

- Magazine
- Bright
- Face to capture attention

**Some days you  
can't hide from  
the sun.**



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# WHAT I LEARNED

- Planning Ahead
- Packaging
- Organization

