

## CASE STUDY: FA NUTRI SKIN

Industry: Consumer

### Fa NutriSkin – Creation of a New Sub-brand for Europe & CEE

One of the current top trends in the body care market is 'nutritional cosmetics', - body care products that have a nourishing effect on the skin. Our long-standing client Henkel was striving to make its mark in this new product category with Fa NutriSkin, Fa's first sub-brand comprising of an entire product range. We were tasked with developing the concept and design for the range (including shower cream, cream bath, deodorant, body lotion and cream bar) and bringing three distinct product categories – hand, body, and deodorant – under one umbrella brand.

The challenge: Fa is well positioned in consumers' minds as a brand that offers ultimate feel-good freshness. With NutriSkin, Fa was looking to extend this positioning by highlighting the scientific sophistication of the range, and its nutritional qualities, which needed to be reflected in the brand and packaging designs.



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### Bringing NutriSkin to Life

For Fa's new sub-brand, we created a coherent brand architecture, design concept and packaging design. In order to bring the NutriSkin concept to life, visual cues were taken from both the cosmetics and science category. The silver finishing and high proportion of white communicate intensive care, while the ball icons symbolize the multifunctional performance of the product's seven nutrients.



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### Beyond Freshness & Fragrance

Fa's innovative body care range is a great success with consumers who are excited by the combination of intensive nourishment, feminine fragrances and multifunctional performance.

"For Fa, NutriSkin represents a new dimension in the body care market, and is leading the way in the deodorant, shower gel and body lotion categories. The NutriSkin brand effectively positions itself as a scientific approach to body care whilst simultaneously reinforcing Fa's brand claim 'Feel Fantastic.'" Thomas Geister, International Director Brand Management, Fa

