



# Touch of Mink®

Touch of Mink  
**heal** extreme XD lotion



^ Refined Touch of Mink wordmark, product identity and application icon.  
New package design: Front facings for line of skin care products

## Established brand reorganized for easier selling

### Business

An established brand of skin care products containing mink oil, sold through regional fairs and festivals.

### Audience

Men and women who try the products at an event, then reorder online. Consumers looking for high quality skin care products enhanced with mink oil.

### Challenge

The product line and packaging were very confusing and did not align around one look or design system. The existing Touch of Mink script had recognition with loyal users but was not incorporated consistently. Silkscreened bottles were expensive to produce and required maintaining a large inventory.

### Strategy

A simplified product line organized under four categories—essentials, renew, heal and protect. Bottles were standardized for a consistent appearance and a new design for labels was developed that incorporated an updated Touch of Mink wordmark. Printed labels rather than silkscreened bottles reduced costs and eliminated inventory issues, while reinforcing the high quality of the products. The standard size and presentation emphasizes the “system” approach and enhances product recognition on the shelf or on the bathroom counter.

### Results

A simplified selling process for the sales team, and enhanced recognition of products.

“This new packaging system has been very well received, people really like the clean, modern look. Its uniformity helps people recognize the system whereas the old packaging was confusing. Our work with Creative Company has been a very good thing for us as a company.”

-Gina Batti  
Sales and Marketing Director  
Dermac Labs, Inc.