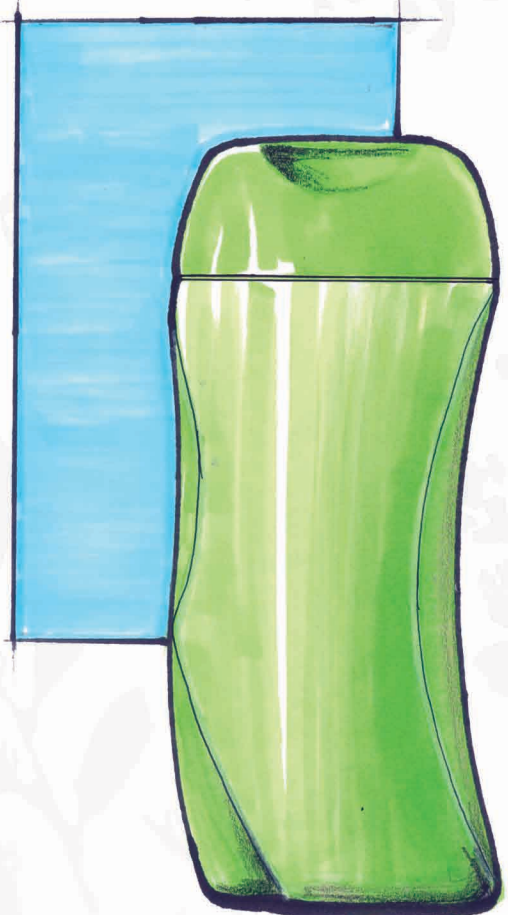
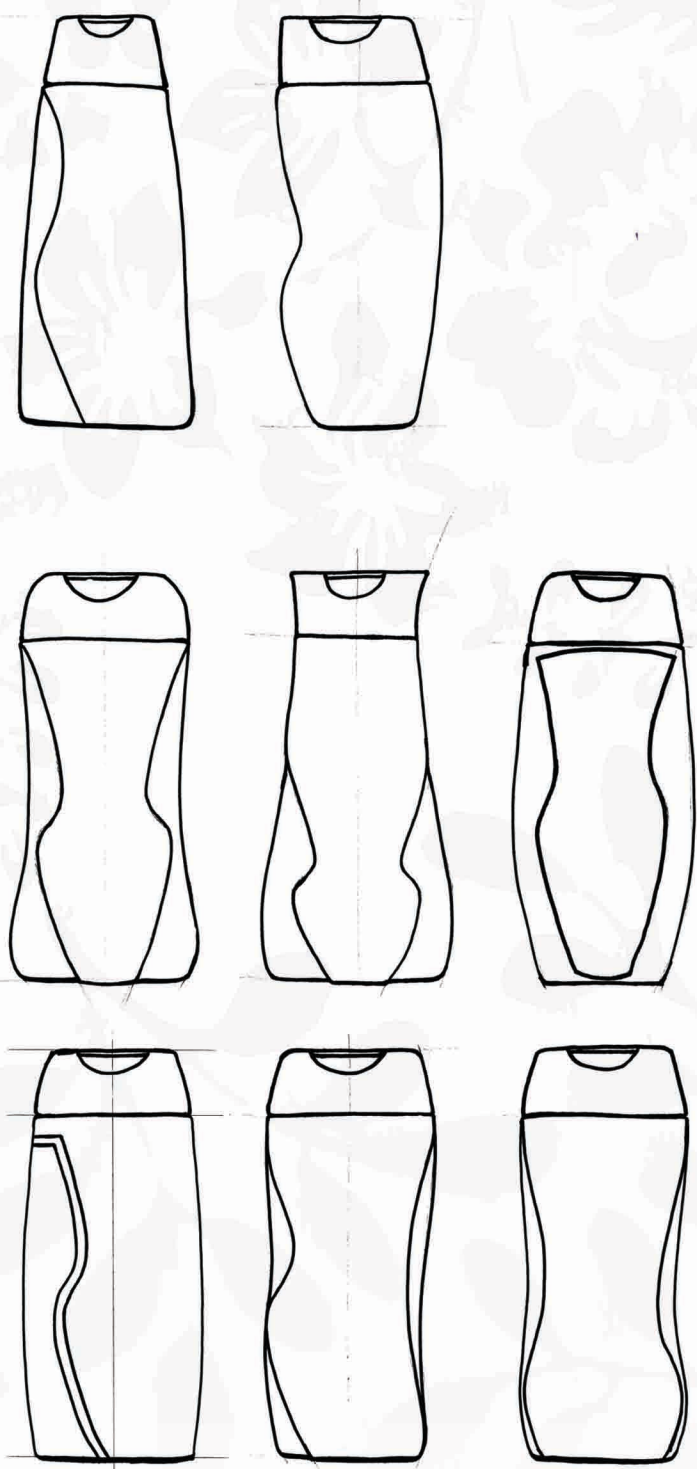


PERT PLUS

SHAMPOO BOTTLE



Pert Plus, a well established brand in shampoo, has used the same bottle design since first introduced in 1987. While not specified to any gender the brand caters more towards females. With this knowledge I redesigned the bottle to be more geared towards a femininst aesthetic. By using the female figure as a model I incorporated the brands old style with a newer, curvier, more interesting bottle shape.

