

Enzyme Mother Project-beerschaum soap

SPECIFICATION:

Enzyme Mother Project specialises in 100% natural, preservative-free products.

A unique method of process is applied to extract an element known as Betaglucan from commercial/house beer.

The project will involve one of their cosmetics products, the **beerschaum soap**. The word 'schaum' is known as the German word for bubble or foam, as this particular soap produces a large amount of natural foam like bubble. The product is yet to be commercialised, but has been developed and tested. Similar to the **popo Face mask** the product will be distributed to **beauty salons and dermatology** exclusively.

This project will involve the design of packaging, leaflet, illustrations and logos.

Client has requested to create a **BI** (Brand Identity) for this specific product.

- Existing **enzyme mother project** will be used as the CI.
- Name of the product is defined as **beerschaum** and not beerschaum soap.
- Designer is required to have in mind that the product can be sold in different combinations.
These combinations may change throughout the design process.
- Product and Leaflet must be included inside the packaging and not on the packaging.
But the product can be shown or covered by the packaging.
- Packaging for each combination of soaps may differ to each other.
i.e packaging for single soap product and triple soap product may differ.
- The Product itself is a high quality, high end product, therefore packaging must reflect on this image.



PROJECT PHASE:

Phase 1:

- Phase 1 will involve the BI work of Beta ver. soaps.
 - Beta ver. soaps will not require design work on the packaging.
 - Ready made boxes will be purchased in bulks and handed out as sample soaps for user response.
- Users will need to have used the product prior to receiving the samples, in order to collect relevant information regarding product image.

Phase 2:

- Phase 2 will involve the BI work of products for the market.
- This includes, packaging, leaflets and other accessories necessary for a finished product.