

# Enzyme Mother Project-beerschaum soap

## Paraphrase:

- Rather than emphasising the product name, the distinguishable characteristic has been emphasised.
- Results which users would like to achieve has been highlighted using bold fonts.

## Ingredients:

- Core ingredients used in all products in general have been illustrated in a simple method.
- Betaglucon being an extract from beer, images of the foam and beer bubbles have been portrayed.

## Front sleeve:

- On top of the leaflet, a translucent sheet Caligraphy paper will be placed. This will help tone down the image as it may feel irrerlevant or too direct.
- The sheet will be purchased in bulk from a manufacturer, no design input will be made.



## Background:

- The translucent image on the background represents the formula for the core ingredient Betaglucon.
- A faint shade of grey has been added to match the shade of the overall illustration work.

## Quality & Safety control:

- Bottom left paragraph indicates that the product is 100% handmade.
- Products may differ in size or colour. Manufacture date is stamped on the day the product is packaged.
- Distinct features of the products have been indicated in a simple format.

## Products:

- In addition to the 3 products, the **Mobile Care** item has been added as it will be sold in the near future.
- Detailed description on the effects, functions and instructions of use have been indicated.
- Rather than high quality photographs,illustration of each product has been used to compliment the shades used on the leaflet.

## Background:

- Main image is a photograph of a microbrewery. The image could give a wrong impression or make the user curious.
- The CI and BI have been placed clearly in white colour font in order to stand out.
- Top phrase explains the word 'Schaum'.

