

Press Release

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Concerning Packaging Design for BABOR Effect Fluids, 2011 Special Edition

Floral design for BABOR

Interbrand plucks a colorful, summer bouquet of highly effective plants and flowers for the 2011 special edition of BABOR Effect Fluids

Hamburg / Cologne, 28 July 2011 – Every year, the cosmetic company BABOR offers its customers a special edition of one of its popular beauty fluids, and Interbrand has designed the packaging for the 2011 special edition – five window boxes with slipcases that feature the various active ingredients of BABOR's concentrated beauty products.

The colorful flowers and plants from which the active ingredients are extracted provide the decorative elements on the secondary packaging. The decorative floral designs indicate the ingredients of the extraordinary skin care products inside. Each box contains seven vials of the respective beauty fluid product.

The vibrant, radiant colors of the plants are also featured on the slipcase inside the box, which elegantly frames the decorative motif. The window on the front of the box creates an appealing "stage" for the ampoules containing the beauty fluids.

The matte white paper used for the packaging underscores the premium quality of the treatments, as do the silver embossed logo and the glossy finish that gives the brilliant colors in the decorative motifs added shine.

"The attractively elegant packaging and the colorful decorative motifs are the perfect presentation for the highly concentrated seven-day treatments. The beautiful packaging makes it difficult to choose just one of the sets," said Catrin Bilger, senior consultant and client account manager at Interbrand Hamburg, with a wink.

BABOR Effect Fluids are available in five varieties: Lifting (poppy), New Skin (lupine), Energy (queen of the prairie), Anti-Stress (reed), and Moisture (algae).

For the past 55 years, BABOR has been a pioneer in the area of professional skin care, producing precision cosmetics "Made in Germany".

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