

e'news

A New Sensational Freshness from Darlie Toothpaste

TM&N developed the packaging design for a new variant Zesty Fresh for Darlie, a top toothpaste brand in the PRC. This new product targets active and on the go younger consumers looking for premium products. To convey the product as a cosmetic oral care expert and reinforce the new mouthwash and cooling beads ingredient, TM&N incorporated spherical beads with splash color backgrounds representing either the lemon or mint flavor. The design illustrates a sensation of exploding freshness and communicates what the new toothpaste is about – sensationally refreshing, thorough cleansing and premium. The contemporary and fun on-shelf presence makes it distinguishable from the rest of the Darlie family and its competitors.

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