



## THE REQUEST

Lumenis, a world-renowned expert in innovative energy-based technologies for minimally invasive surgery, came to us to develop a cohesive package for their Lightsheer Hair Reduction promotional materials. The solution had to be flexible enough to contain the existing printed pieces – which varied in size and shape – and had to be aligned with existing brand guidelines for colors, fonts, and style.

Most importantly, the client needed something that would bring all the pieces into one impactful kit that would reinforce the brand's upscale message and stand out from other promotional pieces that the target audience of doctors and aesthetic professionals receive.

In planning this project with Lumenis, we learned that they were particularly concerned with the reproduction of skin tones. Past results had been less than satisfactory and they asked us to tackle the problem.

## THE WORK

Working with an experienced packaging manufacturer, we created a box that is both practical and consistent with the client's existing branding. It also employs bold graphics and premium construction to deliver an elevated image that is central to the brand's strategy.

Because this kit is the first we designed for several Lumenis products, we developed a system of complementary colors that are unique to each product, but all work in harmony with the brand's signature dark blue color. For Lightsheer, the teal dress worn by one of the models in the main image provided inspiration for the complementary color.

We were also responsible for revisions to the contents, flowing new copy into existing layouts and creating the illustration for the button. Our expert photo retouching crew worked closely with the client to enhance the models' skin tones while maintaining a look of authenticity and health.