



DUSTIN EDWARD ARNOLD

LUXELAB : BLONDE - AID
PACKAGING / PRODUCT DEVELOPMENT

Challenge _____

Blonde Hair

'Blondes stand agonizing in the product sections of salons, faced with an either-or choice. One product can make their fine damaged hair feel healthy, but often leaves it flat and lifeless, while another might add body, but does little to make the hair feel healthier. Blonde Aid is a product capable of doing both. A breakthrough that has a real purpose. Its availability now tho the consumer was solely driven by the needs of stylists and clients. Blonde hair tends to be finer than its dark counterparts both in its thickness and the number of hairs per square inch. During the process of lightening hair color bleaching can substantially erode some of the natural thickness your hair has started out with. Therefore, Blonde-Aid has a dual benefit designed to actually pump up the hair shaft increasing the hairs diameter while also increasing body. Blonde tones tend to fade faster than other colors. The fragile nature of blonde hair coupled with the nuances of color toners makes blonde hair more susceptible to premature oxidation and therefore fading. Blondes tend to over-style there hair. Frequent use of thermal styling tools beat up otherwise healthy hair causing unnecessary damage.' Blonde Aid's packaging, copyrighting, and overall design direction needed to communicate these various keypoints.

Process _____

Information Gathering

Formulated with the highest-quality cosmetic and food-grade ingredients. An entire year of double-blind tests at Luxelab Salon allowed the salons top 25 stylists to further fine-tune Blonde-Aid on thousands of clients. From these experiences and information gathering the design direction evolved according to direct contact with clientele from all walks of life. Opinions were gathered, analyzed and refined into an appropriate visualization for this innovative new product.

Result

'Blonde-aid Masque is a patented breakthrough in hair care research that is formulated for the special needs of blonde hair. It uses Protein Complex No. 29, A formula that increases hair volume by thickening its diameter, restores elasticity by making each hair stronger, preserves color with out ever overconditioning and protects your hair from the damaging effects of the sun, sea, pollutants, and heat styling.

Using moisture infused, positively charged micro proteins, anti-oxidants and electrolytes, Blonde Aid recharges all types of blonde hair including all highlights, from platinum to sandy to golden blonde. '