



Innovative Visual Design of Packaging for Handmade Wormwood Skin Care Product

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Abstract In this paper, the natural elements of the wormwood plant were used to make skin care products. Wormwood was also the source of inspiration for the packaging's visual imagery, with emphasis on pure and natural care of the skin. The simple, low-saturation rendering of the packaging's visual design generates a new concept of environmental pollution reduction. Hopefully, this design will make Taiwanese people pay attention to the local industry, as well as environmental protection practices.

Keywords Wormwood, Skin care products, Visual design, Environmental protection

Introduction

Rich wormwood fragrance awakens dull skin. Experience the natural feeling of warmth derived from Huatan Township's carefully cultivated wormwood. Absorb the essence of nature and a unique aroma filled with strong vitality. The wormwood plant itself contains natural active ingredients. Sterile cryogenic extraction was used so that the skin would be able to easily absorb the essence of nature. This brings forth an ultimate soothing effect and rejuvenates the skin. This product promotes the new life concept of green healing and enables the user to smell the simple wormwood fragrance, experience its perfect cleansing power, and interpret the clear and comfortable feeling of warmth.

By inheriting the wisdom of the ancients and to promote environmental protection and health, the general public is given a new awareness and experience of wormwood products by creating a new brand and changing the traditional image of wormwood. This helps transform traditional industries, improve product quality, increase market competitiveness, assist in the development of local industries, and boost promotion of local culture.

Literature Review

Good skin care products should be extracted from natural elements in order to limit the use of chemical additives and reduce environmental pollution. Wormwood is an intriguing herb, strong, powerful, and much valued in the past. It contains elements that are beneficial to human diet and can be used medically. Thereby, it is much acknowledged and promoted by researchers [1].

Shen believes that wormwood is non-toxic, has no residue, and do not pollute the environment. Furthermore, it can be used to develop green pesticides [2]. Some scholars believe that wormwood can repel insects such as mosquitoes and can be used as natural dye [3]. In ancient times, it was used as a medicinal herb and flavor enhancer due to its special taste and anti-bacterial function [4].

Creation Design

Advances in technology and changes in life style seriously contributed to environmental pollution and put human health under threat. In this paper, the inspiration for the creation of these skin care products was the concept of pure and natural. Elements of wormwood, which is economical and affordable, were extracted. Then, hand-made life attitude was emphasized to promote the LOHAS trend and encourage people to think carefully about land resources and land protection. Through the concept of harmony, values of life were redefined. In the pursuit of balancing nature and the soul, a life that returns to nature, loves the land, and protects the environment is developed. Furthermore, concrete actions are taken to promote non-toxic, safe, and healthy skin care products through emphasizing the use of natural herbs for articles for daily use in order to create a healthy and happy new life style.



The design was created for young people within the 25 to 35 years old age group. Environmentally friendly PET was used as the outer packaging material to let consumers clearly appreciate product characteristics at first glance. The overall visual appearance of the packaging makes use of a combination of handmade wormwood paper collage and painting to enhance its texture and special visual effects. This gives more characteristics to the wormwood skin care product and makes it more in line with the theme.

Design Results

In this paper, extraction of elements from the natural wormwood plant inspired the creation of the skin care products and the visual imagery design of their packaging. Emphasis is given to the new concept of a clean, environmentally friendly, burden free skin care product. Materials used were natural, stressing back to nature and reduction of environmental pollution (figure 1).





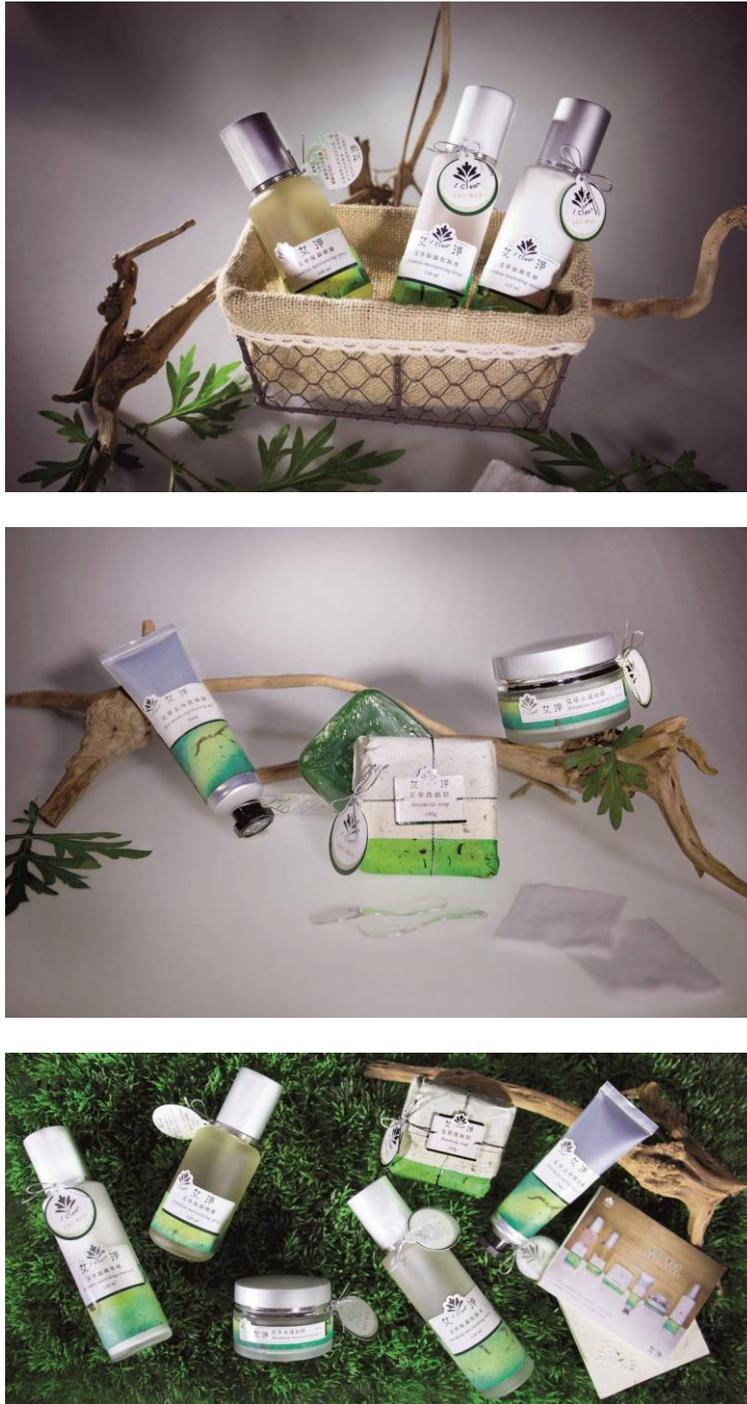


Figure 1: Design results

Conclusion

In general, the results for the innovative research and development of this study are summarized and illustrated below:

- (1) These hand-made non-toxic skin care products and innovative visual design promote the new concept of environmental protection which enables designers to carry out their social responsibilities.
- (2) This innovative product design will be presented at the 35th Young Designer Exhibition, A⁺ Creative Festival, and National Library of Public Information Exhibition and Contest in order to promote Changhua City's traditional industries.



- (3) Currently, production in small quantity is being tried. When order reaches a specific amount, cooperation with manufacturers will be considered for mass production, and business will be conducted through Internet marketing.
- (4) This innovative product design is worth the attention of related manufacturers. It is hoped that in the future, there will be prospects for the development and mass production of this design.

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