

DESIGN EXHIBITION 2022

MAKIN BANGUN  
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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## **WAVOUS** PRODUCT

Design Advisor : DR.SHAFILLA SUBRI  
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The name of the product is Wavous. The client of this product is Adeyla Beauty was in Penang and was created in Mac 2019. A product description is "Long-lasting curling mascara". This product is suitable for all women who want to make eyelashes growing up. The uniqueness of this product is natural ingredients that do not contain any chemicals or acid and are safe for everyone to use. The product tagline is "Lash Up Glow Up" it's to show confidence, elegance, and classiness. The objective of this product is to create a new design for this product for teenagers and all women to become confident and beautiful without harming the user. The old name which is Mascara Lentiks has been improvised into a new name which is Wavous. The concept of this product is nature concept and more to harmony nature. The color of the concept is a dark color to show elegance and classiness. However, the bottle of mascara has an image of the main ingredient which is the oil of sunflower, argan, and the olive plant. Wavous comes in three colors: Sunflower (black), Argan (brown), and Olive (dark blue). The item for merchandise and theme for this product is more to plant oil ingredients. For the logo I make the concept look simple and elegant to match with the cosmetic brand and not fancy. The target Audience was suitable for all women who want elegance and classy and nature. This product also has many competitors which is the local brand offering a much cheaper price and the international brand has high trust and has many consumers. There are various local home ground cosmetic brand products (mascara) in today's market such as Velvet Vanity, Silkygirl, Anasism, Chique Cosmetic and BeauTyra. The cosmetic product will high demand when having the ceremony or festival day. Indirectly, the mascara will be sold with promotional value when purchasing more than one item. In conclusion, wavous is a product making high-quality and affordable products for all women to have beauty without chemicals and is to make the brand spread all over Asia.

**Lash Up  
Glow Up**

Prevent Eyelash Loss Mascara rich  
Vitamin E Sunflower Oil

**WAVOÛS**  
LONG-LASTING CURLING MASCARA

f @ wavous | www.wavous.com.my

**Lash Up  
Glow Up**

Volume Up eyelash Mascara rich  
Omega 3 and Vit C Argan Oil

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Prevent Eyelash Loss Mascara rich  
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# GRAPHIC DESIGN & MEDIA DIGITAL

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**TOSHIBA**



**JKKN**  
JABATAN KEBUDAYAAN  
& KESENIAN NEGARA



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