

DESIGN EXHIBITION 2022

MAKIN
KAWALAN
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College of Creative Arts, UiTM Kedah Branch

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DE BLOOM PRODUCT

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The product is a homemade face moisturizer and name as De Bloom. The tagline for the product is Radiant Glow, Magical Scent. The Unit Selling Proposition (USP) is a floral-scent face moisturizer. Verinity Beauty produced the De Bloom which is a moisturizer that is flourished with fresh flowers as the main ingredients such as Rose, Lavender, and Lotus. It is also 100% natural and safe from any chemical ingredients. 'De' in our product name represents the word 'The' to make it sound more elegant and classier that suits our concept of the product itself. Furthermore, Bloom means flourish with youthful beauty and it explained that when the flowers bloom, they will become more beautiful same goes for our skin. The background of our product is it is originally made with only shea butter as the main ingredients. Adding up the latest moisturizer has been added fresh flowers such as Rose, Lavender, and Lotus as the main ingredients too. As we all know, these flowers are famous for their good benefits for the skin. Roses have anti-inflammatory properties and the extracts are high in vitamin C so they were very suitable for dry skin. Next, Lavender extracts work to kill bacteria, and this can prevent acne breakouts, so it is very suitable for acne-prone skin. For Lotus, it contains skin balancing properties, which help balance sebum production on the skin. In oily skins, this is beneficial in preventing clogged pores so it is very suitable for oily skin types. The product is chemical-free because the facial skin is a sensitive skin and needs to be care for more intensely. Furthermore, not only does the moisturizer have a great scent, but the effect on consumer skin is also proven to be better than the old version of this moisturizer. The art direction and concept are more elegant, classy, and very minimal in design. Focussing on soft colors as our main color such as cream. The illustration is used on the packaging design to show the ingredients of each moisturizer. The target audience for the product is women, whereas women are usually attracted to elegant yet minimal design. This will also make the moisturizer looks expensive but it is affordable compared to other high-end moisturizers available in the market nowadays.

VERINITY
De Bloom
Homemade Face Moisturiser
Radiant glow, Magical scent

Sweet Rose

Roses have anti-inflammatory properties. Rose extracts are high in vitamin C so they help to stimulate collagen and are high in vitamin E so it's very moisturising and suitable for dry skin.

www.debloom.com

VERINITY
De Bloom
Homemade Face Moisturiser
Radiant glow, Magical scent

Calm Lavender

Lavender works to kill bacteria, and this can prevent and heal acne breakouts. It unclogs pores and reduces inflammation when you put it on your skin. It is very suitable for acne prone skin.

www.debloom.com

VERINITY
De Bloom
Homemade Face Moisturiser
Radiant glow, Magical scent

Fresh Lotus

Lotus extracts contain skin balancing properties, which help balance sebum production on skin. This is beneficial in preventing clogged pores, acne and blackheads. It is very suitable for oily skin.

www.debloom.com



Sweet Rose



Calm Lavender



Fresh Lotus



GRAPHIC DESIGN & MEDIA DIGITAL

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**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

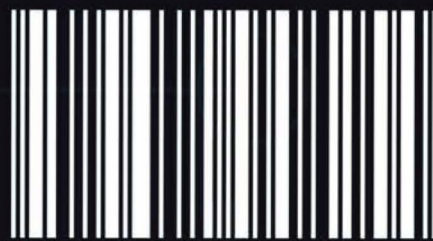


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