

DESIGN EXHIBITION 2022

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**ALLIYA
SOFEA**
ROSHIDI
2019291784

ORAGNICA PRODUCT

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The product is face serum based on organic ingredients. The name of the product is "organica" which means organic in the Spanish language. The product description is organic face serum. The tagline for this product is as good as newborn skin. The ingredients use in this product are watermelon, cucumber, and soya bean. There's a lot of benefit in these ingredients for the skin. The first product is name as Moist Melon which is from watermelon where it suitable for antioxidants and high-water content that will boost the moisture in our skin and making the skin glow. Other ingredient is from cucumber and called as Freshy Cumber, which is the benefit was, good in hydrates our skin and always keeps it fresh. The last ingredient is the soya bean, and it renames as Glowie Soy because the function of soya bean will make the skin look bright and radiant. The company started formulating the serum beginning of 2020 in January. The company decided to create a brightening serum with great ingredients combined for those with sensitive skin. Most products in Malaysia are focusing on whitening/instant brightening results. However, they believe something mild which can be used daily is better for the skin barrier and can give that natural glow. The key ingredients are alpha-arbutin, pomegranate oil, resveratrol, niacinamide. The company name is self-explanatory, Glowie which means "to glow" in the Afrikaans language. Whenever people pronounce the brand's name, people will automatically associate the brand with something which can give glow. The concept of this product is organic, simple, clean, and elegant because most of the design nowadays is minimalist and simple for the skincare like a clinical thing. The information provided is also clear to the customer so that this product is more advanced and easier to remember by people who are loyal to this purchase. The target market for this serum is teenagers from age 15-25 years old. The product competitors are more towards brands that are easy to find in Farmacy such as Wardah, Garnier, Safi, and others. The target is to build a global brand that is committed to creating clean, no-fuss skincare to give women (and men) the confidence to flaunt their bare skin. The vision is to create skincare products for all skin types that offer original results. Through consistent innovation that is aimed at developing advanced skincare products with the best combination of ingredients..

ORGANICA
organic face serum

As Good As Newborn Skin

Organica Moist Melon is an organic face serum which is rich in antioxidants and high-water content. This serum will boost the moisture in our skin and making skin glow. This watermelon extract helps your skin look its best.

www.organica.com

ORGANICA
organic face serum

As Good As Newborn Skin

Organica Freshy Cumber is It hydrates our skin and keeps it fresh at all times. Cucumbers contain polysaccharides, which help the skin attract and retain moisture. Cucumbers also consist mostly of water; they're 96% water, to be exact.

www.organica.com

ORGANICA
organic face serum

As Good As Newborn Skin

Organica Glowie Soy is those antioxidant compounds are serious skin brighteners, helping to deliver a luminous and even-toned appearance soy improves the look of dark spots and discoloration, but it also has a talent for decreasing skin redness.

www.organica.com



MOIST MELON



FRESHY CUMBER



GLOWIE SOY



GRAPHIC DESIGN & MEDIA DIGITAL

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**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA

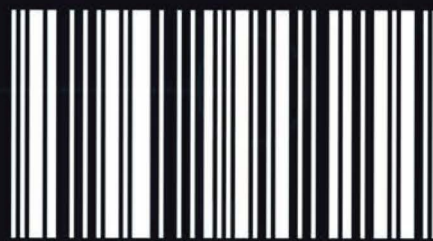


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