

DESIGN EXHIBITION 2022

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NALLIPZ PRODUCT

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The product name is Nallipz. Product name Nallipz is formed through a combination of the words Natural and Lip. Nallipz is a lip treatment that is lip balm. The product description for Nallipz is Natural Treatment Lip Balm, this is because the lip balm only uses natural ingredients. Nallipz has three types which are Red Cherry, Sweet Honey, and Fresh Aloe Vera. The product use the natural ingredients used such as cherry, honey, and aloe vera. All these natural ingredients also giving a good effect on the lips. Cherry is very good in softening the lip, where the honey makes the lips less dry, and finally aloe vera is specialize in protecting cracked lips from infection. The tagline for this product is Treat Your Lip Naturally. The tagline used is for users to treat their lips more healthily by using natural ingredients. The unique selling proposition for this product is based on ingredients that are from 100% natural ingredients and good for lips treatment. It further explains that this lip treatment only uses natural ingredients. This product produces by Famoon Lipcare that located in Kelantan. Famoon Treatment uses round packaging and needs to use fingers to apply lip balm to the lips. Therefore, Nallipz makes it easier for users to wear their lip treatment by releasing a new packaging design. The ideal time to apply the lips treatment is before applying lip matte, before bed, after applying skincare, and when at home. The design concept used by Nallipz is natural and simple. The design used on each packaging is according to the ingredients used such as Red Cherry packaging will use a design that contains cherries, Sweet Honey will use a design that contains honey, and the third Fresh Aloe Vera uses a design that contains aloe vera. This will make users more aware of each ingredient used on different packaging with each design using different natural ingredient designs. The simple design on each packaging that follows the respective ingredients gives a natural effect to the consumer who sees it. The color of each packaging is also different according to the colors of natural ingredients used. The target audience for this product is females and males of all ages. Nallipz uses natural ingredients, so it is guaranteed no side effects. This makes Nallipz different from other products. There are many competitors for lip balm products but not many uses 100% natural ingredients so many users will be interested in using Nallipz products because they will be safer. The price for the product is affordable to buy. To attract a lot of people that will use this Nallipz product, Nallipz provides attractive merchandise for users such as keychains, wet tissues, lipstick bags, and mini mirrors. In conclusion, Nallipz has a lot of good effects on consumers. The materials used are better for the Environment and their manufacture doesn't harm animals. The most important thing is that the ingredients used leave no doubt about your health.

NALLIPZ
Natural Treatment Lip balm

 **Treat your lips Naturally**




Red Cherry

Red Cherry lipbalm means lipbalm made from abstract cherry. Cherry's advantage is to soften your lips.

Famoon
TREATMENT
www.nallipz.com

NALLIPZ
Natural Treatment Lip balm

 **Treat your lips Naturally**




Fresh Aloe Vera

Fresh Aloe vera lipbalm means lipbalm made from Aloe vera. Aloe vera's advantage is to moisturize your lips.

Famoon
TREATMENT
www.nallipz.com

NALLIPZ
Natural Treatment Lip balm

 **Treat your lips Naturally**




Sweet Honey

Sweet Honey lipbalm means lipbalm made from honey. Honey's advantage is to heal your lips.

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TREATMENT
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GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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