



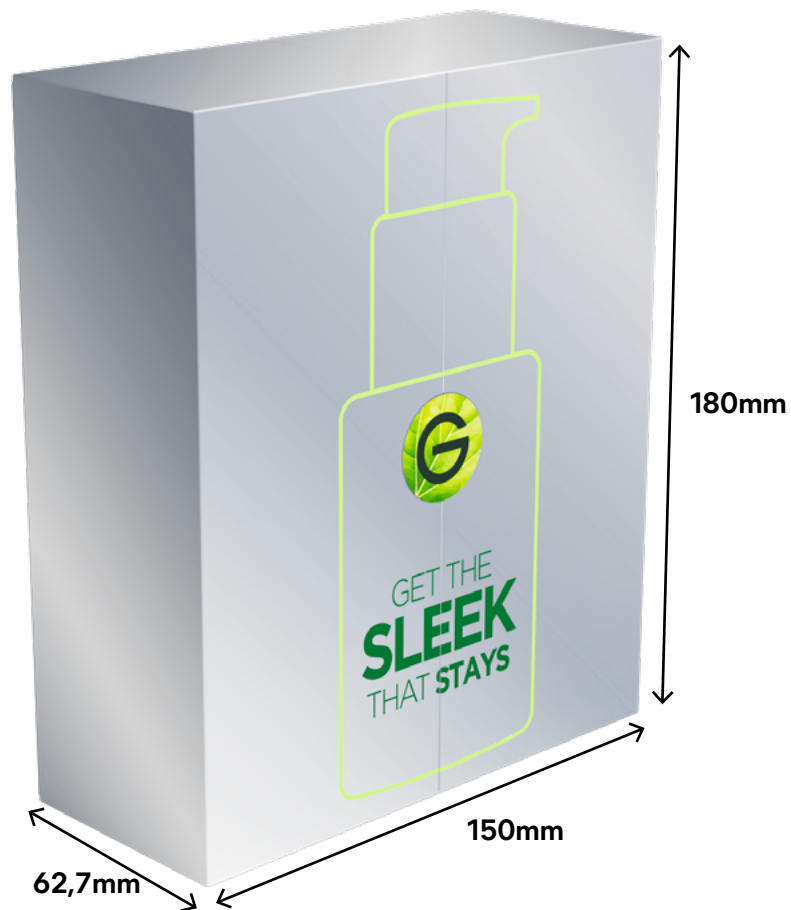
PR PACKAGING - GUIDELINES

december 17th 2024

PACKAGING STRUCTURE

Packaging made for one serum Sleek & Stay; following this structure :

L = 180mm; l = 150mm ; depth = 62,7mm;





MATERIALS

The packaging is made of recycled paper laminated on recycled carboard.

We recommand : using a silver paper on top of the carboard. If not possible, using recycled paper and printind the gradient.

The content is printed with the Garnier Green Pantone, neon Pantone 909C, and orange foiled as seen on the product.

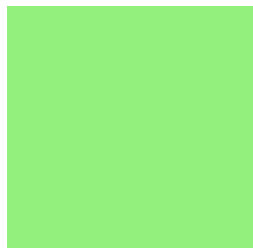
COLORS



PANTONE
7732 C

CMYN
C88 M26 Y92 K13

HEXA
#007B3F



PANTONE
909 C

CMYN
C0 M40 Y60 K0

HEXA
#A6EC8A



FINISHING

The full exterior should be coated with a glossy varnish to make it more resilient and protect it.

The flyers should be linked with a green ring or ribbon.



FLYER 1

Bigger flyer's dimensions :

L = 131mm ; l = 50mm ;

It should be printed **under a thermochromic ink to make the content appear with heat on a 320gsm recycled paper.**

The content is printed with the Garnier Green Pantone and orange foiled as seen on the product but the logotype will need to be printed in CMYK.

please refer to slide 3 for colors.



FLYER 2

Smaller flyer's dimensions :

L = 84,8mm; l = 24,7mm ;

It should be printed on a **320gsm recycled paper with a soft touch varnish either on a silver paper or printing a silver effect.**

The content is printed with orange foil as seen on the product but the logotype will need to be printed in CMYK.

please refer to slide 3 for colors.



