

Betadine

Concept / Materials / Branding / Packaging

Betadine® has been the trusted brand in hospitals for over 50 years and is your first line of defense to help prevent infection when treating a minor cut, scrape or burn.

The new Betadine® is designed to be friendly on the go. Embodying our no-sting promise and maximizing our product accessibility anytime and anywhere you need it.



Concept

Playful Essence



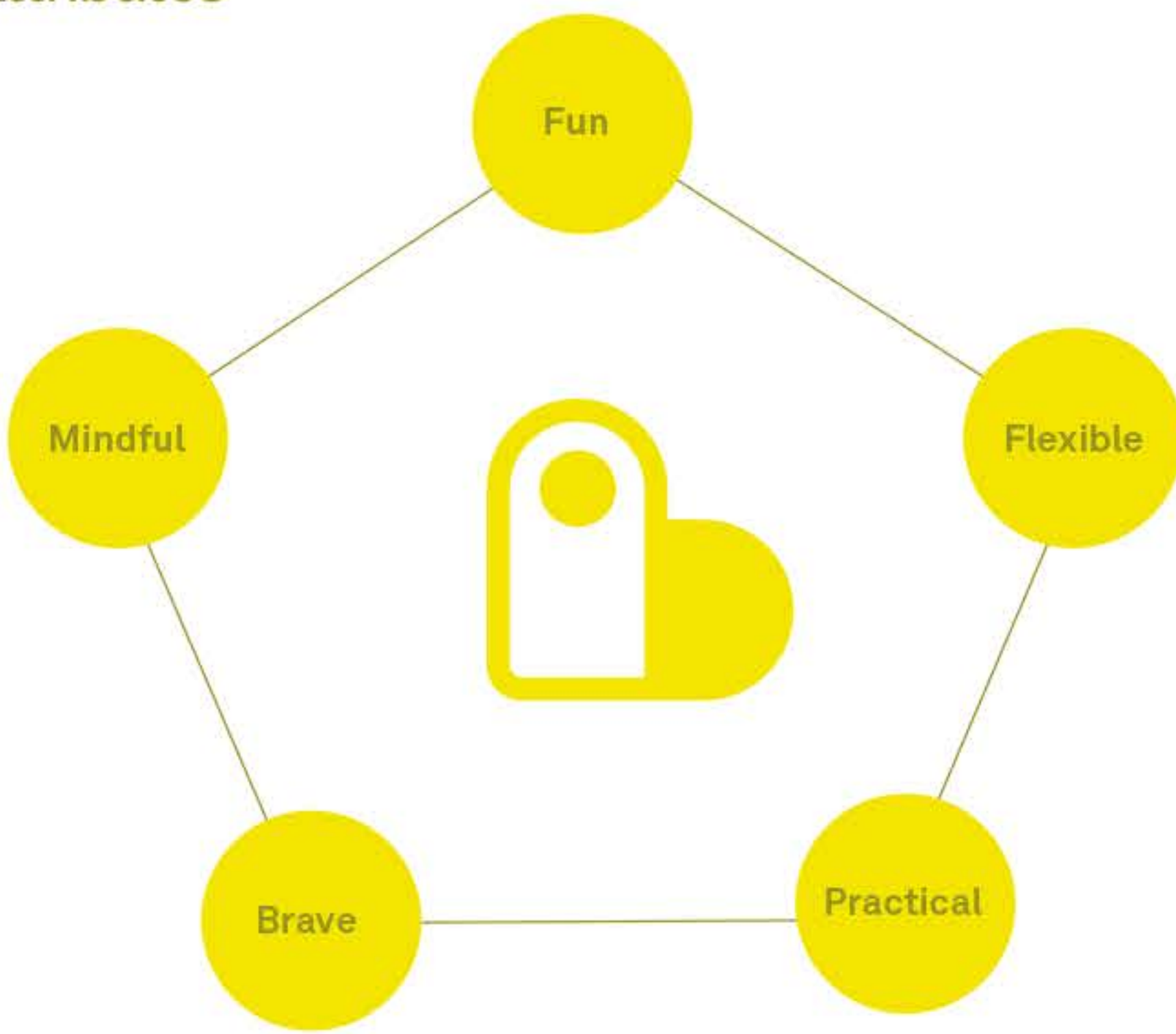
Color



Materials



Key Attributes



Product Icons



Packaging

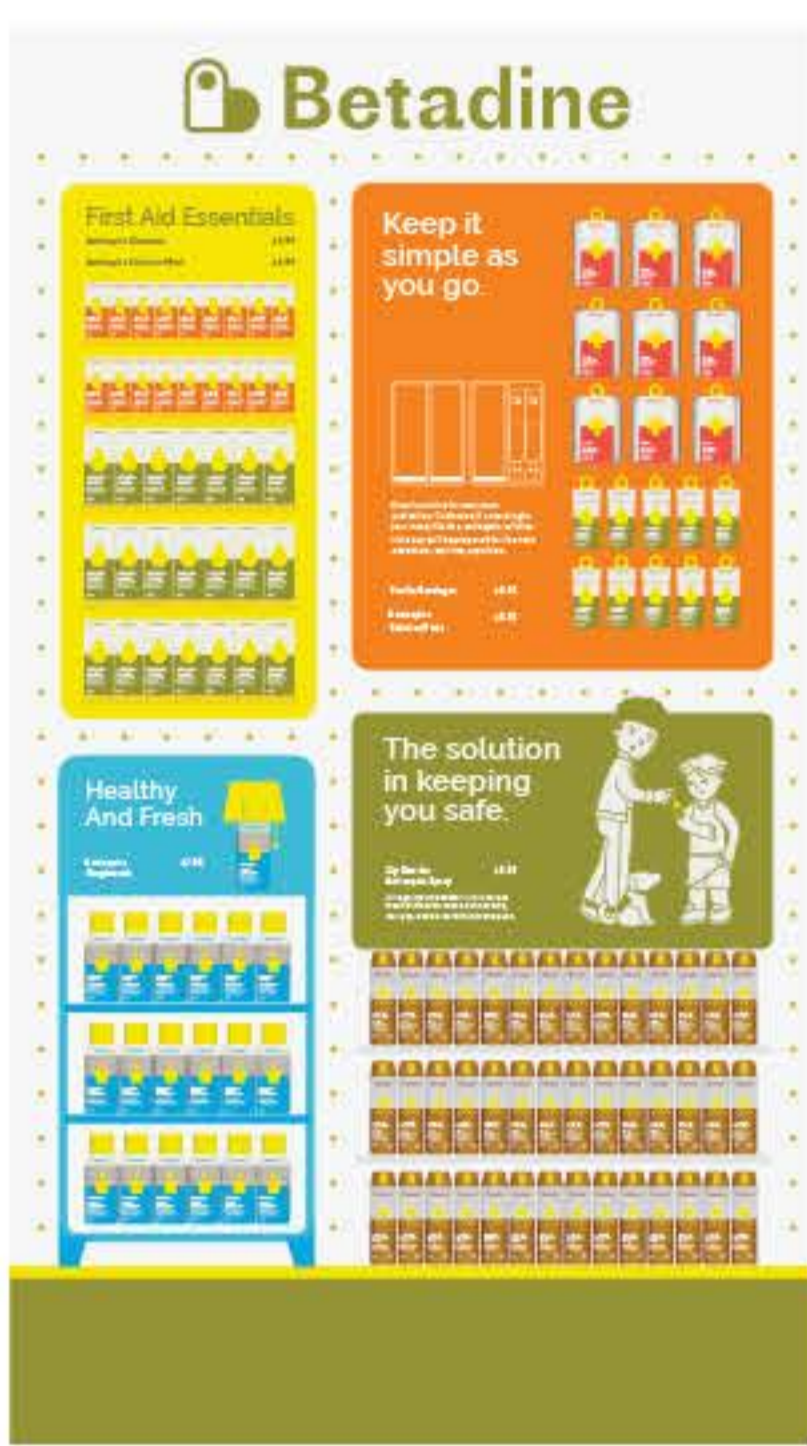


Secondary Packaging





Retail End Cap



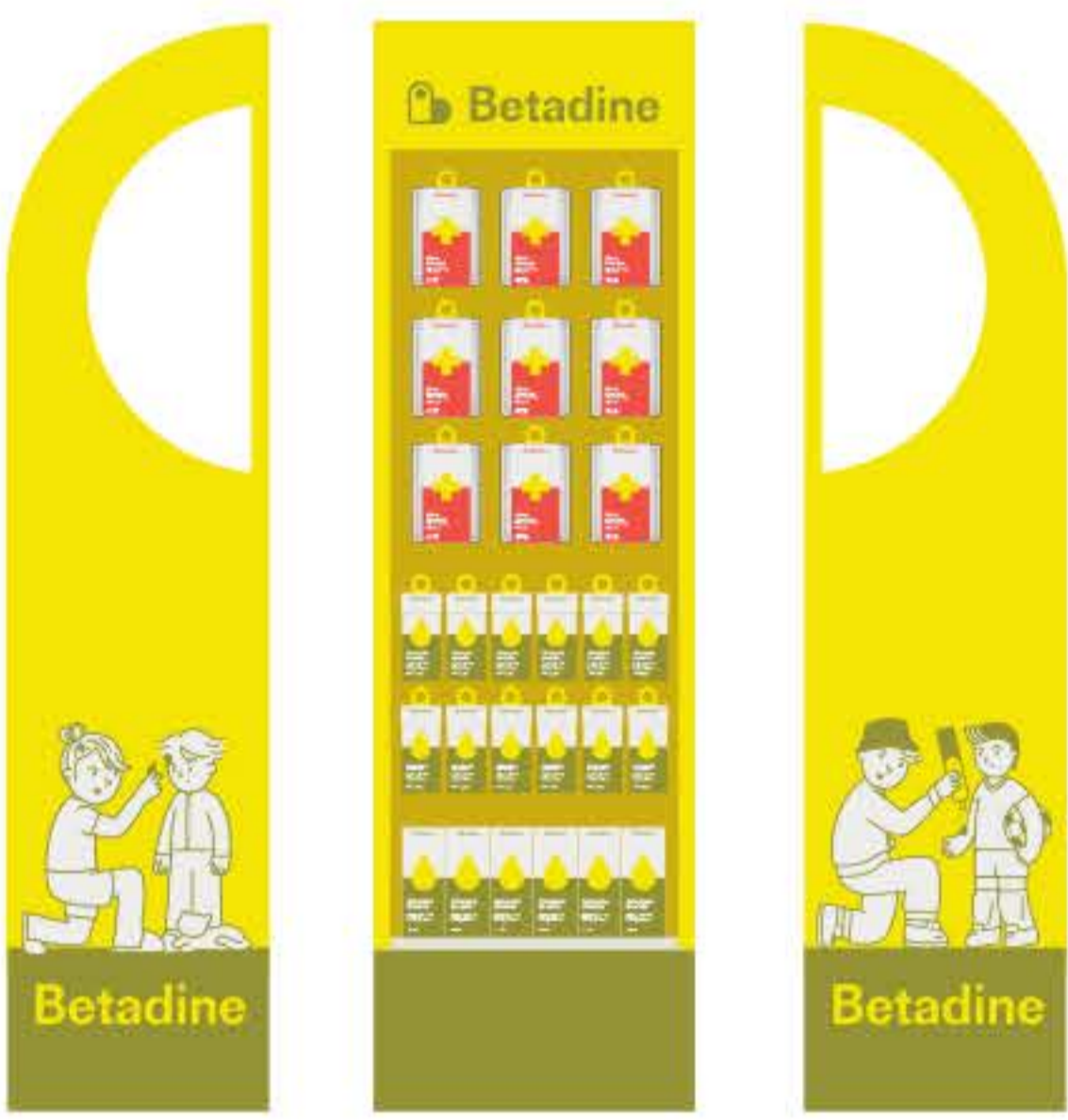
Counter Top



Counter top display is for cashier table in pharmacies or groceries store to get that last minute call when preparing first aid products at home or for travelling.

The products inside the self standing shelf is categorized by its purpose, one is for first aid essentials and the other one is to be stored in the bathroom.

Self Standing Shelf

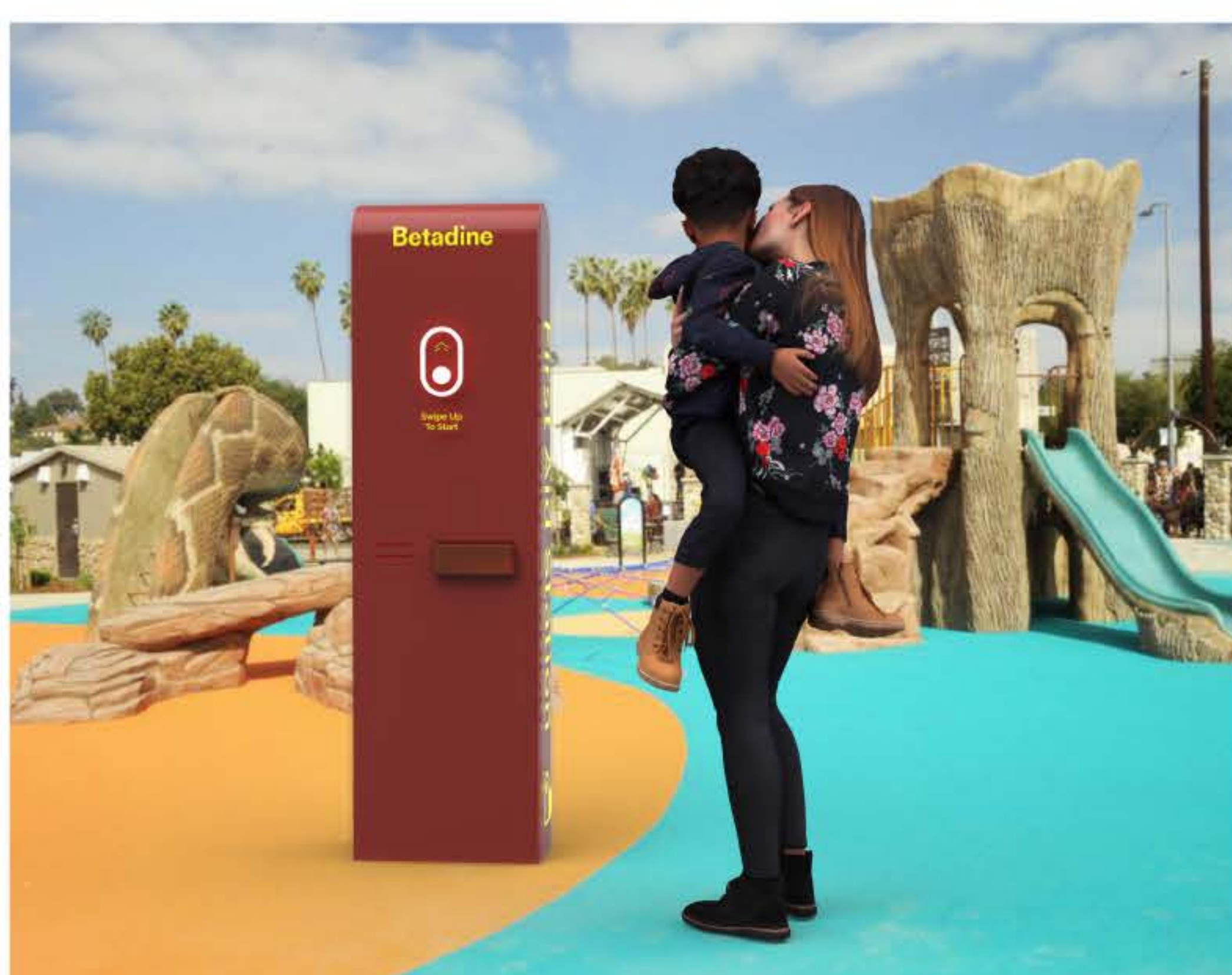


Website

Renewing the digital presence of Betadine through website rebrand, focusing on the user experience in the mobile site to become a main destination for first aid instructions and informations.



First Aid Station



First Aid Stations to be installed in public parks and spaces as an emergency operator and also a first aid vending machine.