

Botox[®] Cosmetic

Botox[®] Cosmetic is the result of years of testing and research by Allergan. The Botox[®] Cosmetic Physicians' Network Kit was developed for distribution to authorized health care professionals to inform and educate their patients.

Intelligence

Langton Cherubino Group produced a kit that holds a variety of educational and in-office instructional items for qualified physicians. The client wanted to have a special style for this program that built upon the already established Botox[®] colors and brand. The challenge was in devising a packaging solution that could accommodate a variety of items including a framed personalized certificate, video, CD ROM and sample brochures.

Inspiration

The design reinforces the Botox[®] branding and features an abstract photograph of a woman's face, which serves as the central graphic for a customized box, personalized certificate, brochure, tent card and folder. The program, sent to qualified physicians across the country, was so successful that it is now in its third printing.

Langton Cherubino Group, Ltd.

Design Intelligence / Design Inspiration
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