

[Personal Care]

CASE STUDY

VITA | LIBERATA
— advanced organics —



“Honestly, fantastic from start to finish.

Above and beyond and one of first suppliers to encourage video calling for concept planning"

Holly - Operations Manager



The Client

Vita Liberata are a well know brand of cosmetic products in the skin care and tanning market.

Originally founded in Ireland, they primarily provide own-brand products to resellers such as saloons, retailers and distributors globally.

Their Advoganic Technology brings together cutting edge skin chemistry with organic botanicals creating skincare benefits that are vastly superior to those found in formulas using traditional cosmetic chemicals.



(initial concept design)

THE BRIEF

After meeting the Tinpac team at a Trade Show in 2019, Vita Liberata wanted to explore how to elevate their Christmas gifting offer without using cardboard packaging.

The brief was to develop a new product that would strengthen this gift offering in the marketplace.

- Create New Gifting Offer
- Elevate Brand & Engagement
- Ready-to-fill Product
- Non-Cardboard Packaging

THE SOLUTION

Following product sampling, NPD support and various design mockups, our design team crafted a cyclinder Tin option with a tactile slip-lid opening to house a combo-gift, including 3 tanning products within a keep-sake zip carry case.

Our team also sourced additional custom-printed gift tags that were added to the product in-house. Meaning a ready-to-fill packaging option could be delivered.

- Eye-Catching Night Sky & Aura Borealis Artwork
- Elegant Gloss Finish with Complimentary Gold Highlights
- By-Design Lid Opening Experience
- JIT Delivery to Packing Warehouse



THE RESULTS

✓ Higher Than Expected Sell-Through-Rates

The final product enjoyed higher than expected demand from resellers following the initial launch. This has resulted in Vita Libarata looking at Tin packaging for further products lines.

✓ Brand Engagement & Elevation

Fully meeting the brief of this project saw positive feedback and engagement from both customers and partners, backed by healthy sales data.

✓ Delivered Early & On-Budget

Final delivery was achieved ahead of schedule allowing for early launch preparations.





Interested In Elevating Your Brand?

Contact us today to discuss your project.

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