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L'Oréal: package design crucial to the success of a beauty brand

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Cosmetics giant L'Oréal has redesigned the on-shelf bottles for its Pureology brand professional hair products as it looks to combine sustainable packaging with the aesthetics required of a beauty product.

The range of shampoos, conditioner, masques and treatments, have been literally flipped over in pearlescent toned, multi-tasking bottles designed to reflect their 100 percent vegan formulation and sustainable packaging.

The French firm called upon its former creative director, now founder of packaging company Mpakt, Robert Bergman to design the new bottles, which are manufactured from a single mold.

"Image and status are so important in fashion and beauty, so package design is especially crucial to the success of a beauty brand," comments Bergman.

First time in a long time

The Pureology brand had not been redesigned since its purchase by L'Oréal in May 2007, and the Paris-based company wanted to ensure a modern, fashionable look.

"L'Oreal wanted the new Pureology bottle to appear organic and natural in form, while looking different from all other salon products," explains Bergman.

"I'm constantly aware of masculine and feminine package design cues; Pureology is definitely feminine, yet highly functional with its wider neck and flip-top cap allowing for easy one-handed use in the shower."

Correcting structural flaws

Bergman was also tasked with correcting a structural design flaw from the old pack in which the thin-necked bottle prevented the flash-foam effect of the luxuriously viscous liquid.

The original Pureology logotype was also modified and modernized, moving from its central position to the upper right, and a pearlescent palette applied. "The new, more sophisticated silvery pearlescent colors represent a luxurious evolution of the originals," adds Bergman.

"It's a complete redesign, from shape, to color to graphics, and it has to appeal to current Pureology users while attracting new customers so every nuance must be carefully considered to achieve the brand's growth goals."

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