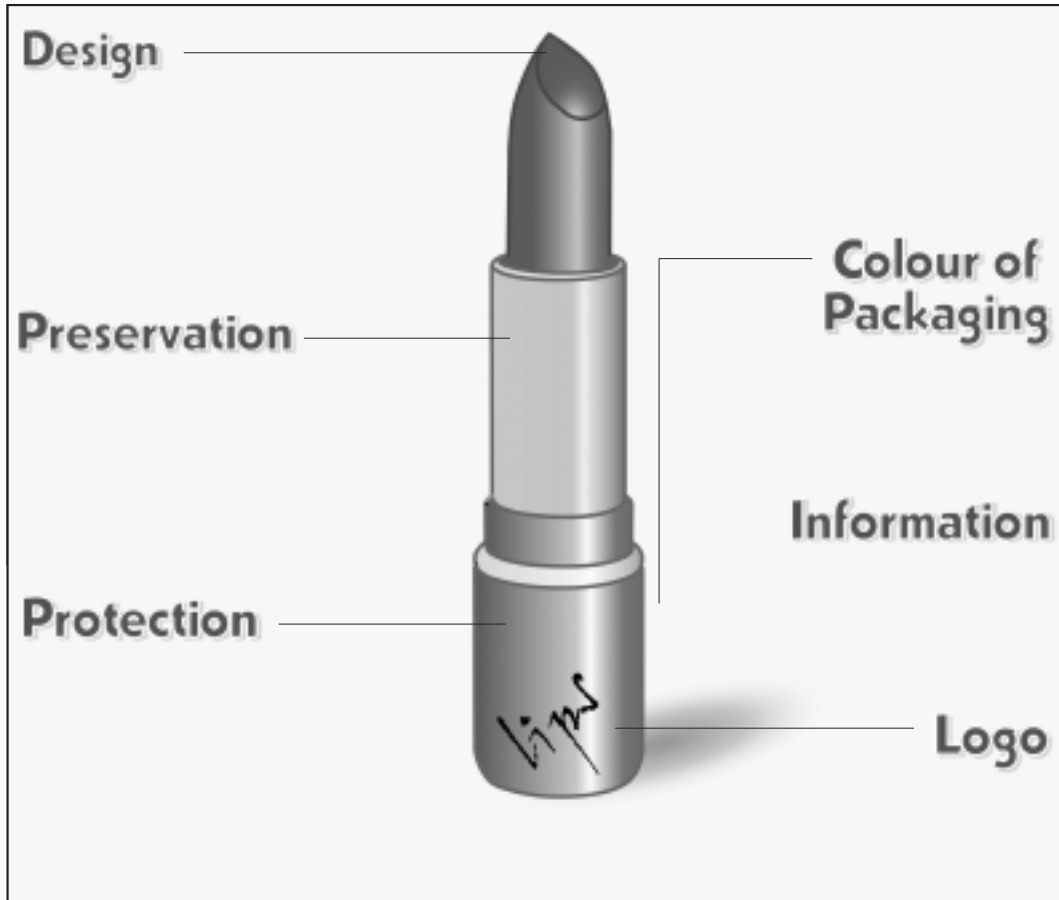


## Lipstick



### Design

[Meaning actual lipstick mould and applicator shape] Classic to carry out its function

### Preservation

The case helps to prevent drying out keeps the lipstick clean

### Protection

Protects the product from damage during transportation and in use

# BAREFACTS

## **Colour of Packaging**

Helps attract the consumer to the product

## **Information**

Details about ingredients

## **Logo**

Shows corporate identity of the company – easily identifiable to the consumer