

# Egyptian Magic Redesign

## Packaging Design Final

DSMR T380



Addison Mackenzie Suit

# Assignment Objective

Reinvent and update the Egyptian Magic brand. The assignment is to push this brand into the "premium but attainable" product category. Visuals will be based on stylized imagery from ancient Egypt

The representative pieces will include a 4 oz face cream jar, with an individual box, a 1 oz travel size, a .5 oz size, and a blister card with all 3 products, as well as the look and feel for a case pack (tray) and a shipping palette that serves as a point of purchase display.

# Original Design



Egyptian Magic All-Purpose Skin Cream Face & Body 100% Natural, 5.25 Ounces . (n.d.). eBay. Retrieved July 26, 2023, from <https://www.ebay.com/itm/165372833866>





Front



Back







Flat Cube and Primary Display Panels Repeated





Front Top Edge

Back Top Edge

Blister Cards

# EGYPTIAN MAGIC

## All Purpose Skin Cream



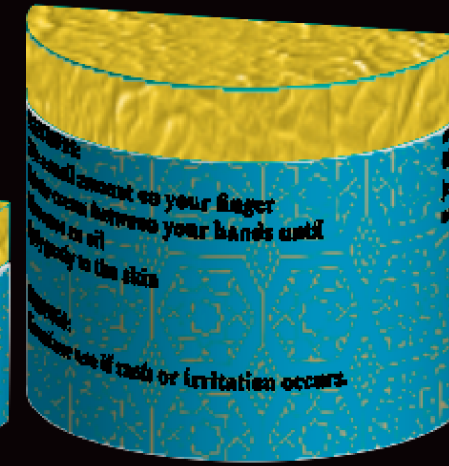
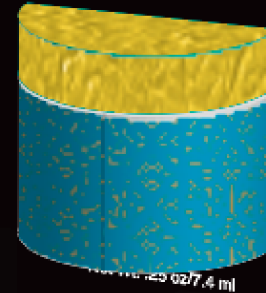
The Ancient Egyptian's Secret  
100% Natural Magical Cream



# EGYPTIAN MAGIC

### Directions:

1. Take a small amount of cream.
2. Rub until it takes the form of oil.
3. Apply gently to your skin.

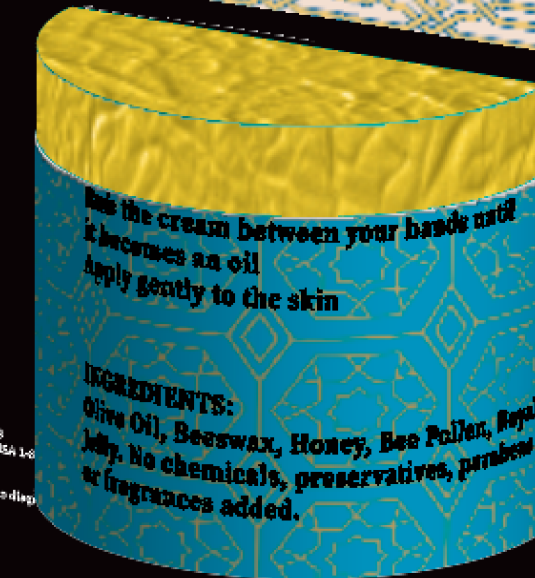


Ingredients: Olive Oil, Beeswax, Honey, Bee Pollen, Royal Jelly, Bee Propolis. No chemicals, preservatives, parabens or fragrances added.

### Uses:

- Face & Eye Cream
- Dry Skin
- Mom & Baby Care
- Acne
- Lip Balm
- Cuts & Burns
- Eczema

Our unique process blends six natural ingredients to create an all-purpose moisturizing balm unlike any other. Since we first formulated it more than 10 years ago, Egyptian Magic has grown from a celebrity secret to one of the most widely endorsed body care products in the world.



Put the cream between your hands until it becomes an oil. Apply gently to the skin.

INGREDIENTS:  
Olive Oil, Beeswax, Honey, Bee Pollen, Royal Jelly. No chemicals, preservatives, parabens or fragrances added.



Manufactured by Egyptian Magic Skin Cream LLC, Box 11122, Washington, DC 20006  
Distributed by Costco Wholesale Corporation, PO Box 94383, Seattle, WA 98120-1838 USA 1-800-854-8544  
©2011 Egyptian Magic Skin Cream LLC. Egyptian Magic is a registered trademark.  
\*These ingredients have not been evaluated by the FDA. This product is not intended to diagnose, cure, or prevent any disease.  
For more information, please visit: [www.egyptianmagic.com](http://www.egyptianmagic.com)



Tray Fronts & Side

Front Panels-2 across



Tray Backs & Side

Back Panels-2 across



Tray Designs, 3D



Showing how the pallette looks from 2 sides



Show your designs as 4 trays high—the bottom row showing the backs





Skirt Designs



Skirt Short Side  
Tray Front, plus side  
40 inches



Skirt Long Side  
Two tray fronts wide  
48 inches