

As seen on TricorBraun's Website

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### AVON KEEN ON TRICORBRAUN DESIGN FOR THEIR NEW DAILY FIBER PRODUCT



Avon wanted to shake up the dietary fiber market, something aimed quite specifically toward women. Instead of the same white canister package used by the major brands, they wanted a package that had curves - soft, rounded, feminine shapes.

Within two weeks of the first conversation TricorBraun Design and Avon collaborated and created the hourglass-shaped HDPE bottle with a 53-485 finish and the full shrink sleeve label. This was a cross-country collaboration, with TricorBraun's Los Angeles office working in conjunction with Avon's filler, VitaTech International and Avon in New York. But it took only six weeks from design approval to have the container in production.

For easy dispensing of the product, without the problem of spillage, TricorBraun supplies the 53-485 Flapper® closure to top off the package.

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