

# Design and Aesthetics on Organic Cosmetics Market

## Case Study: Face Creams

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### Abstract

*Organic market in Romania is relatively new, and consumer information plays an important role. On this market, the elements of design and aesthetics of goods have a crucial role in the way they are perceived. The present study analyses the elements of design and aesthetics of moisturizing and nutritional organic range face creams.*

**Key words:** design, aesthetic, package, consumer, information

**JEL:** M31,

### 1. Introduction

The trade development and modernization, the diversification of trading forms have intensified the concern of producers and traders to expand the operations of wrapping. We are currently witnessing an effervescence in designing packaging, in which a number of talented designers are looking to find new, imaginative conception so the package's main functions to properly respond to the protection of products, rationalization and cost reduction and to the, aesthetic functions and sales promotion (Madar, 2015, p.83).

The elements of design and aesthetics of a product plays an essential role in the way which a product is perceived, in communicating the values of a brand, in highlighting and supporting the product functionalities and ensuring his memorization. All the elements of design and aesthetics must go beyond the visual field and must fulfill specific function: to create a functional quality product, easily operable; to create a product that visually attracts; to distinguish the product from competing products, highlighting its specificity and uniqueness; to position the brand and ensure the memorability of the identity elements such as logo, color palette, slogan or other defining elements for a manufacturer (Neacșu, 2012, p. 23).

Regarding the identity elements of a brand and logo or other specific graphic symbol, Wheeler (2009, p.66), specifies that the designer is "medium between producer and audience "and that a specific brand has to" encapsulate and suggest manufacturer's mission and objectives, and its positioning, while addressing the needs and desires of the end consumer. "

The author also states that all these elements of the brand's identity must always be conceived in a context, not in isolation: on labels, on collateral materials, on signage materials, on uniforms and embroidery. She recalls a series of characters that have become mascots for some brands, making a huge contribution to the promotion, by the fact that his target audience is much easier to identify with a character, than with a company. Through specific visual elements, these characters can communicate more subtle or more obvious product's core values it represents, ensuring brand memorability in a more attractive and interactive mode for the consumer.

Another important decision in achieving packaging of a product is linked to the type of images used (photographs, illustrations or visual elements of icon type), type of materials (giving further the product a specific texture, a certain smell, a certain weight and maneuverability) and color palette (primary brand colors, secondary colors, colors for special editions basic colors design versus colors in pastel version).

There are five basic features that make possible a new product to be adopted on a specific market (Solomon *et al*, 2008, p.189): product benefits, compatibility with market demands, the complexity, the openness to new and observability. Product design and aesthetics were instrumental in all these elements. By specific design elements, product features are optimized and highlighted, giving complexity to the product and adapting it to the market needs. Also, innovative design and aesthetic elements performed well, contribute to a very large extent to the product's observability. In this context, the permanent organization of marketing researches among customers represents the basis of the development, improvement and performances expected at the level of each company (Băltescu *et al*, 2014, p. 65)

## 2. The Organic Market

BIO products are defined by specialists ([www.infomina.ro](http://www.infomina.ro)) as follows: „ Products that are composed of only organic ingredients from non GM plants, that do not have other added chemicals like pesticides, synthetic fertilizers, genetically modified organisms or have not been applied for more effective conservation of ionic radiation ”.

Organic market in Romania is a relatively new market in which consumer information plays an important role. Consumers often make a confusion between natural products and organic products. The difference between the two products is that natural products, even if they are made of herbal were not tested bio-chemical demonstrating that plants used were not chemically treated. So organic certification is granted to products containing 97% or more organic ingredients, following a careful examination of the manufacturer. It inspects everything from land where ingredients were grown to work processes and final product ([www.infomina.ro](http://www.infomina.ro)).

Organic market in Romania can be divided into food organic products (vegetables, fruits, bee products, tea, milk, baby food, nutritional supplements) and non-food organic products (cosmetics, organic textiles, leisure products, home appliances). Key features and benefits thereof are: nutritional quality, the absence of chemicals and therapeutic properties such as the ability to prevent premature aging and some chronic diseases.

In terms of organization and functioning, organic market in Romania includes: producers (about 3000), processors (tens), exporters (about 40), importers (14 registered in 2008), traders and shops.

One of the biggest challenges on the organic products market in Romania is the processing and packaging. Industrial equipment costs are extremely high, causing many producers to export commodities to foreign markets, where they are processed and packaged on.

Regarding strictly the natural cosmetics market in 2010 it was valued at over 5 million euro (<http://www.wall-street.ro>). However, on the whole cosmetics market (cosmetics, dermatocosmetics and natural cosmetics), the natural cosmetics are unfortunately only 1% of the market. Care face products have the largest share (about 40%), continuing with body care products (about 20%), hair care (15%), baby care (12%), men care (under 1%) and sunscreen products (1%).

At European level, in 2010, in terms of the cosmetics market, Romania is still only on 16th place. The ranking is led by Germany, which has a market of 12.5 billion euros, followed by France and Great Britain, with a market of cosmetic products of 9.8 billion euros or 8.9 billion euros. European natural cosmetics market was only 3.26 million euros and organic certified products accounted for 28% of the total European market.

Compared with other European countries, a feature of Romania is the very fast pace of growth of demand for organic cosmetics, reaching over 10% per year, as opposed to the demand in foreign markets, only 1% per year. However, in Romania, organic cosmetics market is relatively new, compared with England or Germany, where these products already have a long history.

### 3. The Design and Aesthetics of Organic Face Creams

Organic cosmetics market in Romania includes both Romanian and international brands. There are also brands that produce only organic cosmetics, such as LifeCare, Sabio, cure of an age, Touch organic Reverso, Iogon, Acorrele, Fereto, PureCosmetics, Madara, Najel, RampalLatour, and brands of natural cosmetics, well known worldwide, which have organic ranges that compete the 100% organics companies.

The present study focuses on the analysis of elements of design and aesthetics of moisturizing and nutritional face creams, from the organic range.

#### Moisturizing Cream - Cattier

Cattier is a company in Paris that produces Ecocert certified organic cosmetics. The chosen moisturizer contains organic coconut oil with antiseptic properties, which nourishes and moisturizes intensively. Jojoba extract regulates sebum secretion and pumpkin seed oil, rich in vitamins, fatty acids and minerals, is a good antioxidant that combats free radicals, nourishing the skin deeply.

Package has a tubular shape with a transparent lid and the spray device, which enables an easy control of the amount of cream extracted from the container (Figure 1). White color of packaging performs a contrast with elements of brand identity (logo white on dark blue background) and induce the idea of freshness, hydration and cleaning through the minimalist design.

*Figure 1 Moisturizing Cream – Cattier*



Turquoise graphics indicates the type of skin for which the moisturizer is recommended and highly stylized flowers suggest the ingredients used. Organic certification is clearly visible on the packaging, the central positioning of all the elements of graphic or text creates a visual harmony and make all instructions on the packaging easy to read, from top to bottom, without requiring moving eyes left and right, without involving visual effort from the consumer.

#### Iris Moisture Cream - Weleda

Weleda is a German company recognized worldwide for its organic cosmetic products. Facial care range with iris retain skin moisture, just as organically grown iris retains moisture in its roots. Natural plant oils and waxes of this cream protects the skin, keeping moisture and lipid balance.

Packaging of this creams preserves iris color, communicating in terms of color the main ingredient of the cream. Also, the color has a consistency that varies over different parts of the container, like a water-based colors used in painting. In this way, in addition to its elegant, visually appealing aspect, important messages are also highlighted on the package: company logo, use of the cream (moisturizer) and organic certification.

Text and graphic elements are minimal. It is worth noting that the type of cream is written in three languages, positioning the company as a major international market player (Figure 2).

*Figure 2 Iris Moisture Cream - Weleda*



### **Moisturizing Cream - Susanne Kaufmann**

The day Cream Line F for normal / combination skin, brand Susanne Kaufmann, contains a plant-based complex of chamomile and witch hazel flowers, herbs renowned for their balancing and restorative effects. The cream contains no preservatives and artificial colors, grease, silicone, paraffin oil or animal substances. Manufacturers highlight through the online store that were not done tests on animals nor plants and were not used mature plants forced by irradiation.

Consistent with very limited list of ingredients and organic production process with minimal intervention, also the product packaging is minimalist and elegant, yet without losing the effect of modern packaging (Figure 3). Container with cream is transparent, allowing the consumer to see the product and the white packaging and cover, bring to the consumer attention just what matters: brand, cream type, quantity (on the front) and ingredients, plus certification on the back label

*Figure 3 Moisture cream - Susanne Kaufmann*



### **Moisturizing Cream - Rosentau**

Rosental moisturizer contains avocado and rose floral water, which stimulates the skin's natural capacity for moisture retention. Complex based on vitamin C and E and ginkgo biloba protects the skin and prevents premature aging of the skin. The cream is also a very good makeup base.

Packaging is represented by the semitransparent silver container with white cap and white box (Figure 4). The color palette is relatively small, consisting of silver, metallic gray, white and orange. On the container cream there is the product brand, delimited by an orange line with the type cream. The box contains orange elements of graphics and provides more information about the ingredients of the product, its use and organic certification.

Figure 4 *Moisturizing Cream - Rosentau*



### **Moisturizing and nourishing cream - Sabio**

Sabio is a Romanian company producing organic cosmetics. This type of moisturizer is rich in revitalizing and regenerating nutrients, from macerated herbs, like: comfrey, celandine, calendula, rosemary, three stained brothers, echinacea, yarrow, plantain.

The product is 100% organic, 100% handmade in Romania, from 100% natural bioactive and organic ingredients, Ecocert Greenlife certified, according to Ecocert standard. All these elements are reflected in earthy colors packaging, specially created to preserve plant properties.

The container is semi-matte dark color, and the cover is black. These design elements have functional purpose, ie, blocking light rays that could spoil the product (Figure 5). It is worth mentioning that the cream terms of validity is only three months, as the majority of organic cosmetics.

Concerning the label, its design elements are minimal. Except the graphical symbol of the company Sabio, represented by a simple, elegant leaf, there are no other graphics. Type cream is highlighted in bold, and

the words 100% organic, and the ingredients and product information are listed on the right side of the label.

Figure 5 *Moisturizing and nourishing cream - Sabio*



### **Nourishing Cream - Yves Rocher**

This nourishing cream is part of the brand Yves Rocher organic range. Organic Yves Rocher cosmetics are certified Ecocert and labeled Cosmébio. They differ also by specific elements of design and aesthetics.

The cream is packaged in a special circular container that maintains the properties of the ingredients. The container is white, semi-transparent, and has a cover, which imitates the texture of wood, with a cream-colored label (Figure 6).

The label contains the elements of brand identification, the organic mention (shown enlarged characters, but also by specific circular graphic sign specific to all organic cosmetic products),

information about ingredients structured as a table, and graphic elements representing the main ingredients of the cream.

Packaging therefore keeps the particulars of the Yves Rocher brand, but the organic product is highlighted through the peculiarities named above and the warmer, more discreet color palette.

Figure 6 Nourishing Cream - Yves Rocher



#### 4. Conclusions

Elements of design and aesthetics have an extremely important role for any product, and this is especially true if a product promises health and beauty, such as organic cosmetics and creams.

Being a relatively new market, in Romania brands of organic cosmetics, be they Romanian or international, must be clearly distinguished as an organic brand through visual specific elements, as competition in the cosmetics market as a whole (cosmetic, dermatological cosmetics, Natural Cosmetics organic cosmetic) is extensive.

Regarding brands analyzed in this paper, the overall trend reveals a penchant for few, simple, visual elements, creating an elegant overview.

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