



BEFORE

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AFTER

## Elements Reimagined—Phytobiodermie

"When we started this project in the fall of 2004, we had two objectives: to change the name of our product line and to improve the packaging," says Jon Canas, president of Mount Dora, Florida-based Phytobiodermie ([www.phytobiodermie.com](http://www.phytobiodermie.com)). The new packaging, along with a new name for the line that speaks to the company's principles, made its debut in September 2005.

**Goals for the change:** "Phytobiodermie, the name we've used for more than 30 years, is based on three words: 'phyto' (meaning plants in Greek), 'bio' (meaning life) and 'dermie' (as in skin). Fundamentally, Phytobiodermie is a method based on the energetic principles of traditional Chinese medicine (TCM) that teach that the body isn't simply matter, but also 'vital energy.' Since the basis of our method is the 5 Element Theory of TCM, we wanted to make that connection while making it easier for the consumer to pronounce and remember the new name. The name PHYTO 5 was chosen and broken into five sublines, each corresponding to one of the five elements and a specific skin condition. A Chinese character and color represent each of the five elements to

differentiate the products from one another. To maintain continuity, we incorporated the white dragon within the yin and yang symbols from the original Phytobiodermie logo into the new PHYTO 5 logo, and included the words 'Methode Phytobiodermie' on all packaging."

**Challenges:** "Since we have a full line of products for all skin conditions, we needed to change many types of packages and several sizes—and for us, everything is always multiplied by five. We needed to conceptualize the new look, select the new containers and integrate everything with the written materials for both the consumer and the authorities (Swiss, European Union and FDA). The changes were a nightmare for inventory management, and difficult for distributors as well as, to some extent, our professional customers. Unresponsive packaging suppliers in the beginning created difficult delays."

**Rewards:** "In the end, we achieved our objectives. Our international distributors have been very supportive and our customers are pleased with the new look and ease of product identification for client recommendations."