

For immediate release

# Blue Marlin creates lovely new look for the global relaunch of Vaseline lotions

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Skincare expert Vaseline is relaunching its core lotions range across the globe with a striking new look crafted by long-term strategic design partner Blue Marlin. The vivacious new packaging is part of a global revamp of the well-loved brand, which will be backed by heavyweight marketing support in its main territories.

Vaseline Essential Moisture body lotions are available in three variants: Oat Soft, Aloe Fresh and Cocoa Radiant, reflecting growing consumer enthusiasm for natural ingredients in skincare products. The global roll out begins this

month; the range is now available in Europe and Asia and will launch in the US early in the New Year.

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Global brand vice president – Vaseline and St Ives

In addition to new packaging, the relaunch involves new formulations and a new communications platform and will be supported by multimedia advertising, social media, sampling and PR activity. Unilever

has reformulated its 140-year-old brand introducing natural extracts and its patented Stratys-3 technology, which delivers superior moisturisation to all layers of skin with a light silky feel.

The brand's new communications platform encapsulates this ethos in "feels good, does good". The new packaging ensures that it also looks good.

The new look uses warm tones and images of the ingredients, such as aloe vera, to bring the proposition to life in a modern, attention grabbing way. The designs were created by Blue Marlin's New York studio.



Anna Milivojevich, associate creative director Blue Marlin New York, comments: "This design highlights what makes the product special to the consumer: natural ingredients, the latest in skincare science, and ultimately creating healthier skin so she has the confidence and energy to do more."

Ricardo Pimenta, global brand vice president – Vaseline and St Ives, comments: "Vaseline is one of the most trusted skincare brands on the market. The combination of reformulation, repackaging and the new communications platform will keep it at the front of consumers' hearts and minds."