



*Enjoy Pure Nature From Dawn to Dark*

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Logo Design for Helios Organics

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## The Market

The organic non-food market is thriving and sales grew 9.7 percent in 2010, to reach \$1.97 billion according to the *Organic Trade Association's 2011 Organic Industry Survey* (<http://www.ota.com/organic/mt/business.html>).

Protecting skin from the sun and bugs with common products is putting skin in contact with damaging chemicals and can cause a destructive effect to the environment.

Some ingredients found in sunscreens and bug repellents are harmful to skin and to the environment. Oxybenzone is a common chemical found in more than half of sunscreens. When it is absorbed through the skin, it triggers allergic reactions for individuals with sensitive skin (<http://www.ewg.org/2013sunscreens/fda-fails-consumers/>).

Another commonly found chemical in both sunscreen and bug spray is DEET (N,N-diethyl-m-toluamide). Though DEET is an extremely effective bug repellent researchers have raised questions over its safety for consumers. Some consumers are bothered by the smell, while others are concerned about it irritating the skin, or creating a burning sensation (<http://www.livescience.com/6687-bug-spray-dangerous.html>).

A study conducted by the French Institute of Development Research in 2009 and published in the journal *BMC Biology* found that DEET could interfere with the activity of enzymes that support the proper functioning of the nervous system. Scientists have found that DEET blocked the enzyme cholinesterase, which is vital to transmitting messages from the brain to the muscles in insects. The researchers also found that DEET may also affect the nervous system in mammals. Furthermore, Cholinesterase can cause excessive salivation and eye watering in low doses, shadowed by muscle spasms and death (<http://www.livescience.com/6687-bug-spray-dangerous.html>).

Given all the possible dangers of sunscreens and bug sprays it seems sensible to find a substitute way to protecting skin. The solution is an organic alternative.

Helios Organics creates all natural sunscreens and bug sprays that are protective, good for the skin, and non-threatening to the environment.

## The Brand

Helios Organics provides all natural outdoor skin protection, specializing in sunscreens and bug sprays. The product is created for all skin types, from dry, oily, and sensitive by using premium ingredients and no harsh chemicals. Helios Organics products feel great on the skin as they moisturize and protect. All products are completely scent free and are environmentally safe, 100% vegetarian, and the packaging is 100% recyclable.

## The Competition

- Alba Botanica Mineral Sunscreen: Alba Botanica Mineral Sunscreen is a botanically based moisturizing sunscreen that contains Sunflower Seed Oil, Jojoba Seed Oil and Aloe Vera (<http://www.albabotanica.com/sun/mineral-sun-protection/fragrance-free-mineral-broad-spectrum-spf-30.html>). Some customers have complained that it is thick, very greasy, and Leaves skin shiny ([http://www.amazon.com/review/R1VN0MVH7A3O6K/ref=cm\\_cr\\_pr\\_viewpnt#R1VN0MVH7A3O6K](http://www.amazon.com/review/R1VN0MVH7A3O6K/ref=cm_cr_pr_viewpnt#R1VN0MVH7A3O6K)).
- Badger Sunscreen for Face and Body: This product is chemical-free and uses Zinc Oxide and it is water resistant for at least 40 minutes (<http://www.badgerbalm.com/p-372-all-natural-sunscreen-spf30-lavender-cream.aspx>). A highlight is that it is biodegradable. Customers have complained that it has a medicinal smell and that it does not spread very well (<http://www.amazon.com/Badger-Sunscreen-Face-Body-packaging/product-reviews/B0012ZMBDQ>).
- BiteBlocker Organic Xtreme: BiteBlocker Organic is made from various plant ingredients including soybean, coconut oil, purified water, and geranium oils. BiteBlocker works to fight off mosquitoes, ticks and black flies, but performance seems to vary between individuals (<http://www.achildgrows.com/the-best-all-natural-and-safe-insect-repellents/#sthash.SQE458N2.dpuf>).

Unlike competitors Helios Organics is a completely natural product that is non-greasy, non-scented, and has a consistent performance for all consumers.

## Target Audience

Helios Organics' target audience is upper-middle class women ages 25-34. The target audience focuses on outdoor enthusiast and mothers.

- Income: \$50,000 - \$80,000
- Location: Warm climates focusing on coastal cities.
- Ethnicity: including all ethnicities

Common values include:

- Health conscious
- Environmentally conscious
- Family oriented

Helios Organics is targeting older women because women are more likely to buy organic products than men (<http://productcenter.msu.edu/uploads/files/organicfood1.pdf>).

Many younger consumers are less likely to make the purchase because of the high prices of organic products (<http://agcj.tamu.edu/404/port/WiedFS.pdf>).

## **Logo Design: Objective/Purpose/Message**

The Helios Organics logo captures the essences of the company with its simplicity and design. The purpose of the logo is to make it easy for consumers to recognize the company as being organic and all natural.

The logo features a sun with a tree in the middle to represent the company's passion to provide skin protection from outdoor elements.

The sun represents the outdoors, while the tree embodies that natural ingredients used in the products. The tree is created with swirls to create an intriguing unique prospective and a strong female appeal. The tree is growing out of the company name Helios because the company strives to help the environment thrive.