



From: Lauren Higgins

To: Juliet Davis

Re: Branding and Logo Design for Streak Non-Toxic Nail Polish

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Course and Section: COM 302, Tuesday 6:00pm

THE MARKET

According to analysts Transparency Market Research, “global demand for organic personal care products was over \$7.6 billion in 2012 and is expected to reach \$13.2 billion by 2018” (<http://www.cosmeticsdesign-europe.com/Market-Trends/Global-organic-cosmetics-market-to-reach-13.2-billion-by-2018>). The market for eco-safe and natural products has flourished in recent years; since 2012, “the overall natural products market grew more than 9%” and is predicted “to grow at an average annual rate of 10% through 2015” according to an article by Penton Digital Advertising (<http://penton.com/Articles/tabid/63/Default.aspx?Article=150>).

Cosmetics are following the trend, with more and more companies striving to find safer alternatives to their popular products. Organic and non-toxic products are an emerging market in the personal care product market. According to the Food and Drug Administration (FDA), “many nail products contain potentially harmful ingredients, but are allowed on the market because they are safe when used as directed” (<http://www.fda.gov/Cosmetics/ProductandIngredientSafety/>).

Three of the five ingredients that are deemed toxic by the FDA are formaldehyde, dibutyl phthalate (DBP), and toluene. More recently, according to both the FDA and the Center for Disease Control and Prevention (CDC), formaldehyde resin and camphor are two more toxic ingredients contained in nail polish. The FDA writes that both formaldehyde proper and formaldehyde resin are skin allergens that are only toxic if you bite your nails. As for camphor, it is natural, but that does not mean non-toxic. The fumes from this chemical, although used in aromatherapy, can be harmful if inhaled in larger amounts.

When targeting a young audience, the safety of a product is important to stress. According to WebMD, “about half of all children between the ages of 10 and 18 bite their nails at one time or another,” most often during the years of puberty (<http://www.webmd.com/anxiety-panic/tc/nail-biting-topic-overview>). Coming in contact with nail polish that can be an irritant is dangerous for a younger audience, so nail polish companies are striving to develop safer alternatives. Many of the popular brands that have been on the market for decades have gotten rid of the three most known toxic ingredients, but have not considered camphor and formaldehyde resin to be harmful.

THE BRAND

Streak non-toxic polish is an affordable line of nail polishes that is free of the five toxic ingredients commonly found in other brands. Two different types of natural nail polish are solvent based and water based. Streak is a water based line of polish, and unlike many other brands, has a variety of bright, vibrant, and fun colors to choose from. Because it is a water-based polish, there are no harmful fumes. Streak stresses the importance of safety with our product because of our target audience. We want streak

to be recognized as a fun and playful brand. The Barbie-esque logo represents the fun and feminine identity we want to develop.

THE COMPETITION

According to a recent review of natural nail polishes by Pure Complexions, Honeybee Gardens Water-Based Nail Polish was the safest of all (<http://www.purebodiesolutions.com/nailpolishreview.htm>).

However, this company uses polyurethane, which has been linked to causing cancer in animals, although they do use a less harmful soy-based blend. Streak will be using epoxy instead of polyurethane because it is found to be just as safe, but more durable. Other popular nail polish brands such as OPI and NYC are big competition because of their brand recognition and well-known product lines. However, they only are free of three of the five toxic ingredients found in nail polishes. Both do contain camphor and formaldehyde resin, which Streak does not. Our biggest competition that targets a younger market like Streak, is called Piggy Paint. Piggy Paint has the same concept as our brand by being eco-safe, odorless, and safe for kids. However, their brand targets an even younger market. Streak strives to be kid-friendly, while placing an importance on having a strong presence of fashion identity.

TARGET AUDIENCE

The target audience for our brand are girls ages 8-12. Appealing to a younger demographic with our non-toxic product is the brand's intention so that these girls will make informed decisions when purchasing other cosmetic products in the future. Since we are targeting such a young audience, our product is inexpensive yet high quality. Although we are targeting a younger demographic, our product can be used by anyone. Because our target audience is so young, we will secondarily market our product to an older audience consisting of mothers ages 30-40, who will most likely be the ones making the decisions and buying our product for their children.

THE LOGO

The logo incorporates a playful script font, with much simpler underlying text to give consumers an idea of what our product is. Incorporated into the logo is a nail polish brush to make it look as if the logo text is written using the brush. Using pink as the color scheme was used to give the logo a "girly" look, and the script font was used to add a somewhat fun look to it. The logo resembles the popular Barbie logo, which was done purposely in order for the Streak brand to give consumers the opportunity to create brand recognition ultimately to attract more consumers. The logo is simple, yet

effective, and altogether not as “busy” as some logos that may detract attention from what the actual product is. What is being advertised is clear with this logo.