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HIRST PACIFIC LTD DESIGNS NEW LOOK TO UNIFY JAFRA COLOR LINE

NEW YORK, NY (February 1, 2011) – Jafra Cosmetics International, Inc., a direct selling company based in Westlake Village, California and part of the German -Based Vorwerk Group unveiled today the new design for its JAFRA color line collection. JAFRA joined with HIRST PACIFIC LTD to redesign the lines structural and secondary packaging. In doing so, Hirst Pacific succeeded in elevating the brand across global markets.

“Our mission was to develop a new contemporary expression of Jafra’s color line that reflected a balance between science and nature; the brands core attributes. Initially focusing on the compact my solution morphed pure rectilinear geometry with an organic form inspired by nature. Sleek and simple the compacts beg to be touched and feel good in the hand while enticing one to discover the offering inside.” says Kenneth Hirst, President of Hirst Pacific Ltd.

Inspired by a blend of technology and natural ingredients that make JAFRA products unique, the primary packaging for the JAFRA color line obtains a look and poise that is clean and timeless. The main structures have a curvilinear yet symmetrical design that mimics nature. Hirst selected the palate of silver and white, colors that are both found in science and nature, to create an association with Jafra’s advanced technology.

Although each piece in the collection is exceptional, the core product, the compact, explores science and nature not only through color, but also through the organic shape found in the fresh, slim and sleek design. The beauty line was developed to create functional cosmetics for the JAFRA consumer. With the enhanced design every woman across generations can now have the products and tools she needs to be a makeup artist in her own right. Hirst also fashioned the secondary packaging and graphics, which tie the entire product line together, moving JAFRA beauty to a new sophisticated and contemporary level for the twenty-first century.

The JAFRA product line designed by Hirst includes: Skin Defense Make up, Always Color Stay-On Makeup, Two-in-One Powder Makeup, Pressed Powder, Powder Eye Shadow, Full Coverage Lipstick and Nail Lacquer. Packages are offered in two colors, silver and white. The Silver line launched today is intended for the U.S. and European markets. The white line launched back in November, was designed specifically for Mexico, Brazil and the Dominican Republic. Contact a JAFRA Consultant to learn about more about all of JAFRAS’ products and to experience the new JAFRA color line today.