

# BURT'S BEES *Lip Shimmers*



## The Process

After completing my box made of foam core, I decided to change the box material to a paper. This POP box design is not very big (4"x4") which made foam core to work with difficult. I chose a thin yellow poster board which was easily folded and glued.



This is a picture of my Burt's Bees box made of foam core.



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The Final Version





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## Critique

This Burt's Bees POP box design came together as I envisioned. My favorite aspect is the sunflower on the inside of the box which adds a splash of color and is relevant because this product is made with sunflower oil. The curve of the beehive adds interest and creates a nice presentation for the Burt's Bees name. The Lip Shimmer text on the very front of the box was originally black, but I changed it to red and tried to add a little shimmer to it which turned out nicely. Overall the POP box design is balanced, unified and relevant to the product being sold.

Since this was the first time I've ever made a box (or even used a Xacto knife), there was a definite learning curve. The second time I went through the process, it was much easier. However, there are several improvements I would make the next time around.

- The width of the box needs to be downsized from 4" to 3.25" to properly fit the lip shimmers.
- The wings of two of the bees need to extend further over the left and right sides of the box to break the rectangular line of the sides.
- The material that the box is made out of needs to be a little bit thicker, so the lid isn't so floppy.