

How do you design temporary relief?



DENTEK DENTAL REPAIR KIT

Insight, Packaging and Industrial Design

Dentek, an innovator in the non-electrical oral care market, was facing pressure to refresh its *Dental Emergency Repair* line or lose critical shelf space. Standing out in a ubiquitous category can be a daunting task. The consumer needs to find your product immediately, develop trust, and act. There are only moments to close the sale.

To initiate the process, we conducted observational research with consumers to understand how the category was perceived and what customers sacrificed when using the product. Research showed that the current product, which consisted of a wooden applicator, a q-tip swab, and a small container of dental repair formula, lacked the professional and clinical cues expected of an oral care product. Ideation sessions and quick iterative behavioral prototyping enabled us to solve key pain points quickly. Features and benefits for the new product were defined and packaging was developed. This approach ensured that each element used design to add value, and that the message and experience the product delivered was consistent and comprehensive.

The new product design combined the original kit into just one ergonomically angled applicator for easy formula application. Consumers now had the dental repair formula in one user-friendly applicator. Nothing could be simpler. The new package design too sought to telegraph Dentek's position as clinical, precise and advanced.

Dentek was able to successfully retain its shelf space and increased its presence in the Food and Drug convenience channel. At the 2009 *International Forum for Design (iF)* show, Dentek was awarded with a design excellence in the 'Health and Care' category for the new applicator and packaging design.

Creative direction by THRIVE partner Jonathan Dalton, while at Phillips Design.



Before



After



iF Product Design
Award 2009