



Made To Move

Firstborn (<http://www.firstbornmultimedia.com/>) approached us to do the art direction for this project by Carefree (<http://www.carefreeliners.com/>). The aim was to create an emotional brand world based on the “Made To Move” concept to support the launch of a new product range.

Carefree

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> CAREFREE PRODUCTS

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THE HAIR REMOVER SET

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New! Carefree HAIR REMOVER
LONG-LASTING SMOOTHNESS
TOTALLY SMOOTH™ LEG CRÈME
WITH BLADE-FREE RAZOR

New! Carefree AFTER HAIR REMOVAL
LONG-LASTING SMOOTHNESS
TOTALLY SMOOTH™ DAILY MOISTURIZER
FOR FINER AND SOFTER SKIN

1 Hair Removal Applicator Tool Kit, 5.3 oz (149g)
1 Bladeless Hair Removal Tool

Net Wt. 7.1oz (201g)

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Taobot, Josefstraße 12, 55116 Mainz, Germany, +49 6131 2116568, hello@taobot.com

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