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Kalologie Skincare Packaging by Anthem Worldwide Wins Ex Tracts® Award for Best Packaging at the New York International Gift Fair Winter 2010 Market

SAN FRANCISCO, CA--(Marketwire - February 23, 2010) - Anthem Worldwide, a Schawk (NYSE: SGK) Strategic Design Company, whose integrated global network provides innovative solutions to articulate, unify and manage brand impact to create compelling and consistent brand experiences, announced its packaging for Kalologie Skincare won an EX TRACTS award (Finalist Certificate) for Best Packaging at the New York International Gift Fair (NYIGF) Winter 2010 Market.

The NYIGF is produced twice annually in New York City, and showcases the best lines across the home, lifestyle and gift spectrum. EX TRACTS is one of eight divisions of the NYIGF. Criteria judges considered were innovative design, creative use of materials/construction, and use of new materials/technology. One winner and two finalists were selected in each of five awards categories: Bath & Body; Beauty Accessory; Cosmetic & Fragrance; Natural/Organic and Packaging.

"It's fulfilling to know that the work we did with Anthem Worldwide has been so highly received," said Tracy Brennan, founder and president of Kalologie. "Our goal was to create a brand that would make our beauty products and procedures more recognized and accessible to a broader audience, and to have our Kalologie Skincare packaging shine in this competitive arena is very rewarding."

"EX TRACTS is known as a showcase for innovation," said John O'Meara, managing director of Anthem Worldwide's San Francisco office. "We are very proud that our packaging design for Kalologie Skincare was awarded one of two finalists' certificates in the Best Packaging category from more than 100 entries."

Kalologie means "the study of beauty," and was originally created to be Southern California's premier skincare destination - a one-stop shop for effective products and treatments, including procedures conventionally performed in a doctor's office. Staffed with medical and skin care practitioners, Kalologie offers a robust beauty experience that blends the efficiency and effectiveness that consumers expect from a medical professional with the pampering they enjoy in a spa environment. Kalologie has expanded its philosophy via franchises to medical professionals across the globe in order to grow the brand and have an international presence.

"Anthem Worldwide designed a simple, sophisticated package using classic colors to appeal to both sexes," commented Philip VanDusen, executive creative director of Anthem's San Francisco office. "By combining the green and white coloring traditionally associated with healthcare with an approachable landmark befitting a high-end beauty company, Anthem created the perfect blend of expertise in the science of skincare along with beauty for this premium product line's packaging."

Anthem Worldwide, a Schawk Strategic Design Company, is an integrated global network that provides innovative solutions to articulate, unify and manage brand impact. Anthem creates compelling brand experiences by aligning its strategic, creative and execution talent worldwide with the business needs of companies seeking a competitive advantage. Anthem offers a full range of branding and design services to our clients including Campbell's, Coca-Cola, E-Mart, Foster's, General Electric, Hbc, Kimberly-Clark, Microsoft, Nestlé, Procter & Gamble, Revlon, Safeway and Unilever. With our network of world-class design professionals in 12 cities, Anthem is presently located in Chicago, Cincinnati, Düsseldorf, Hilversum (The Netherlands), London, New Jersey, New York, San Francisco, Singapore, Sydney, Toronto, and York (U.K.). For more information on Anthem, please visit <http://www.anthemww.com>. Follow Anthem on <http://twitter.com/anthemworldwide>.

For more information on Kalologie, visit <http://kalologie.com/>.

For more information on EX TRACTS and the New York International Gift Fair, visit <http://www.extractsnyc.com/> and <http://www.nyigf.com/>.



Design: Anthem Worldwide (San Francisco)

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AT ANTHEM WORLDWIDE:

John O'Meara
Managing Director
San Francisco
(415) 896-9399

AT SCHAWK, INC.:

Jennifer Adams
Corporate Communications

(513) 562-3506

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