

TRIPLE THREAT PACKAGING



FOR CARMEX COLD SORE TREATMENT

The right colors, package structure and product name helped the brand launch its new addition with great success.

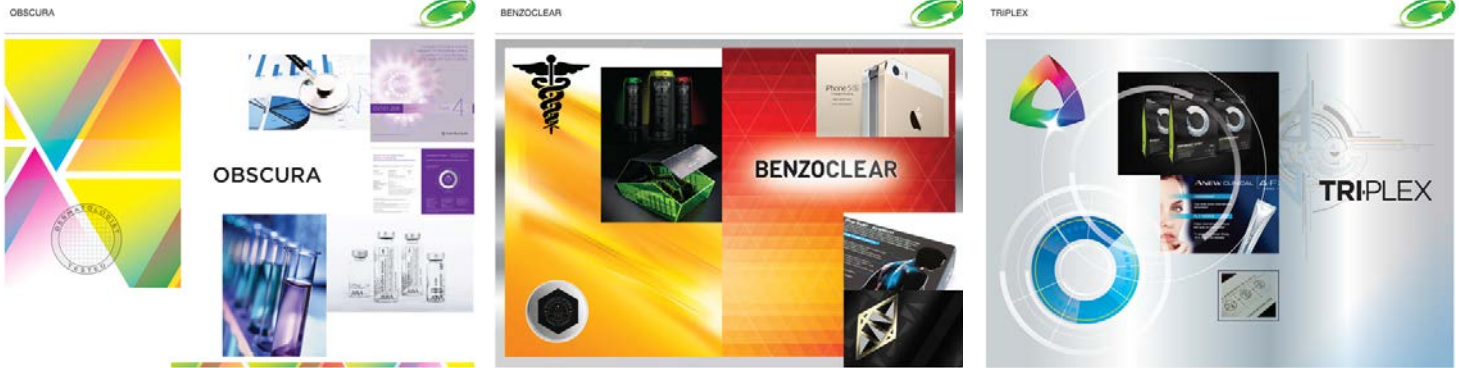
Carma Laboratories Inc., the manufacturer of Carmex lip balm products, was pleased to announce that its newest product, Carmex Cold Sore Treatment, was recently named a 2015 “Product of the Year” winner in the Specialty Skin Treatment category by Product of the Year USA — the nation’s largest consumer survey on product innovation. The packaging for this new item was designed by The Goldstein Group, New York.

“The Carma Laboratories innovation team began the product development process with research to better understand the cold sore sufferers’ experience,” says Jona Mancuso, director of marketing, Carma Laboratories. “Through this research, the team learned that the two biggest concerns for cold sore sufferers are pain, which reminds them that the cold sore is there, and the appearance of the sore itself, which can make the sufferer feel isolated and self-conscious,” adds Mancuso. “After a formula was developed that addressed both of these sufferer concerns, it was critically important to develop product packaging that clearly communicated the distinct reasons to purchase. Additionally, the packaging needed to differentiate this new product from existing products in our lip balm line.”

With a new formula developed, Carma Laboratories turned to packaging

NAME AND MESSAGING PLATFORMS

<p>Carmex New Technology</p> <p>COLD SORE TREATMENT External Analgesic</p> <p>OBSCURA Formula</p> <p>Light Reflecting Ingredients Reduce Appearance</p> <p>Relieves Pain On Contact</p> <p>#1 FDA recommended*</p> <p><small>*Contains FDA approved Benzocaine for cold sore pain + itch relief</small></p> <p>NET WT. .07oz (2g)</p>	<p>Carmex</p> <p>BENZOCLEAR COLD SORE TREATMENT External Analgesic</p> <p>Benzoclear Technology works instantly to</p> <p>Reduces Appearance Relieves Pain & Itch Stimulate Healing</p> <p>#1 FDA recommended*</p> <p><small>*Contains FDA approved Benzocaine for cold sore pain + itch relief</small></p> <p>NET WT. .07oz (2g)</p>	<p>Carmex</p> <p>COLD SORE TREATMENT External Analgesic</p> <p>New TRIPLEX® Formula</p> <p>Advanced Technology:</p> <ol style="list-style-type: none"> 1 - Reduces Appearance 2 - Relieves Pain & Itch 3 - Helps Stimulates Healing <p>#1 FDA recommended*</p> <p><small>*Contains FDA approved Benzocaine for cold sore pain + itch relief</small></p> <p>NET WT. .07oz (2g)</p>
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strategists at The Goldstein Group to create a brand image and sub-brand name. “Our SWOT disclosed three key opportunities for visual and verbal positioning,” says Terri Goldstein, principal, The Goldstein Group, “as viewed from our proprietary lens — the Shelf Sight Sequence — a methodology which enables us to understand the consumers’ sequence of cognition when recalling brands at retail: Color is always recognized first, shape is second, symbols third, followed by words.”

Although words are last to be recognized on shelf, they are foremost when developing a brand’s visual promise. “The wording is developed to ensure a reason-to-believe that is distinctive from the competitive set,” says Goldstein. “Once consumers recognize the product, words play a meaningful role in the sales process and, most of all, are protected under trademark law. Finally, words populate the creative brief from which designers work to create an emotionally powerful visual language for the brand.”

> MESSAGING AND NAMING

Several competing cold sore treatment options exist, yet only Carmex Cold Sore Treatment claims to work on contact to block pain and itch while minimizing the appearance of a cold sore with technology that smoothes and fills to make the cold sore less noticeable. The Goldstein Group created a variety of names and messaging platforms to capitalize on this brand opportunity.

“We developed 25 potential sub-brand names to best describe the unique technology, divided into three camps,” says Goldstein:

1. Arbitrary: Imaginative names that create an associative connection, these have the benefit of being legally protected but may warrant more marketing support at shelf to become readily understood.
2. Coined: Names that define a process, technology and/or active ingredient, these are also protectable.
3. Suggestive: Names that clearly lead into the product benefits.



FINAL DESIGN: PROTECTED ASSETS



Status/Status Date:	NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER 10/29/2014
Serial Number:	8040853
Filing Date:	8/20/2014
Registration Number:	NOT AVAILABLE
Registration Date:	NOT AVAILABLE
Goods and Services:	Cold sore treatment preparations
Mark Description:	The mark consists of the mark consists of packaging trade dress. On the right side of packaging is a straight line curved at the top and bottom. The length of the top extension of the packaging is shorter than the bottom extension of the packaging. A curved line runs from the along the left side of the top of the packaging to the left side of the bottom of the packaging. The product packaging contains a curved near the top.
Type Of Mark:	Trademark
Published For Opposition Date:	NA
LAH Applicant/Owner:	Carma Laboratories, Inc. Papeete, WI 53132 Why is this contact information displayed?
Mark Drawing Code:	
Design Search:	(NO DATA)
Register Type:	Principal
Disclaimer:	(NOT AVAILABLE)



Status/Status Date:	NEW APPLICATION - RECORD INITIALIZED NOT ASSIGNED TO EXAMINER 10/29/2014
Serial Number:	8040854
Filing Date:	8/20/2014
Registration Number:	NOT AVAILABLE
Registration Date:	NOT AVAILABLE
Goods and Services:	Cold sore treatment preparations
Mark Description:	The mark consists of packaging trade dress containing the colors yellow, blue, grey and white. The mark contains yellow and blue in the top portion. The lower right-hand side contains a rectangular graphic circle or rings in shades of blue and white surrounding a complete circle. Lines extend from the center circle. One line extends to the lower left-hand side where these packaging colors (yellow, dark blue and white) that are on a grey background surrounded by a circle.
Type Of Mark:	Trademark
Published For Opposition Date:	NA
Last Applicant/Owner:	Carma Laboratories, Inc. Papeete, WI 53132 Why is this contact information displayed?
Mark Drawing Code:	
Design Search:	(NO DATA)
Register Type:	Principal
Disclaimer:	(NOT AVAILABLE)

TRIPLEX

Word Mark:	TRIPLEX
Status/Status Date:	NOTICE OF ALLOWANCE - ISSUED 8/20/2014
Serial Number:	8028216
Filing Date:	8/21/2014
Registration Number:	NOT AVAILABLE
Registration Date:	NOT AVAILABLE
Goods and Services:	Cold sore treatment preparation
Mark Description:	NOT AVAILABLE
Type Of Mark:	Trademark
Published For Opposition Date:	8/20/2014
Last Applicant/Owner:	Carma Laboratories, Inc. Papeete, WI 53132 Why is this contact information displayed?
Mark Drawing Code:	Standard Character Mark
Design Search:	(NO DATA)
Register Type:	Principal
Disclaimer:	(NOT AVAILABLE)

Classification Information

International Class Code(s):	005
US Class Code(s):	006, 018, 044, 046, 051, 052
Primary Class:	Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth; dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides.
Class(es) Status:	Active
First Use Anywhere:	7/28/2014
First Use In Commerce:	8/3/2014

After a rigorous trademark search, three potential names were selected and matched to brand descriptors that enhance and clarify each.

> VISUAL POSITIONING: BLUE IS THE RULE

An on-shelf audit revealed that the category code color for cold sore treatment is blue. “We wished to balance the established and recognizable Carmex yellow, red and black brand dress by adding a touch of blue,” says Goldstein. “We also explored additional colors, premium cues and symbols that could become the hallmark for brand advertising, while clearly differentiating the new product from its Carmex cousin SKUs.”

> STRUCTURAL ENHANCEMENT

Due to category saturation of competing products, coupled with the small size of the tube, The Goldstein Group designed a variety of new shapes for the blister pack, which command attention on shelf by breaking away from the expected shapes.

“It was important to Carma Laboratories Inc. and The Goldstein Group to create a brand imagery system that could be legally protected while presenting a design challenge to

competitors,” says Goldstein. “The core identifiers — shapes, symbols and copy — have also been protected as important brand assets.”

“Carmex Cold Sore Treatment is on pace to exceed year one sales projections, and we certainly feel that collaboration with The Goldstein Group to develop packaging with strong shelf presence has helped contribute to strong item sales,” says Mancuso. “We could not be prouder of the newest addition to the Carmex family of products.” **BP**

For more than 78 years, Milwaukee-based **Carma Laboratories Inc.** has manufactured Carmex brand lip balms (www.mycarmex.com). Today, the company continues to produce its original lip care formula in its trademark jars and has expanded the line to include flavored lip balms, hydrating lip care formulas and soothing skin care products.

Terri Goldstein is the CEO and founder of The Goldstein Group (thegoldsteingroup.net), a brand identity firm based in NYC. The TGG team is comprised of a high-caliber group of strategic planners, graphic designers, industrial designers, copywriters and intellectual property experts.

