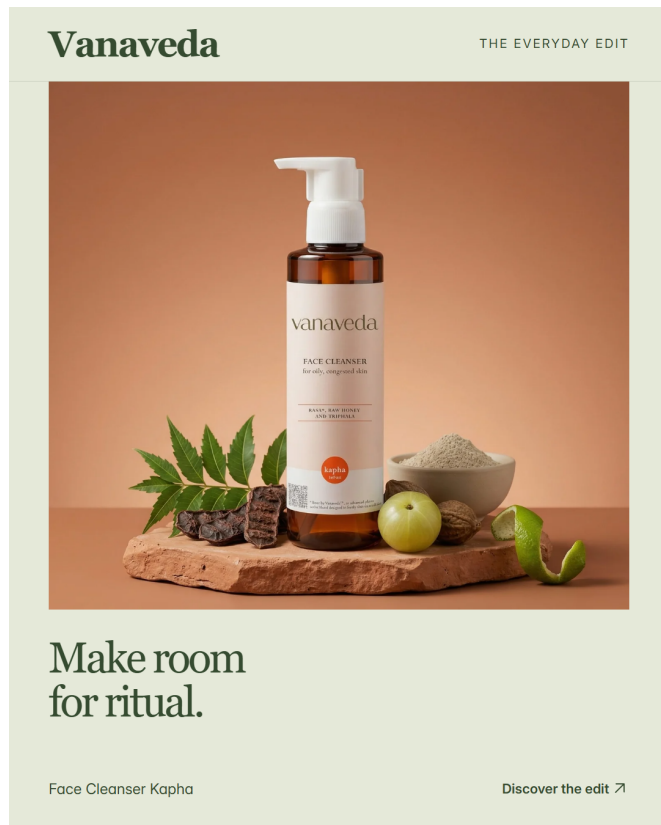


A daily ritual, clearly presented.

A calm product-led system for Face Cleanser Kapha and Hair Conditioner Pitta, grounded in the brand's existing packaging and product imagery.

New creative concepts. Real products, brand-sourced imagery.



01 / Face Cleanser Kapha



02 / Hair Conditioner Pitta

The design decisions

1. Preserve the actual bottle, label and source photograph.
2. Use a botanical green typographic frame while keeping the product name legible.
3. Focus copy on the routine and product identity, with no treatment or clinical claims.

From product to a useful test.

The starting point

The source imagery pairs the labelled products with botanical props and distinct warm or green backdrops. Those supplied images provide a coherent starting point without inventing new packaging.

The hypothesis

A simple ritual-led opening may create a clearer first impression than a dense list of benefits. Test it against a product-name-led control.

Proposed measurement plan

1. Compare ritual-led and product-led headlines on the same product.
2. Review landing-page engagement before interpreting attributed purchase metrics.
3. Have the brand approve any later ingredient or efficacy statement against its evidence.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

Product sources

Face Cleanser Kapha

vanaveda.co.in - product page checked 05 September 2026

Hair Conditioner Pitta

vanaveda.co.in - product page checked 05 September 2026

Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

The study makes no medical, therapeutic, clinical, skin-outcome or hair-outcome promises. Props visible in the source image are not an ingredient claim by Glimmio.