

# A STYLISH GRAPHIC OVERLAY FOR A BEAUTY CARE DEVICE



**CLIENT:** SILHOUET-TONE

**INDUSTRY:** ESTHÉTIQUE

**PROCESS:** FLAT - DOMING

**SOLUTION:** BADGE

## CHALLENGE

The main challenge was to improve the overall look of a beauty care device without changing its structure or its main component. The goal was to improve the global appearance of the device by giving it a high-end look.

## SOLUTION

Since Silhouet-Tone wanted a high-end look for their product, BCH Image suggested adding polycarbonate pieces to the device: they would cover different parts and modify the product's appearance. Our team could recreate the rich effect the client was looking for by using brushed aluminum. We also added polycarbonate to our concept since it is light and economic. It is also an easy material to work with and it is relatively simple to cover flat surfaces with it. In conclusion, our team gave a new high-end look to this device by creating three new unique graphic pieces that perfectly follow the shapes of the front part of our client's product.