

DIELINE

THIS IS THE MOST ADORABLE
INSECT REPELLENT WE'VE EVER SEEN



We love the adorable packaging for BuzzStopper, an insect repellent designed by Jay Liu.

“BuzzStopper is an insect-repellent that radiates joy and positivity, appealing to the youthful and energetic crowd. The brand’s crayon-treated identity suggests its fun and industrious nature. Taking an irreverent approach, two mascots are conceived for BuzzStopper’s packaging: baby Rhinee and its parent Rhinon.”

“Reputable for its tough skin, the rhinoceros mascot illustrations communicate the brand’s effectiveness against mosquito and insect bites, appearing on each of its small and large bottles. Visually arresting hues of red and orange attract consumers’ attention, essentially anchoring itself as a product suitable for both children and adults.”

FULL ARTICLE –
www.thedieline.com/buzzstopper
