



NOW TRENDING

# Pro-Aging Products and Packaging for Boomers

Changes in skin, hair, and hormone levels are universal to the human experience as we age. Rather than feeling ashamed for these natural transitions, Boomers are looking to celebrate themselves, exactly as they are. After years of marketing anti-aging products towards Boomers, the beauty and personal care industry is beginning to embrace the notion of “aging with grace.” The product packaging is a critical tool that can help communicate this message effectively.

## Aging can look **VIBRANT**

Products for aging care don't have to look “old” to communicate effectively with their target audience. Brands can still address generational needs while breaking the dated stigmas of aging by introducing a modern voice and a confident attitude into their packaging design. **Boomers are keen on brand trustworthiness, proactive health choices, and sustainability.** Smart packaging choices will communicate product benefits with a bright and welcoming design language.



### PACKAGING DESIGN CUES

- Minimal graphics with strategic color pops
- Contrasting matte and gloss finishes
- Legible, yet playful, fonts



**Equelle Hot Flash Relief** daily menopause supplement is packaged in a pastel-hued, slim bottle.

Men's wellness brand, **Hims**, takes on erectile dysfunction with discreet, modern packaging.

**Pepper & Wits** was created by P&G to manage menopause symptoms and was named to attract outgoing, intelligent consumers with a sense of humor.

## Aging as **LUXURY**

As consumers live longer, aging is less about growing old and more about celebrating lived experiences. Forward-thinking brands are shifting the lexicon of their messaging to reflect this positive mindset. **Anti-aging becomes pro-aging, and hair loss becomes hair wellness.** By injecting sophisticated design language into their package, brands elevate the look of their products and the perceived message about mature personal care.

### PACKAGING DESIGN CUES

- Muted tones and monochromatic color schemes
- Matte or soft-touch finishes
- Simple graphic design with clean fonts



**Aurum Skincare** prioritizes skin health and self-care over fixing perceived flaws.

**Ayuna** uses the term “well-aging” as opposed to “anti-aging”.

**Pause Well-Aging** offers menopause wellness products in unabashed, clean, straightforward packaging.

Source: The Ebco