

Belle'Botanique Reveals the Theme for Packaging – The Japanese Tea Ceremony

Omnicultural Appeal That Extends Beyond Diversity

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/EINPresswire.com/ -- Adelaide, Australia - Belle'Botanique Pty Ltd a South Australian company today revealed the theme for packaging - the designs of jars and bottles used for its skincare products 'Collagene' and 'White Rose Radiance'. The packaging is inspired by the Japanese Tea Ceremony, and the company aims to provide to its customers a memorable experience of Zen of "harmony, respect, purity, and tranquillity."

Belle'Botanique a beauty and wellness brand is driven by [scientifically sound and alchemy-based](#) knowledge that provides natural products guided by both modern and ancient wisdom.

Harmony, Respect, Purity and Tranquillity

Japanese Tea Philosophy is comprised of four elements: Wa, Kei, Sei, Jaku – "harmony, respect, purity, tranquillity." The whole process is not about drinking tea, but is about aesthetics and values used in the ceremony that includes preparing a bowl of tea for the guest from one's heart with love. The host of the ceremony always considers the guests as the top priority with every movement, gesture and even the placement of the tea utensils.



Beauty with Health

"As beauty converges with the health-driven lifestyle movement, consumers want to embrace products that stand for both beauty and healthy purposes. We selected [the bottles and jars](#) to demonstrate this shift in the cosmetics and beauty industry, and to represent the rituals that prioritize both body and mind," said Manoj Jain, director of R & D at Belle'Botanique Pty Ltd.

Enriching and Enchanting

"To create a memorable experience for our customers, we selected the jar, which resembles Chawan (茶碗) (tea bowl) used in the Japanese Tea Ceremony; and selected the bottle, which resembles Chasen (茶筌) (whisk) that is used to mix tea powder," said Peta-Ann Jain, designer and co-founder of Belle'Botanique. "The jar and bottle enhance experience of using the products through engagement that is emotionally enriching and visually enchanting."

With this understanding customers can share their experiences of using the products through social media – a daily beauty ritual that provides tangible satisfaction with effectiveness.

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