



**Good Stuff skincare range,  
created by Ann Anderson of  
Canway and Good Stuff Co (Pty) Ltd  
for Pick 'n Pay South Africa in 2009.**

Unusually, the variant names are the heroes on the pack, with the brand name (Good Stuff) secondary on the hierarchy.

The brief was to write 'stories' that bring to life a particular product and the Good Stuff brand in a way that is refreshing, informative and life-loving.

The stories should create strong resonance with the consumer. We want the consumer to be smiling during (or at least by the end) of the story!

**Examples:**

**full force**

Energy drinks, espresso & coffee: great for catching a wake-up, but, sadly, not very good in a shower. They just don't do the skin thing. Which is why we love this shower gel. Not only does it invigorate, it smells great & seriously softens & smoothes skin. Its rich, moisturising lather rinses clean. Now that's stuff that'll give your skin wings.

**here we glow again**

When you're happy, you glow. Ditto when you're in love. Why not glow all the time? We believe you just have to unleash your skin's natural radiance. We've heard glowing reports about the remineralising powers of Pearl Extracts and vitamin E-filled hydrobeads. And great stuff about the sparkling scent of Mandarin Blossom. Radiate this amount of goodness & people might just mistake you for an angel.

**nature nurture**

Nature shouldn't be an afterthought. In fact, we reckon it's right up there with your mom's birthday. Which is why naturally derived stuff is an integral part of this hand wash, packed into this handy bottle. Which, by the way, is 100% recyclable and low on carbon miles. Not rocket science; just natural science. Nature at its best, with a nurturing touch.

