

Pepsi Lip Balms 2025

Brand: Pepsi, 7UP

Type of Project: Packaging

Region: LATAM

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Pucker up with Pepsi! Pepsi Lip Balms transform iconic sips into sensorial self-care. Created in partnership with Amber House, this evergreen licensed range expands Pepsi and 7UP beyond the bottle, capturing each brand's bold personality through scent and distinctive packaging. From classic cola and fruity favorites, flavor meets function. Our team created expressive lip graphics to tie the brands together and shine in the lip balm category.

As we continue growing Pepsi and 7UP footprints across Europe, the Middle East, and South Africa, health and beauty remains a natural extension. In close collaboration with long-term licensing partner Amber House, we evolved the lip balm offerings. Turning our beverages into a sensorial experience, we created new packaging that resonates with Gen Z while also delighting lifelong fans.

We began with what makes our brands unmistakable: flavor cues, color systems, and iconic marks. Each lip balm became a miniature brand world, brought to life through vibrant graphics, soda-inspired forms, and scents that mirror the originals. We added playful lip graphics into each flavor's artwork. Cola is deep and classic. Lemon-lime is crisp and bright. Wild Cherry Vanilla, Mango, and Raspberry turn up the fun. By honoring each brand's visual DNA while adapting it to a beauty format, we ensured these products were instantly recognizable yet entirely new.

The result is an updated licensed range that stands out in the beauty aisle. Sold across a wide retail spectrum, Pepsi Lip Balms extend our brands into everyday rituals. The Read My Lips Pepsi Cup Lip Balm from Amber House was shortlisted for Best Brand Licensed Health & Beauty Product or Range at the Brand & Lifestyle Licensing Awards, showing the power of thoughtful design to expand brand love outside traditional categories.

With iconic color systems and flavor-forward scents, this range brings Pepsi and 7UP closer to fans by making refreshment wearable.