

HUNT HANSON

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LONDON



**THERATEARS BRAND CREATION**

PRESTIGE CONSUMER HEALTHCARE & HUNT HANSON

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**FOR PUBLICATION**

The logo for Prestige Consumer Healthcare features a white, curved line above the text. "Prestige Consumer" is in a serif font, and "HEALTHCARE" is in a smaller, uppercase, sans-serif font below it.

Prestige Consumer  
HEALTHCARE

## Executive Summary

When Prestige Consumer Healthcare prepared to introduce TheraTears to the UK, the eyecare shelf was a blur of “me-too” brands – clinical white boxes, single-symptom fixes, and little to guide overwhelmed shoppers. Rather than adding another one-note remedy, Prestige set out to reinvent the fixture with TheraTears’ unique 5-in-1 Complete Care benefit proposition.

The design challenge was to convey multiple benefits across a range without jargon or visual noise, to go head-to-head with entrenched category titans. The solution was a disruptive, consumer-led identity, more emotive than the sterile norm, yet still clinically credible. A clear pack architecture and plain-spoken benefit hierarchy made choice intuitive, helping TheraTears cut through instantly. Shoppers responded in kind, adopting the products as part of their everyday routine – an unexpected bonus that underscored the power of the new design.

The design centred on expressing TheraTears’ 5-in-1 Complete Care promise instantly and intuitively. A deep-purple word mark in welcoming type, teamed with a modern colour palette that stands out amid the aisle’s sea of clinical blues, anchors the pack. Droplet icons guide the eye from benefit to benefit, so shoppers can see at a glance which variant meets their needs. The result feels caring yet authoritative, and it is impossible to miss.



TheraTears’ design turned heads and opened doors. Within a year, the brand secured more than 11,000 listings across major grocery multiples, health-and-beauty chains, and leading online platforms, with buyers citing the packaging as a key reason for stocking it. That shelf impact translated straight into sales. TheraTears moved from a standing start to a healthy single-digit share of the UK dry-eye segment in year one, with a repeat-purchase rate running at twice the category norm. Nielsen data to April 2025 confirms the brand’s rise, while follow-up interviews reveal why: consumers describe the pack as “reassuring,” “easy to spot,” and “more like self-care than medicine.”

Entering the category’s largest need-state segment – dry & tired eyes – TheraTears delivered the biggest dry-& tired-eye care and No. 5 in the total eye-drops market within ten months. The brand closed 2024 by winning “Best Launch of the Year” at the OTC Awards, underscoring industry belief that its disruptive design had rewritten the rules of the aisle.





Momentum has only accelerated as distribution widened. While the overall eye-drops market crept up REDACTED CONFIDENTIAL DATA and then flattened, TheraTears soared – tripling value sales in Year 1 and growing REDACTED CONFIDENTIAL DATA in Year 2. Volumes followed suit, climbing REDACTED CONFIDENTIAL DATA year on year. By smashing the 1.5% “tail-SKU” ceiling and holding a solid REDACTED CONFIDENTIAL DATA share, the brand REDACTED CONFIDENTIAL DATA and

overtook several long-established rivals – all within just eighteen months of launch. By embedding scientific authority in warm, human visuals and making benefits crystal-clear, the design transformed a complex shopping decision into a confident, everyday choice. TheraTears is now regarded not just as another eye drop, but as a leader in daily eye health – proof that purposeful design can open consumers’ eyes and drive meaningful growth.



All data points, figures, and statistics are sourced from Nielsen and internal company reports unless otherwise cited.

### DESCRIPTION & KEY FACTS:

In July 2021, US eyecare brand TheraTears joined Prestige Brands Holdings, a strategic acquisition that broadened Prestige's footprint in health and wellness. TheraTears' unwavering focus on product quality and proven efficacy dovetailed perfectly with Prestige's ambition to drive growth through innovation, consumer-centric solutions, and a commitment to excellence in all aspects of health and wellness. In 2022, Prestige surveyed over 2,000 consumers to pinpoint unmet needs in eyecare. The findings revealed a clear opportunity for a standout, easy-to-shop range that delivers the multiple benefits that shoppers desire. Armed with these insights, Prestige set out to build a purpose-led eyecare brand tailored to the UK OTC market.

The full scope of this collaborative project included the development of distinctive brand identity and crafted packaging across a five-product range, ensuring shelf impact and shopper clarity.

Launch date: May 2023

Design fees: £42,915



### MARKET CONTEXT & PROJECT BRIEF

UK shoppers already make more than 45 million over-the-counter eyecare purchases a year, yet the category is still only scratching the surface of its true potential. Euromonitor projects that UK OTC eyecare sales will climb by 45% to £229 million by 2029 (Euromonitor 2024), confirming huge headroom for growth.

A nationwide Usage & Attitude study (Nursery, January 2022) found that 35 million Britons say they regularly struggle with dry, red or tired eyes, but only 9 million have ever treated the problem. In other words, three-quarters suffer in silence—an untapped pool of prospective shoppers. Prestige's own survey of 2,000 people who suffer from dry, red or tired eyes uncovered a startling truth: 1 in 4 leave the aisle empty-handed. Why?

- **Packing fatigue:** Nearly every pack looks the same, creating a “sea of blue” that overwhelms shoppers.
- **Jargon jungle:** Ingredients lists read like a chemist's notebook (propylene glycol, carmellose sodium), forcing customers to interrogate tiny print just to understand what each product actually does.
- **Symptom siloing:** Most brands only treat one symptom – so shoppers either guess wrong or buy three different bottles “just in case,” only to abandon half-used treatments at home.

With these barriers in mind, Prestige set out to create an alternative eyecare brand that's simple, holistic and visually impossible to miss to unlock the vast unmet need that the data so clearly exposes.

## Eye-Watering Stats

### 1. Screen Stare Strain

- Over 50 % of UK adults now spend 11+ hours/day on screens (work, social media, streaming), triggering digital eye strain: dryness, flicker sensitivity, blurred vision.
- In spite of eye strain effects, only 28% of screen users say they are actively trying to reduce time spent using a screen (Euromonitor 2024).
- Nearly 70 % of heavy device users report reaching for eye drops at least once a week.

### 2. Age-Related Aches

- By age 50+, 3 in 10 experience persistent dryness and fatigue as tear production naturally declines.
- Left unmanaged, these symptoms can escalate to burning, itching or intermittent blurry episodes, yet current products often feel too weak or too harsh for daily use.

### 3. Unmet Need

- Roughly 35 million UK adults battle occasional or chronic symptoms, but only 25% believe existing OTC solutions truly meet their needs, citing “ineffective relief” and “too many bottles.”

In short: Britain’s eyes were crying out for something simpler, clearer, kinder – and definitely not another tiny blue box.

## Out of Focus Aisle

The UK OTC eyecare aisle is worth roughly £180 million a year, but innovation has been stuck in standby since the Optrex boom of the 1990s. Retailers are hungry for growth but conservative with shelf space – anything that looks too similar to the category leader gets squeezed out. Own-label packs cling to the “safe blue,” further muddling shopper choice.

In 2022–23, the UK OTC eyecare category was dominated by well-established players. Optrex led the market, followed by Hycosan, Thealoz, and Private Label offerings – all holding double-digit shares. At the other end of the spectrum, smaller brands like Systane and Hylo hovered around 2.5%, while a slew of tail-SKUs – including Blink, Opticrom, and Murine – each held less than 2%.

Prestige spotted two clear, eye-opening opportunities. First, to break the aisle’s monotony by ditching the standard blue and creating instant shelf standout. Second, to replace single-symptom remedies with a 5-in-1 formulation across every SKU, allowing shoppers to walk away with one bottle and real confidence, instead of multiple bottles and lingering doubt. Prestige Consumer Healthcare’s business opportunity was to successfully introduce the TheraTears brand into the UK market, creating a new identity aligned with the unique needs of UK consumers. The challenge, however, was that the brand was completely unknown in the UK. Branding and packaging were tasked with storytelling, educating, and selling – right there on the shelf.



# Commercial objectives:

## 1. Establish a Top-Five Market Position Within Three Years

Build brand momentum and market share rapidly enough to secure a top-five ranking in the UK OTC eyecare market by Year 3, establishing TheraTears as a credible challenger to entrenched category leaders.

## 2. Achieve Broad, High-Quality Distribution Across Key Channels

Secure listings in major grocery multiples, health-and-beauty retail chains – especially Boots –and online platforms, using distinctive design and clear product benefits to drive buyer engagement and support shelf impact.

## 3. Launch Strategic NPD Within Year One to Expand the Range and Strengthen the Brand

Introduce targeted new product development within 12 months of launch, focusing on unmet consumer needs and creating halo effects that drive visibility, relevance, and commercial impact across the full portfolio.

The primary design challenge was differentiating TheraTears from competitors in a market crowded with clinical, utilitarian packaging. The solution needed to communicate the 5-in-1 benefits of TheraTears while conveying a sense of warmth and care, in stark contrast to the often sterile and medical imagery typically used in the eye-care sector.

At the outset of the project, the scope was clear: create a packaging design that communicated the unique benefits of the product range and was visually engaging while appealing to consumers seeking reliable, effective solutions for eye discomfort. As the project developed, the brief evolved to emphasise the emotional connection with consumers, ensuring that the design was not only functional but also embodied the brand's core values of care and compassion.

Specifically, the design task included:

1. Break the blue code with colours that immediately signalled distinct benefits.
2. Speak human, not pharma.
3. Build a system flexible enough to welcome new variants every year without turning into rainbow chaos.





## Design Solution

The final design solution delivers a modern, clear visual language that cuts through the clinical noise of the eyecare aisle while communicating TheraTears' unique 5-in-1 benefits. At the heart of the identity is a deep-purple wordmark paired with a rounded, approachable typeface, balancing authority with warmth.

Droplet motifs guide the eye across the pack, signposting each benefit with clarity and flow. More than decorative, they create a left-to-right "reading line" that shoppers can decode in seconds, a sharp contrast to competitors whose claims sit in scattered blocks of dense copy. Each SKU follows the same information hierarchy – logo, 5-in-1 panel, droplet row, variant name – so once a shopper learns the system on one pack, they can navigate the entire range automatically. This disciplined structure eliminates the hunting, squinting and cross-checking typical of the category, turning what is usually a time-pressed decision into an almost effortless pick-up.

A carefully curated colour palette further-breaks free of the cold, clinical aesthetic that dominates the shelf. Soft aqua blues and lavender tones evoke calm and care, while the rich purple adds depth and credibility. Together, these colours replace stark medical whites and hard blues with a distinctly more human feel.

Selective accents and graphic cues communicate benefits without overwhelming. The Irritation & Redness variant employs a gentle terracotta red – soothing rather than alarming – while Screen Eyes features a subtle pixel motif that instantly signals digital strain. Across the range, luminous hues and soft gradients bring a sense of lightness and relief, reinforcing comfort while clarifying function at first glance. By making the range simple to shop and soothing to look at, the identity reinforces TheraTears' values of care and compassion. More than aesthetically appealing, the solution positions TheraTears as a brand that understands and supports consumers, turning a complex fixture into an inviting everyday choice and helping establish the brand as a new leader in UK eyecare.



# Impact & Results

TheraTears set out with a bold goal: to disrupt a competitive category and earn its place among the UK's top eyecare brands. In just 18 months, it has over-delivered on every front – clinically, commercially, and creatively.

## 1. Achieved a Top-Five Market Position Ahead of Target

TheraTears launched in Spring 2023 into the category's biggest need-state, Dry & Tired eyes and immediately made impact as the largest new-brand debut of the year in that segment.

- Rapid share capture: Within 10 months, it had become the No. 2 brand in the Dry & Tired eyes segment and the No. 5 eye-drop brand overall.
- Engine of category growth: TheraTears drove REDACTED CONFIDENTIAL DATA of all value growth in the Dry & Tired eyes segment, effectively expanding the market almost singlehandedly.
- Category contrast: While REDACTED CONFIDENTIAL DATA (the longstanding category leader) saw sales decline post-relaunch of their packaging, TheraTears grew the segment, underlining its net positive impact on the category.

As of the most recent data:

- TheraTears holds a solid REDACTED CONFIDENTIAL DATA share, placing it 4th among branded players in the latest four-week analysis.
- Since January 2024, REDACTED CONFIDENTIAL DATA, overtaking several established brands.
- REDACTED CONFIDENTIAL DATA

## 2. Secured High-Quality, National Distribution Across All Key Channels

TheraTears surpassed its distribution targets ahead of schedule, securing over 11,000 store listings across the UK's leading retail and e-commerce platforms. The brand is now available in Boots, Tesco, Sainsbury's, Superdrug, ASDA, Well, Rowlands, as well as online via Amazon and Ocado.

From the outset, retail buyers consistently cited the pack's disruptive clarity and consumer-led design as a key differentiator. Tesco's team praised TheraTears' "challenger approach" for shaking up a long-stagnant fixture and bringing energy back to the eyecare aisle.

- **Year 1:** Delivered a best-in-class launch across Tesco, Boots, and Superdrug, while unlocking listings in targeted grocery (Sainsbury's, Well) and online (Amazon, Ocado) channels.
- **Year 2:** Expanded reach by an additional REDACTED CONFIDENTIAL DATA distribution points, including a successful rollout in Asda, an extended range in Tesco, and REDACTED CONFIDENTIAL DATA additional Sainsbury's stores.
- **Distribution coverage now includes:** REDACTED CONFIDENTIAL DATA, demonstrating strong buy-in across both mainstream and specialist retailers.

# YEAR 1 = 11,000 LISTINGS



All data points, figures, and statistics are sourced from Nielsen and internal company reports unless otherwise cited.

### 3. Launched Record-Breaking NPD Within Year One

Committed to keeping the range fresh and aligned with unmet consumer needs, Prestige launched its first major NPD just months after the core range debuted:

- The “Irritation & Redness” variant, in a bold red pack, became the biggest eye-drop NPD launch of 2024.
- Within nine months, it was already matching the flagship Dry & Tired variant in value sales, proving the halo effect of smart innovation.

### 4. Delivered Sustained Commercial Growth and Outpaced the Market

TheraTears isn't just gaining distribution or shelf presence. It's converting both into sales, and fast:

- **Year 1:** +30013% value growth, building from a standing start.
- **Year 2:** +62% value growth, reaching REDACTED CONFIDENTIAL DATA.
- Volume growth: +70% year-on-year, REDACTED CONFIDENTIAL DATA.
- **Cycle after cycle**, Nielsen EPOS shows the classic “promotion zigzag” of a growing brand: spikes on-deal, higher baselines off-deal.
- **FY23/24 to FY24/25:** +49% value uplift.
- **FY24/25 to FY25/26 YTD** (April–June): +57% uplift.

Note: These figures exclude Amazon sales due to a Nielsen data gap—meaning true performance is likely even stronger.

### 5. Recognised by the Industry

TheraTears closed out its first full year with industry applause, winning “Best Launch of the Year” at the 2024 OTC Awards – recognition from retail and media leaders that the brand had not only arrived, but reshaped the shelf in the process.



# YEAR 2: +62% VALUE GROWTH



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## 6. Easy on the eyes, Easy to shop:

### What shoppers said...

**"It's so much easier to see what each product does."**

**"As soon as I read 5-in-1, I knew it gave me everything in one drop."**

**"Looks different—more like self-care than medicine."**

### How the design delivered...

Droplet icons, colour variations and consistent hierarchy decode benefits in seconds.

Clear communication of proposition with droplet icons.

Soft colourful palette and rounded typography convey comfort and relief.

This positive feedback translated into action. Purchase-intent scores out-perform category norms, while repeat-purchase rates run at 2× the eyecare average (Nielsen, April 2025).

Design didn't just support growth; it was the growth engine. By transforming a complex, clinical category into a clear, intuitive, and emotionally resonant experience, TheraTears turned a cold shelf into a confident choice. It converted retail gatekeepers into champions, shopper hesitation into repeat loyalty, and an unknown challenger into a top-five force in UK eyecare.



# “It’s so much easier to see what each product does.”

Screen Eyes features a subtle pixel motif that instantly signals digital strain.



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## Evaluating other contributing factors

While TheraTears was supported by media investment, it was the brand identity and packaging design that did the heavy lifting, serving as the creative anchor across every channel and helping generate an advertising-value equivalent (AVE) of REDACTED CONFIDENTIAL DATA.

From day one, the deep-purple wordmark, luminous colour blocks, and five-point tear icon – lifted directly from the packaging – became the unmistakable signature across all communications. Whether on social posts, banners, or billboards, the pack was the hero. Paid media delivered reach; the design translated that reach into recognition, engagement, and ultimately, action.

In Year 1, activity included:

- A Daily Mail homepage takeover drove REDACTED CONFIDENTIAL DATA impressions.
- A Meta campaign targeting heavy screen users and the 50+ demographic delivered REDACTED CONFIDENTIAL DATA.
- Always-on social added REDACTED CONFIDENTIAL DATA more impressions, generating over REDACTED CONFIDENTIAL DATA direct clicks to retailer product pages.
- 66 pieces of editorial coverage – including SheerLuxe and Yours – reached REDACTED CONFIDENTIAL DATA readers, driven by interest in the pack's distinctive aesthetic.
- During National Eye Care Week, TheraTears took over 50 London Underground screens and the Metro, adding another REDACTED CONFIDENTIAL DATA impressions.

Every execution was built from the same visual DNA, ensuring that what shoppers saw online matched what they found in-store. In addition



to paid and editorial visibility, Amazon A+ pages, shelf trays, and point-of-sale materials used the same identity system to maintain cohesion and impact across touchpoints.

In Year 2, focus shifted to expanding distribution, but visibility remained strong:

- ITV commercials broadened reach.
- 95 new pieces of press coverage – from Wanderlust to Men's Health – landed.
- Social maintained steady momentum at around REDACTED CONFIDENTIAL DATA.
- A REDACTED CONFIDENTIAL DATA sampling campaign put product directly into consumers' hands, turning awareness into trial.

At every turn, the design system amplified the brand's voice, proving that in today's fragmented media landscape, clarity, consistency, and creativity in design aren't just distinctive assets, they're accelerators of commercial success.

### Credits

**Prestige Consumer Healthcare** - Andy Wines, Jen Hudson, Stef Krikorian.

**Hunt Hanson** - Richard Hunt, Nick Hanson, Michelle Bradbury, Amy Rees, Nancy Root.



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