

RSA

NICOTINE SHOWER GEL – THE NEXT WEAPON IN THE FIGHT AGAINST CIGARETTES

Friday May 8th

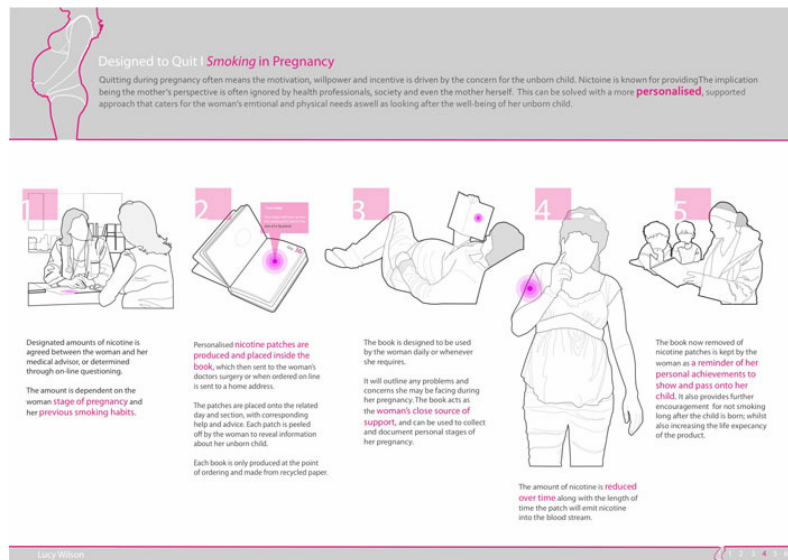
Three young designers have been awarded a prestigious RSA Design Directions award for their radical new designs aimed at helping people quit cigarettes.

Kim Franckeiss and Sarah Matthews, from the University of Portsmouth, identified the need for a smoking cessation product that did not disrupt the user's everyday routine and so developed a proposal for a toiletry range called 'NicRoutine'.

It incorporates a deodorant, lip balm and shower gel, all containing controlled doses of nicotine to accommodate the quitter at each stage of the process, ranging from a low regular dosage of 2mg up to the once a day dosage of 16mg (depending on the product).



Lucy Wilson, of Loughborough University, proposed a diary designed to offer support and information on pregnancy and giving up smoking. The diary incorporates short-life personalised nicotine patches, determined by a medical adviser, providing an accurate dosage reduction in relation to the user's pregnancy.



Commenting on the winners, RSA Head of Design, Emily Campbell said:

"Wilson, Franckeiss and Matthews demonstrated once again how much designers have to contribute to technological medical advances in terms of making devices communicative and legible to users. The RSA is proud to honour these outstanding examples of ingenuity and judgement in young designers who continue the long history of our student design awards."

Notes to Editors

1. For more information contact Luke Robinson, RSA Head of Media on 020 7451 6893 or luke.robinson@rsa.org.uk
2. A full list of the Design Directions award winners can be found at www.rsadesigndirections.org
3. The RSA developed this project with support from GlaxoSmithKline Consumer Healthcare.
4. Lucy Wilson, Loughborough University, won the GlaxoSmithKline Consumer Healthcare Internship (Value £7,500)
5. Kim Franckeiss, Sarah Matthews, University of Portsmouth won a Fellows' Award of £2,000
6. Design Directions is the RSA's annual design awards in which students are challenged to address intractable social problems through innovative new design.
7. Design Directions is the UK's leading competition for 'socially responsible' design. The RSA established its first awards scheme for students in 1924 and today this unique scheme identifies, supports and rewards the most promising and creative students.
8. Worth over £60,000 in prize monies, comprising cash and work placements, the awards provide financial and practical assistance to student designers starting out in their careers.
9. This year Design Directions received 800+ entrants. There were 30 winners. There was a choice of 11 briefs to which students could respond, proposing solutions to ways in which design could make useful and meaningful interventions in a variety of situations.
10. The RSA is grateful to the following organisations who supported Design Directions in 2008/09: Calouste Gulbenkian Foundation; Garfield Weston Foundation; Kalyx; GlaxoSmithKline; Royal Mail; Home Office; Design Council; Forum for the Future; The Worshipful Company of Tin Plate Workers; Engine Service Design; CIM

Charitable Trust; Aircraft Medical; Design against crime research centre;
Springetts; Waitrose; NCR; Wolff Olins