



呼虎開口，療癒你我。  
HooHoo opens its mouth, heals you and me.

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「呼虎草本糖，呼呼你的身心靈。」

你知道市面上有很多糖果都含有中醫草本成份嗎？此品牌根據中醫《本草綱目》和五行，將草本糖分類，並與現代常見生活行為連結。在包裝上以傳統中醫藥包——虎頭包做為延伸，希望人們在食用草本糖的同時，獲取其成份中的益處外，也能體會到傳統中醫文化精髓。另外，消費者還能透過手機掃描包裝觀賞系列A R動畫及得知草本糖的詳細資訊唷！

“HooHoo herbal sugar, comfort your soul and body.”

Do you know that a lot of candy on the market contain herbal ingredients? According to the Compendium of Matateria Medica and Five Elements, the brand classifies herbal sugars into several categories and connect with common modern life behaviors. The product is packed based on traditional Chinese medicine package which extends the outlook of Tiger Head Shaped Package. While consuming herbal sugar, people can not only gain the nutrition of its ingredients, but also experience the essence of traditional Chinese medical culture. In addition, consumers can scan the packaging to watch a series of AR animations and learn more about herbal sugar via cell phones!



虎頭包典故：從前，有位老中醫上山採藥，遇見一隻誤食骨頭而受傷的老虎，老中醫便治癒了牠，且為了示意老虎明天再來此地找他換藥，便將藥包折成虎頭的形狀，因此此藥包名為虎頭包，流傳至今，並有著「藥到病除，趨吉避凶」的理念。

Once upon a time, it is said that an elder who mastered Chinese Medicine entered the mountains to collect herbs. He bumped into a tiger which was injured owing to eating bones by mistake. Then he cured it. In order to make the tiger understand that he would come here again the next day, he folded the medicine pack into the shape of the tiger's head. Therefore, this medicine pack is called Tiger Head Shaped Package, and it has been passed on so far. And it contains the concept of curing illness and avoiding evil.





「呼虎堂」擷取虎頭包的外型及理念，應用創新於草本糖包裝上。在人們打開包裝的同時會發現象徵著老虎張口的意象。此外，消費者可以了解到包裝視覺分別對應十種現代生活樣貌。在品牌之下的產品為各式各樣的草本糖，其成份能幫助改善不同行為所帶來的不適。透過 AR 呈現系列動畫，讓消費者獲得味覺功效外，還有視覺上的體驗，藉以達到療癒身心的核心價值。

“HOOHOO TANG” takes the shape and concept of the Tiger Head Bag for framework. The brand applies innovational methods to herbal sugar packaging. While opening the package, people can find the symbol of the image of the tiger's mouth. What’s more, consumers can understand the packaging vision corresponds to ten modern lifestyles. The products under this brand are a variety of herbal sugar. Its ingredients can solve the discomfort situation caused by different behaviors. A series of animations presented through AR allow consumers to get a taste experience as well as a visual experience, so as to reach the core value about healing the soul and body.

