

ABSTRACT

This design aims to see the relevance and effectiveness of information media that will educate the target audience and potential buyers for white tea products in the city of Bandung. White tea is a type of tea that contains the highest levels of antioxidants, polyphenols, and bio active levels among other teas. Women aged 25-30 years are the initial phase where premature aging arises due to their intrinsic and extrinsic factors and the simplest way to prevent it is by consuming high antioxidants such as flavonoid compounds found in white tea. So, the authors designed an information media that explained the benefits of white tea for health, especially in preventing premature aging of the skin. The method the author uses in collecting data is a visual qualitative method and is supported by questionnaire data, interviews, observations and literature studies. Whereas in analyzing data, the writer uses visual matrix analysis. Through this design the authors hope that women with an urban lifestyle can find out the benefits and efficacy of this white tea so they are interested in buying and maintaining their skin from an early age.

Keyword: *illustration book, white tea, women*