



COSMETIC ACCESSORY PACKAGING DESIGN PROJECT

By Lucy Hopkins

Project Summary

BRIEF

To design and mockup a series of new and commercially practical packaging concepts for three cosmetic products. The design must consider how the packaging will be made from environmentally-friendly materials and appeal to the consumer.

TARGET AUDIENCE/BRAND IDENTITY

Based on the requirements of the project brief, my target audience would likely be consumers who prefer cosmetic brands that market and support a more 'environmentally savvy' ethos. This could be people who already support a more conscious lifestyle, or individuals who just want to try something different and feel good about supporting the planet.

To help my creative ideas appeal to this market, the project will have a brand identity of an 'eco-conscious' company who want to eliminate packaging waste and promote a cleaner way to consume beauty products.

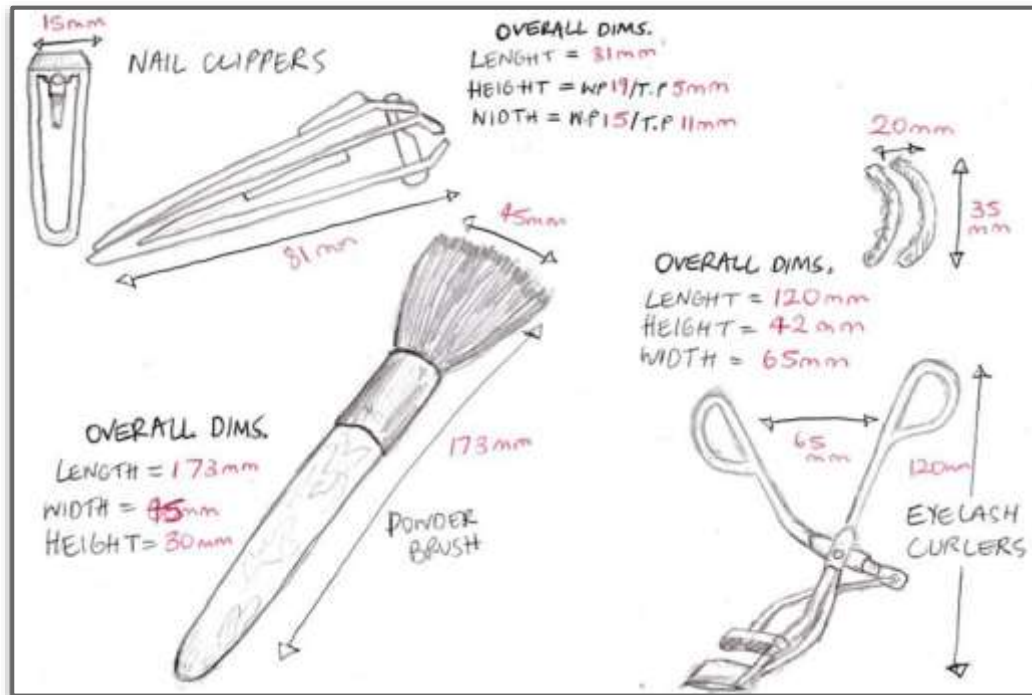


The Chosen Accessories



EYELASH CURLERS

POWDER BRUSH



NAIL CLIPPERS



PHASE ONE PRIMARY RESEARCH

Market & Product Analysis

Market & Product Observation

METHOD

The method conducted for my primary research involved photographing the cosmetic product displays at a number of different retailers. This captured my perspective (as a consumer), from viewing all of the options to investigating the items that stood out the most.

Visiting a range of shops also allowed me to observe a wider range of products, both in conventional (plastic) and more 'eco-friendly' packaging.

KEY OBSERVATIONS

Across each retailer, the products that mostly caught my attention were housed in organically coloured and shaped packaging cartons.

Interestingly, these were marketed as the 'eco-friendly' options, made sustainable materials or housed in 'eco-friendly'/sustainable packaging.





'Environmentally Friendly' Examples.



RETAILER - TESCO

Common
Product &
Packaging
Examples.





'Environmentally Friendly' Examples.



RETAILER – BOOTS



Common Product & Packaging Examples.





'Environmentally Friendly' Examples.



Common Product & Packaging Examples.



RETAILER – SUPERDRUG & POUNDLAND

Commercial Example & Analysis

PACKAGING NET ANALYSIS

During this market observation I purchased four different products that caught my eye, in both conventional and 'eco-packaging'.

By examining these products in more detail I was able to establish how the packaging was designed to function and identify any successful design features.

This included the structural design, such as the net shape (ergonomics), dimensions (anthropometrics), construction and product integration. Along with some attention to the visual design of the packaging, such as the graphics/branding and clarity of product information.

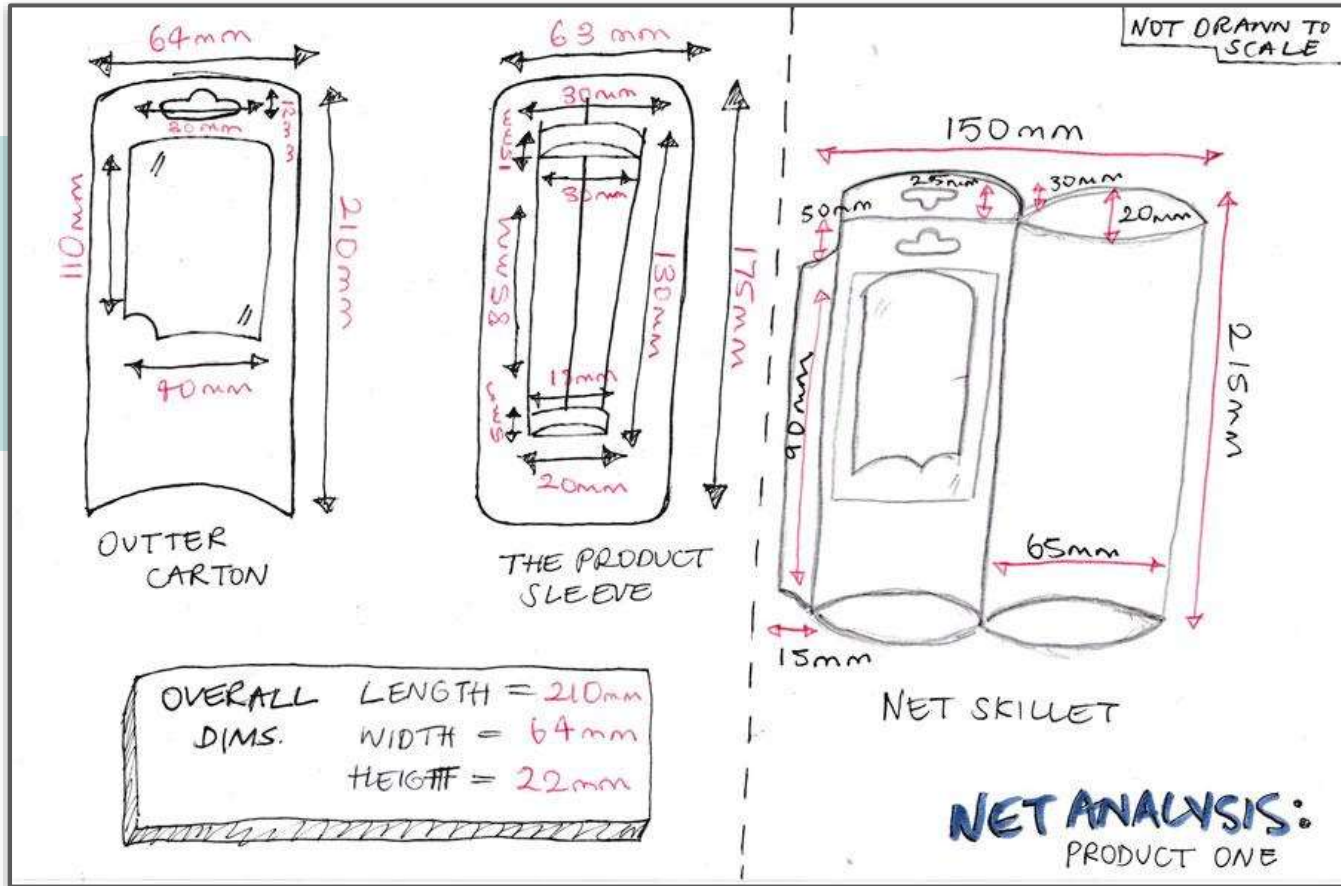


PRODUCT ONE Cosmetic Brush (So Eco)



PRODUCT ONE –
Foundation Brush (So Eco)

- KEY DESIGN FEATURES**
- 'Pillow Box' net layout.
 - Easy & accessible opening tabs.
 - Environmentally friendly materials.



POSITIVE & NEGATIVE FEATURES



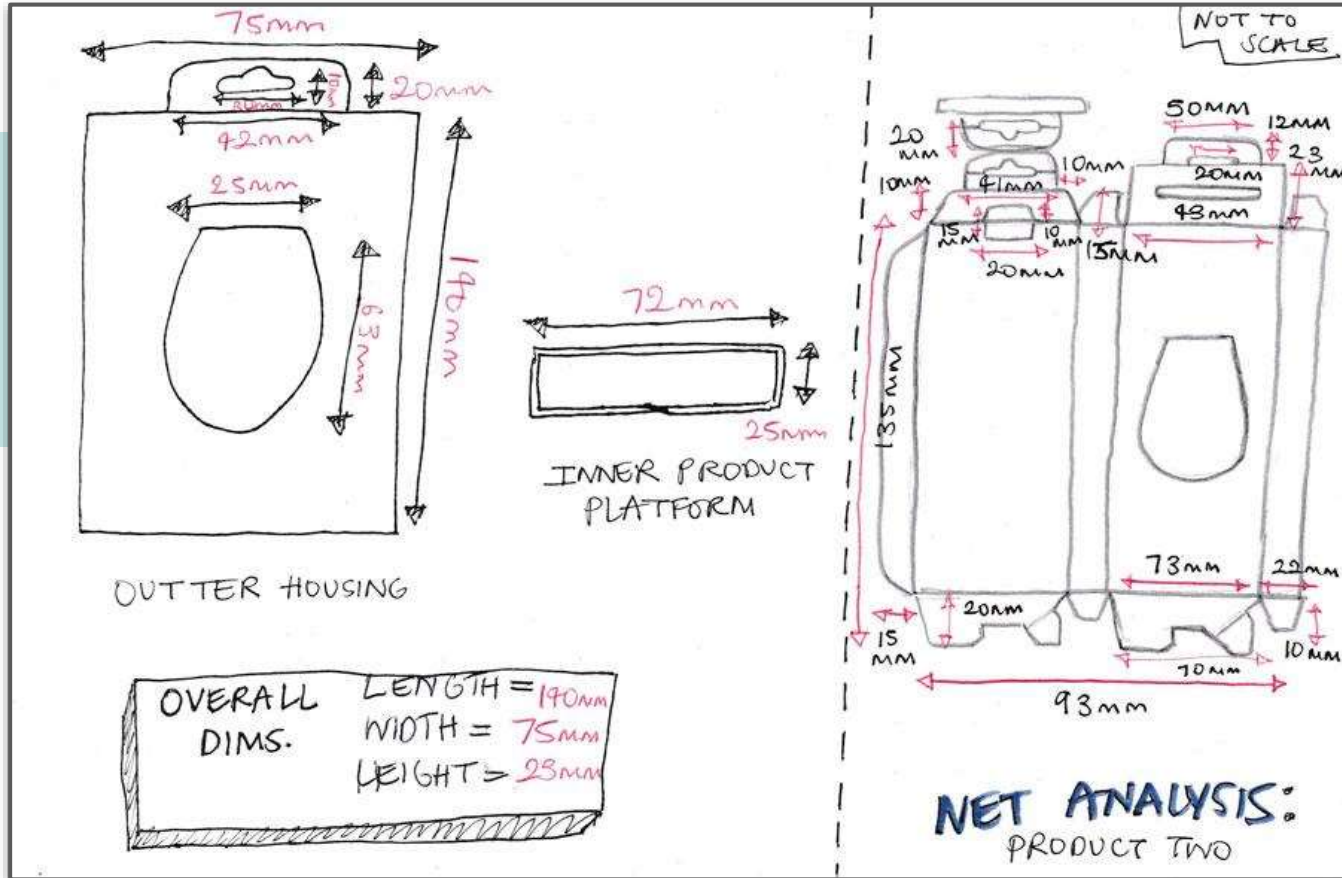
- Product is clearly visible.
- Pleasant to hold/interact with.
- Simple net design.
- Easy to disassemble.
- All components are environmentally friendly.



- Soft card crumples tabs.
- Product housing could be incorporated into outer net to minimise material usage.

PRODUCT TWO Makeup Sponge (Ecotools)





POSITIVE & NEGATIVE FEATURES



- Planting the packaging encourages sustainable use of resources/circular economy.



- Colour scheme looks mismatched.
- The carton tabs were too small.
- The material of the plastic housing was not identified in the product information.

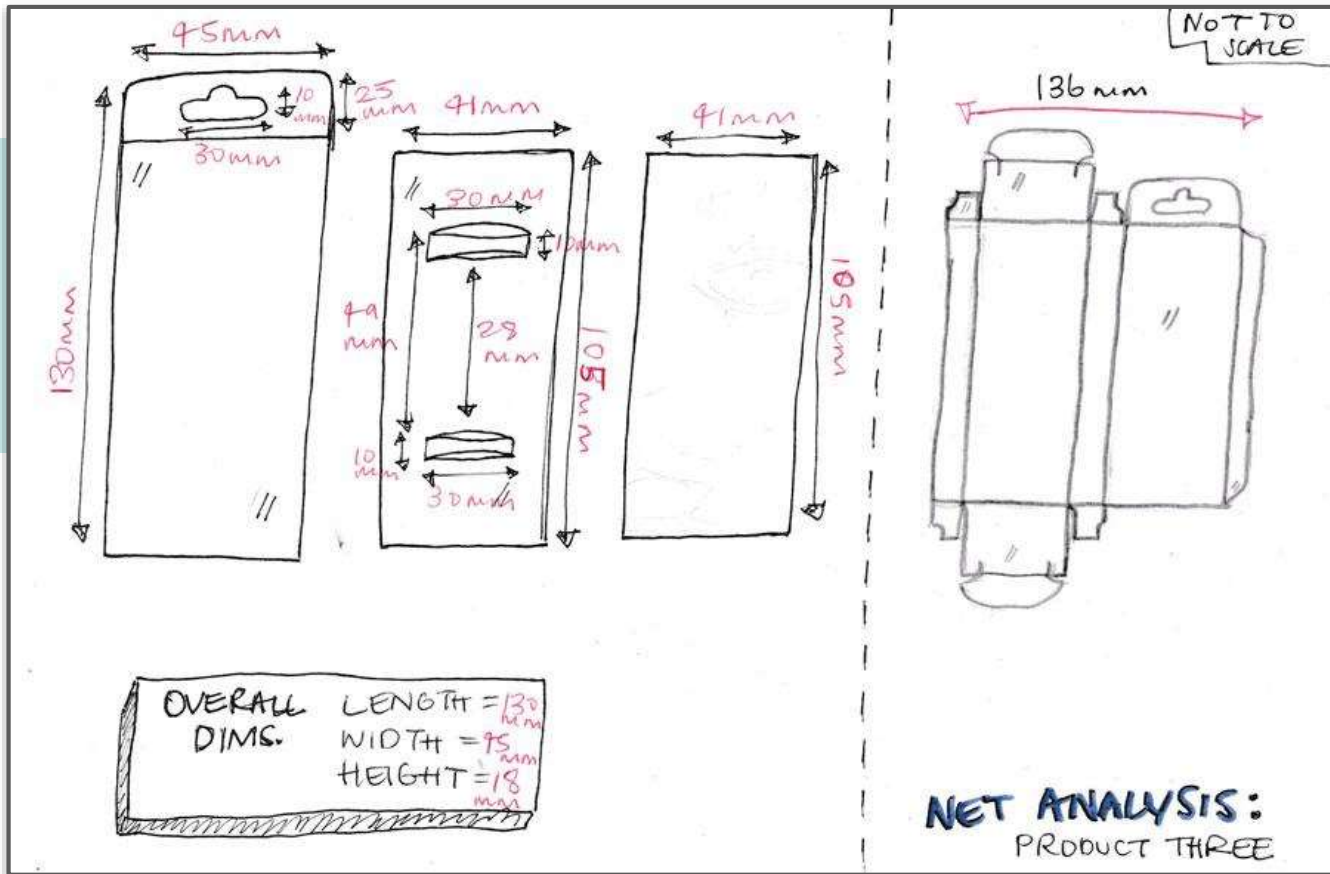
PRODUCT THREE Nail Clippers (*Superdrug*)



PRODUCT THREE –
Nail Clippers (*Superdrug*)

- KEY DESIGN FEATURES**
- Simplistic net design.
 - Effective product housing.
 - Clear product information.





POSITIVE & NEGATIVE FEATURES



- Strong & rigid net design for weight of product.
- Internal housing holds product securely.



- The heat seal on the glue tab meant the net was impossible to fully disassemble.
- All components, apart from insert, are made from single use plastic.
- Potential user discomfort from sharp edges.

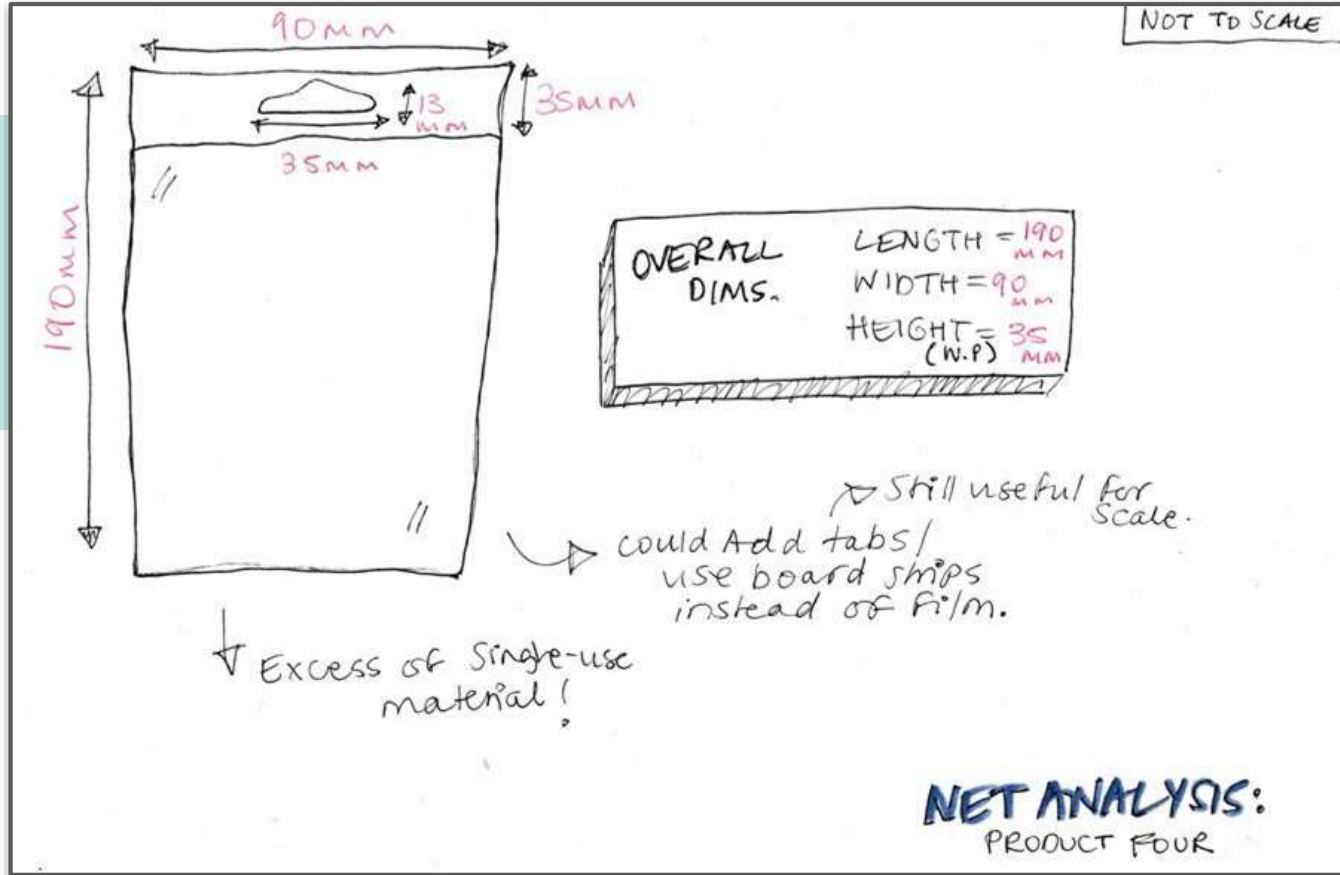
PRODUCT FOUR Eyelash Curlers (*Superdrug*)



PRODUCT FOUR –
Eyelash Curlers (*Superdrug*)

KEY DESIGN FEATURES

- Flexible material comfortable to handle.
- Packaging is one component.



POSITIVE & NEGATIVE FEATURES



- The tightly sealed film kept the product in place.
- Clear user instructions & product information.



- Materials are non-recyclable and made from single-use plastic!
- The film can't be opened without a sharp tool.
- The film cheapens the look of the product.

PHASE ONE

PRIMARY RESEARCH OUTCOME

The first stage of my research has offered first hand evidence of how the physical attributes of packaging is a key factor in a products visibility in the supermarket environment.

Combining this knowledge with secondary research will accumulate the inspiration and design features to adapt into my own concept ideas later on in the project.



PHASE ONE SECONDARY RESEARCH

Market Trends & Design Inspiration

Market Trends Cosmetic Packaging Design

THE DESIGN OF COSMETIC PACKAGING

For cosmetic products, the design of packaging typically follows a formula similar to a wide range of consumer items. This is the creation of an outer, inner and product packaging carton.

For the purposes of this project my focus will be on the inner packaging, with some consideration of how the outer packaging could be nested and transported in large quantities.

The shape and functionality of the inner packaging is just as important as the visual design. It needs to be practically appropriate for the product and equally have appeal to the target audience. There are numerous types of cosmetic packaging vessels, the most popular are;

- Boxes
- Bags
- Sleeves
- Self-hanging Cartons



Market Trends & Inspiration Popular Brands & Packaging



'CONVENTIONAL'
PACKAGING EXAMPLES



UNIQUE PACKAGING
INNOVATIONS



COMMON 'ECO FRIENDLY'
PACKAGING EXAMPLES



Market Trends 00 Packaging Design Features

After looking at the general packaging trends across the cosmetics industry, I have identified several common design features;

- Packaging is **shaped** to **match** the **theme/name of the brand**.
- **Narrative** of the product is **clear** at first glance.
- **Card** and **cardboard** used as a **full** or **partial housing** for the product.
- Products are **visible** from **inside** packaging due to a **cut out/window**.
- The product **housing** is **incorporated** into **inner** packaging.
- **Maximum** of **two** different **materials** included in packaging.





PHASE ONE
SECONDARY RESEARCH

‘Eco’ Packaging in the Cosmetics Industry

'Eco' Packaging 🌱 Definition & Importance

SUSTAINABILITY IN THE COSMETICS INDUSTRY

Packaging is classed as 'sustainable' when it has **less environmental impact** than conventional packaging. This effect on the environment can be minimised through conscious choices of materials, to how the packaging can be reused and recycled at the end of life (regenerative).

Currently, the cosmetics industry is responsible for creating **120 billion** units of packaging waste a year, **95%** of which is thrown away after just **one use!** (**Prabhakar, 2020**, [online]). Therefore, sustainability should be and is slowly becoming more of a priority for producers, especially in tackling single-use packaging.

On a positive note, the cosmetic giant e.l.f has eliminated an estimated **650,000 pounds** of packaging material since 2019, by simply making **design changes** to secondary cartons or removing them entirely (**Business Wire, Inc., 2020**, [online]).



'Eco' Packaging Market Trends & Analysis

'ECO' DESIGN FEATURES IN COSMETIC PACKAGING

There a number of environmentally conscious design changes cosmetic brands are making to minimise the waste their products/packaging produce, whilst increasing ease of reusability and recyclability for consumers..

The current design features in the eco-cosmetic market are;

- **Refillable Bottles/Reusable Containers** - To reduce disposal of bottles and encourage consumers to think about giving something new life, instead of throwing it away.
- **Solid Soaps/Shampoo bars** - Remove the need for (liquids) plastic bottles for shower gel, shampoo, and soap etc. by moulding it into a bar.
- **Soy Ink** - A printable ink made of soybeans, applied to card/paper packaging makes the net easier to recycle and less harmful to the environment compared to regular chemical inks.



PHASE ONE

RESEARCH EXPLORATION CONCLUSION

During this research, I have discovered the commercial trends of cosmetic packaging and context behind the success of these popular products, including the key components that make up a cohesive packaging design.

I have presented these components into a table of 'successful design features', that along with visual references (moodboards), will serve as accurate pointers and inspiration for PHASE 3.

SUCCESSFUL DESIGN FEATURES

PRIMARY RESEARCH	SECONDARY RESEARCH
<ul style="list-style-type: none"> A simple net design is easy to interact with (open & disassemble). 	<ul style="list-style-type: none"> The structural design of product packaging must reflect the theme of the brand and purpose of the product.
<ul style="list-style-type: none"> Limiting the number of components minimises the resources/materials needed. 	<ul style="list-style-type: none"> A product is more appealing when visible from outside the packaging.
<ul style="list-style-type: none"> Lightweight materials makes a carton pleasant to hold. 	<ul style="list-style-type: none"> The product housing should be incorporated into the original net design.
<ul style="list-style-type: none"> Packaging made from sustainable/natural materials is more environmentally friendly. 	<ul style="list-style-type: none"> A strong but flexible material will make the movable parts of a net easy to interact with and take apart at the point of disposal.
<ul style="list-style-type: none"> A cut-out window that reveals the product inside the housing can increase consumer appeal and shelf visibility. 	<ul style="list-style-type: none"> Keeping to a minimum of two materials will minimise the number of resources/material needed in production.
<ul style="list-style-type: none"> Rounded edges and corners on a carton makes user-interaction comfortable. 	<ul style="list-style-type: none"> Implementing sustainable/re-useable materials and components into the packaging will benefit the consumer and the environment.
<ul style="list-style-type: none"> Organic accents in a net design can be more interesting and engaging. 	
<ul style="list-style-type: none"> Friction fit tabs minimise the need for chemical semi-permanent adhesives. 	
<ul style="list-style-type: none"> Tabs with a large surface area are easy to grip and move. 	
<ul style="list-style-type: none"> The physical design of packaging should appeal to the target market and represent the brand's ethos. 	

What's next?

The actions I need to take next in the project are;

- Refine list of successful design features.
- Create initial sketches of packaging net design ideas so far.
- Plan and begin PHASE TWO (material research).

