



Solving The Top Cosmetic Consumer Packaging Complaints

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About The Beauty Packaging Survey

In January 2021, The Benchmarking Company conducted a study of over 2000 female consumers of beauty products in the USA.

Then they published the results in Global Cosmetics Industry magazine, as part of a "Beauty E-Commerce Packaging Playbook".

We found the main section, Most Frustrating Aspects Of Primary Packaging, to match our own experiences helping brands and OEMs solve packaging issues. However, it was important for us to utilize this unbiased, third-party source, taken from a successful examination of one of the major world markets of cosmetic buyers.

Each of the following sections below are directly from the Benchmarking study.

The complaints are in order, from most frustrating to least.

We will expand upon every point, and suggest a container or attachment that solves or avoids the complaint.

One note: a few of the complaints don't really apply to hair care or skin care products. We've included them for the sake of completeness, and will address them. But for these few sections we will not suggest any packaging, as it is not relevant to the customers we serve.

Let's dive in...

Use All Of The Product

Complaint: Can't get all the product out
(86% of the respondents cited this issue)

Consumers hate waste or perceived waste. If they saw or felt product left in the container, but couldn't dispense it, that was their top complaint.

One simple solution is to use airless bottles.

An airless design utilizes a mechanical pump to create a non-pressurized vacuum dispensing system. As the pump is pushed down, the disc in the bottle rises to push the product out.

Our P33 Series airless bottles allow consumers to get every last drop with ease. The construction also protects your products from oxidization and increases their shelf life.

P33 Airless Bottles are ideal for brands looking to dispense creams, lotions, serums, or liquid foundation. The sleek tube design is convenient to grasp and press, and is an excellent fit for natural/organic or medical type products.

The bottles themselves are made of PP material. And caps are available in either AS/SAN or PP. They come in volumes of 15, 30, and 50 ml.



AIRLESS BOTTLES

Keep The Dispenser Clean

Complaint: Product dries out in the pump/around the opening
(74% of the respondents cited this issue)

We all know after repeated use the cosmetic products can leave residue in or around the opening. This residue will then dry and may block future dispensing.

To solve this problem, we suggest a combination of precision dispensing with self-cleaning attachments.

In the case of serum or oil products for hair care, a dropper can be used for precision. Yet droppers still tend to drag a certain amount of product out around them.

In this case, our TD Series bottles come with a special wiper add-on option. As the user pulls out the dropper, the wiper cleans the residue off the tube.

The TD Series are made in a “vintage apothecary” shape, and they come in volumes of 15, 30, and 50 ml. The bottles can be PET Heavy Wall plastic, or 100% PCR PET.



TD SERIES W/ DROPPER & WIPER

Make It Easy To Dispense

Complaint: **Difficult to use, pump is hard to push, cap is hard to open, etc**

(73% of the respondents cited this issue)

Pumps may require too much force or not dispense the product in a satisfactory way.

Perhaps too little or too much comes out, or it comes out in an uncontrollable way.

In order to avoid this, the pump must be made in a way that it is easy to press (but still sturdy), and that also dispenses a reasonable amount of product.

Our TR Series bottles are ideal when paired with our smooth pump attachments that come in several different models.

This type of bottle/pump combo works in many cases to solve dispensing issues, and is especially popular for liquid foundation products.

The TR Series is made with Heavy Wall PET plastic, and comes in the following volumes: 15, 30, 50, 75, 100, 120, and 150 ml.

TR SERIES W/ PUMP



Have A Sturdy & Safe Cap

Complaint: Cap is flimsy/breaks off
(72% of the respondents cited this issue)

This is self-explanatory; no one wants cheap packaging that breaks.

Overall construction of the container can be the issue here, but we would also highlight that flimsy caps are often due to cheap and thin material. If the material is sub-par, it's hard to make it long-lasting no matter how it is built.

The solution is to use PET caps in the Heavy Wall style. Heavy Wall refers to sturdiness rather than weight. In contrast to PET plastic used for water bottles, the Heavy Wall PET material is quite strong.

Our DC and FA Series bottles are a great solution to this issue. They both have PET cap options. And more, they utilize a round shoulder design for a solid cap fit.

Both series' of bottles and caps come in PET material. The FA Series is available in travel/gift sizes of 30 and 50 ml. The DC Series comes in sizes of 100, 120, 150, and 200 ml.



FA SERIES W/ PET CAP

Get A Tight Seal

Complaint: Caps do not close tightly/seal tightly
(71% of the respondents cited this issue)

This complaint sounds like a major flaw in design. However it is possible that even a reasonably well-designed container, used over time, may result in a cap that does not seal as well as it once did.

Regardless, this issue leaves a lasting impression on the customer. Not just of annoyance or spills that damage clothes or counters, but of complete waste when the product leaks or dries out.

We look to the shape of the bottle and cap to ward off this issue.

Our AV Series bottles have a flush-cap design. It's a modern, sleek container with an essentially smooth surface from top of cap to bottom of bottle. Both the bottle and cap are done in our PET Heavy Wall material, which is shatter-proof, crack-free, and chemical resistant. The flush cap closes with a very tight seal, but in a reasonable way that is still easy for customers to re-open.

Further, we also include a special "dual seal" option. This rare feature has a stopper plug inside the cap as well as a ring around the stopper. No more product leaks and no drying out. It's an excellent package for toner and makeup remover, among other cosmetics.

The AV series comes in sizes of 30, 120, and 150 ml. So you're covered for travel/sample sizes as well as larger home volumes.



AV SERIES

Combine Beauty With Transparency

Complaint: Cannot see through them so it's hard to tell how much you have left

(65% of the respondents cited this issue)

Customers are often upset when they can't monitor the remaining supply of their product in the container.

Sometimes this is unavoidable because of the package's color or decoration. However, you should know that when you opt for an attractive design that obscures the volume of the product, you make the trade-off with this particular frustration.

One way to deal with this complaint is to have either a container with a window or a completely transparent, glass-like container.

Our TA Series bottles are made of PET Heavy Wall plastic that has the clarity of glass with a shatterproof construction. It's very simple to see how much product is remaining, and the overall presentation is a very luxurious package.

These bottles are designed in a delightful "water drop" shape, and are well suited to lotions, serums, skin boosters, and oils.

The TA Series comes in three demure sizes: 15, 30, and 50 ml.



TA SERIES

Make It Easy To Open

Complaint: Hard to open

(62% of the respondents cited this issue)

Some manufacturers make a cap that seals so tightly you can't open it without a wrench.

Obviously the customer wants to safeguard their product, but not at the expense of being blocked from accessing it.

Every single one of our cosmetic containers are designed, tested, and ensured to be easy to open and close. This is also true of any attachment or dispensing option that you may wish for.

Be Shatterproof & Robust

Complaint: Too delicate/breaks too easily

(57% of the respondents cited this issue)

Glass is beautiful and sustainable. But it comes with the risk of easy breakage (especially for e-commerce brands that ship a lot). Caps and other attachment options are also often far too delicate.

The solution is to use PET material in a Heavy Wall style. This allows for a glass-like presentation but in a shatterproof design.

All our bottles and jars are made of PET Heavy Wall plastic, and most of our cap options are also PET Heavy Wall.



Make It Air-Tight

Complaint: **Package isn't air-tight**
(50% of the respondents cited this issue)

Most skin care and hair care products require a good seal, but not a perfectly air-tight seal. Since we primarily serve the hair and skin care industries, air-tight containers are not a concern for us.

For some makeup products, like eye liner gels, it is imperative that they are in an air-tight environment or they will dry out.

We cannot recommend a package in this case.

Keep It Travel-Friendly & Light

Complaint: Too heavy/cumbersome
(40% of the respondents cited this issue)

There are two types of cosmetic packaging materials that can get far too heavy or bulky for the average consumer. One is glass, and the other is acrylic.

Glass is self-explanatory (it weighs more than any other container). In the case of acrylic, because it is sensitive to acid, it mostly comes in two layers. This makes it look and feel overly bulky, which customers hate.

The solution, again, is using PET Heavy Wall plastic.

Since we specialize in PET Heavy Wall material, we can recommend essentially our entire product line to solve this issue.

When PET is done in the Heavy Wall style, it remains sturdy like glass, without the need to have multiple layers like acrylic. And so it ends up being thinner and lighter than glass and acrylic.

Yet it remains shatterproof so travel/shipping is not a concern.



PET HEAVY WALL

Keep The Surface Smudge-Free

Complaint: Gets dirty easily; fingerprints/smudges
(38% of the respondents cited this issue)

This is an issue with certain finishes. If you have a matte, frosted, or soft-touch finish, then your customers may see fingerprints on their container. So this is a trade-off you need to be aware of.

Avoiding this issue is simply a matter of choosing a different decoration style. And all of our bottles and jars have fully customizable decoration options.

Make It Easy To Store

Complaint: Difficult to store at home due to size or shape
(36% of the respondents cited this issue)

Sometimes a fancy shape that seemed like a good idea in design stage is a problem for consumers to store in their home. Like a container that is too high to fit into a standard cabinet or drawer, or a tube that needs to be laid down and creates storage problems.

We avoid this issue by making sure all our containers can stand upright and are a reasonable size. That means you can choose any of our PET, PCR, or Airless options and be sure your customers will not have this complaint.



CUSTOMIZABLE

Make It Easy To Pack & Bring On A Plane

Complaint: Difficult to pack for travel due to size or shape
(35% of the respondents cited this issue)

This is very similar to the previous complaint. If your containers are made in an unusual or completely non-standard shape, you could run into this issue.

There is also the reality of airport security limits on the volume of liquids allowed in the carry-on luggage for most airlines.

In this case, customers may prefer to have size options of 100 ml or less, otherwise they must either repack their cosmetics into special travel bottles or simply not bring them.

Many of our containers come in easy-to-pack shapes and travel sizes (including 15, 30, 50, 75 ml):

- all A Series, F Series, and T Series PET bottles
- all PET jars that we produce
- all Airless bottles that we produce



TRAVEL SIZES

Choose A Fully Recyclable, Eco-Friendly Material

Complaint: They are not recyclable
(34% of the respondents cited this issue)

This brings us to the final consumer complaint. And while it is last on the list of frustrations, in terms of marketing it is on the top of public desires. The public demands eco-conscious brands, products, and packaging.

This issue is encountered most often when it comes to cheaper plastics like Polypropylene, Acrylonitrile Styrene / Styrene-Acrylonitrile, Acrylic / Poly Methyl Methacrylate, and PETG. These materials are very hard to recycle, and in many cases it is not worth the trouble.

But even in terms of glass, although it is fully recyclable, the energy to do so is significant.

So we offer two tremendous options to fully deal with this complaint:

1. Polyethylene Terephthalate (PET) Heavy Wall
2. 100% Post Consumer Recycled (PCR) PET

We've covered our PET material in the sections above. Suffice to say it is fully recyclable (International Code #1).

But to really build up social license for your brand, you may want to consider PCR material.

PCR production involves a painstaking process of collecting, sorting, and cleaning after-market material. Some producers adopt different blends of PCR and virgin PET, but after extensive trials we have determined that the best results in terms of presentation, ease-of-use, and sustainability come from creating containers that are from 100% PCR materials.

Our PCR bottles are still completed in a sturdy, luxurious style, with several decoration and attachment options.

So you needn't ever sacrifice any beauty to effectively make sure you never hear this type of complaint!





Depending on your product, branding, and audience, some of the above complaints will apply and others will not. But it is better to know your potential issues and avoid them altogether by choosing the right cosmetic packaging from the start.

We realize there are many options and styles, and it can be confusing and time-consuming to consider them all. In that case, just book a phone meeting with our Project Manager Amy Pan. Amy can go over your ideas, your needs, your budget, and timeline, to offer suggestions for the best fit and a successful launch.

TO GET A FREE CONSULTATION & SAMPLES, EMAIL AMY NOW:

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