Innovative Packaging for Asian Beauty Products

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Packaging is a key element that defines the success of beauty business
why?
Last contact point: Hook interest and draw them to our brand
Get your product/brand noticed
Shoppers judge beauty benefits, credibility and quality of the product via its packaging.
Packaging cues MEANINGS

Many types of meanings derived from beauty products packaging.

- **Type of User**: Shows type of person and style
- **Status**: Indicate status and an item to show off
- **Norms**: What do I believe, what do I stand for
- **Benefits**: Expectations from the product
- **Quality & Credibility**: Can I trust this product?
Do not always make rational decisions while purchasing beauty products—emotional elements takes the lead.
Elements of Innovative Packaging

- Creative
- Unique
- Easy to use
- Daring to explore new ideas
- Shows Brand Personality
- Reflect desired image
- Communicate product benefits

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Creative: Inspired by food

Red Appletox
Honey Cream

Facial Cream

Chocolate lip balm
Unique: Break Away from conventional form

Too face love luxury lip balm

Etude Missing U Lip balm

Kiss Kiss Lip Scrub

Russian doll Lip Balm

Honey Pot lip balm

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Shows Brand Personality

Communicate premiumness, quality product, Luxurious brand experience
Reflect Desired Image of the User

Glamorous & Chick
Communicate Product Benefits: Help consumers shop

Breast Scrub Gel and Armpit & Bikini Line Scrub by Cathy
Easy to Use: Fit with lifestyle & Quick & Easy to Use

- Roll on Breast Firming Gel
- Slider lip balm
- Herbal Tint
- Lip balm with ring chain
- Comb Mascara
Be more than packaging & Be apart of consumers’ lives

Necklace lipstick

Phone / Handbag chain

Ring lipstick

Lipstick keychain
Daring to Explore: Surprises consumers with new ideas

Embroidered Fabric to Compact, created by Libo Cosmetic
Factors that influence innovative packaging
Trends can strongly influence packaging design

- Eco-Friendly Trend
- Natural Trend
- Neo-Femininity Trend
- Beauty & Fashion Trend
Packaging is inspired by Fashion & Beauty Trends

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Natural Trend
Natural Trend is becoming more popular in Asia because of its perceived benefits and credibility.

**Power of Natural** → Nature is believed to be the ultimate creator and healer of beauty. Natural and organic cosmetic and skincare are believed to be clinically cleaned and works better with its organic ingredients.

**Natural Trend is popular in many Asian countries** significantly in China, Thailand, Indonesia, Japan, Korea and Taiwan.

**Natural is In!**
Influences of Natural Trend on Packaging

- **Natural Color inspiration on packaging** – Organic and uncultivated colors i.e. pomegranate red, teakwood brown, fungal brown, green, blue

- **Shows Natural ingredients on the pack** i.e. local Herbs and spice

- **Use Natural Materials** → Use wood, leaves, bamboo or imitate the look and feel of natural ingredients

- **Cues mildness and being skin friendly** to add more trust and credibility to natural lovers i.e. show the color of the product, do not use vivid colors which cues chemical substances which may be harmful to skin.
Examples of Natural Inspired Packaging
ECO-Beauty Trend
Eco-Friendly Trend is surging in among young consumers in Asia

Eco-friendly Trend is becoming more popular and one of the hottest buzz word

Eco-friendly is surging significantly in young people of higher class in countries like Japan, Korea, China, Thailand as studies show that they would consider eco-friendly as a criteria in selecting cosmetic products. It has great growth opportunity in the next decade.

Environmental concerns for cosmetic and skincare products is closely linked to the natural trend but emphasizing on the packaging that do not harm the environment while the natural trend emphasize on the benefits for consumers.

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Influences of Eco-Beauty Trend on Packaging

• **Shows norms and shows that they are in trend** ➔ using eco-friendly packaging serves emotional needs of consumers

• **Inspires materials used**: bamboo and paper (like Physician's Formula and local Korean and Thai brands), or a face cream jar made of recycled glass (Aveda’s Green Science Firming Face Cream) or recycled paper boxes of local herbal skincare.

• **Reflect simple design that is unique and eye-catching** ➔ use minimalist approach to stand out and make a different
Examples of Eco Friendly Packaging

Woven Bags for soap
Bamboo woven box
Water Orchid woven box

Wooden cosmetic containers
Recycle paper packaging
Neo-Femininity Trend
Neo-femininity Trend is to bring back the femininity but more independent & modern

- The trend is influenced from Korean and Japanese fashion, culture and products. Spread through their cultural marketing tools like movies, music, cosmetic/beauty products, clothing/fashion.

- Femininity Fever: Show feminine side and bring out the sex appeal of women but still have the elements of confidence and modernity.

- Changing perspective of gender role: Support the traditional gender role-cute fragile and lovable rather than being equal to male counterpart yet not dependent like traditional women.
Influences of Neo-Femininity Trend on Packaging

• **Cute & Modern**—Pastel colors, soft colors i.e. pink, white, baby blue, yellow but have glossy material or gold & silver lining

• **Show femininity** i.e. women’s body, face, eyes or fashionable clothing on packaging

• **Unique & stylish yet feminine and lovable** → Fit with image that consumers want to be perceived
Examples of Neo-Femininity Trend

- Body Spray
- Foundation
- Lip mask
- Mascara
- Cosmetic Bags
- Whitening Body Lotion
What are the business implications?
Packaging needs to be in line with fashion and beauty trend to fit with consumers’ preference and lifestyle.
Innovative Packaging must be Modern, Creative, Attractive and Inspiring.
Balance of Looks & Attraction is very important. The key goal is not only to look amazing but to attract buying attention.
Innovative Packaging should serve both functional and emotional benefits.
Need to consider key elements like storage, usage, durability and how the product is accessed from the packaging.
Innovative Packaging should show what consumers are getting from the product and help them make decisions.
Innovative Packaging should be in line with the target consumers’ characteristics, needs and preference.
Innovative Packaging should lead to better solutions for consumers.

Pouch pack

Soft roll-on tube with metal balls, Taiwan
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