

## HAIR CARE

TricorBraun's Design & Engineering team continues to build our research library by evaluating hair care packaging solutions with consumers. In partnership with NSM Research, we asked consumers to evaluate their appreciation for current hair care packaging, including shampoo, conditioner and hair oil products.

### What / When / Who / Where

Qualitative focus groups were conducted at our Design & Engineering facility in April with women between the ages of 20-50 years old who primarily purchase hair care products from a salon or specialty beauty products store. Participants were asked to bring in their favorite full-size hair care packages for the discussion.

### Methodology

**Open-ended Questions:** General product perception (likes/dislikes), overall preference by hair care product type (shampoo, conditioner, hair oil).

**Existing Packaging Reactions:** Consumers were asked to evaluate dispensers, vessels and various packaging styles.

### Participants' Packaging Favorites



Attractive, Durable, Leak-Proof



Slip



Simple / Functional









Easy



Like - easy, easy to squeeze in shower  
Dislike - leaks bottom

## EVALUATION OF PACKAGING OPTIONS FOR HAIR CARE

DISPENSER		+	-
	<b>Lotion Pump</b>	<ul style="list-style-type: none"> <li>• Intuitive</li> <li>• Convenient</li> <li>• One-handed use</li> <li>• Fixed, controlled dose</li> </ul>	<ul style="list-style-type: none"> <li>• Complete evacuation challenging</li> <li>• Can clog depending on product formulation</li> <li>• Fixed dose</li> </ul>
	<b>Flip Top Closure</b>	<ul style="list-style-type: none"> <li>• Convenient – tube</li> <li>• One-handed use</li> <li>• One piece – no cap loss</li> </ul>	<ul style="list-style-type: none"> <li>• Weak hinge – breakage possible</li> </ul>
	<b>Disc Top Closure</b>	<ul style="list-style-type: none"> <li>• Intuitive</li> <li>• Convenient</li> <li>• Modern – bi-color</li> <li>• One-handed use</li> <li>• One piece – no cap loss</li> </ul>	<ul style="list-style-type: none"> <li>• Can clog depending on product formulation</li> <li>• Dose variability</li> </ul>

VESSEL		+	-
	<b>Plastic Bottle</b>	<ul style="list-style-type: none"> <li>• Safe – no breakage</li> <li>• Size of bottle and decoration used influences visual and functional appeal</li> </ul>	<ul style="list-style-type: none"> <li>• Less premium (vs. glass)</li> <li>• Shape affects grip-ability</li> </ul>
	<b>Tube</b>	<ul style="list-style-type: none"> <li>• Intuitive</li> <li>• Convenient – squeezable</li> <li>• Improved product evacuation</li> </ul>	<ul style="list-style-type: none"> <li>• Cap influences stability</li> </ul>
	<b>Sachet</b>	<ul style="list-style-type: none"> <li>• Compact</li> <li>• Securely sealed</li> <li>• Minimal storage space</li> </ul>	<ul style="list-style-type: none"> <li>• Hard to open when wet</li> <li>• Messy</li> <li>• Not resealable</li> <li>• Cheap</li> </ul>



Additional research was conducted around Hair Oil.