



## Personal Care

## BILLY JEALOUSY

### Men's Hair Care Products

#### TricorBraun Designs a Dramatic "Black Line" of Packaging For Billy Jealousy Men's Hair Care Products

Founded in 2004 by Pat Parsi and Danielle Rouso, Billy Jealousy has become a leader in the men's grooming industry. The founders' goal was to create a line of grooming products combining science- and natural-based ingredients, wrapped in a playful yet polished brand experience. They succeeded and today Billy Jealousy products are sold throughout the world, from Singapore to Auckland, Manhattan to Los Angeles, and London to Johannesburg.

Recently, Parsi decided to redesign the men's hair care line to increase its reach with a younger segment of men. With the help of TricorBraun designers, Billy Jealousy introduced its new Black Line of hair care products with an edgier packaged look, a more subtly stylish version of its iconic dragon logo and an increased product volume (3 ounces versus the 2 ounces of the earlier packaging) — all intended to appeal to the stylish yet practical sense of today's younger (18-30 year-old) professional male.

"The product formulations are the same," points out Parsi, "but the package is new in almost every way."

The new line includes six hair styling products in jars, a hard hold gel in a tube and a bottled shampoo. The styling products appeal to this

demographic with names such as Ruckus Molding Cream, Clutch Play Texturizing Gunk and Controlled Substance. The jars and tube are jet black with bright, colorful labeling. The shampoo bottle is a lighter smoky black that, as the product is used, allows the user to see the remaining volume.

The PET (polyethylene terephthalate) jars and PP (polypropylene) lids are molded from TricorBraun's molds and each styling product is distinguished with a pressure sensitive lid and wraparound body printed foil label carrying a different color accent on the logo and product name. Bottom labels that carry the product information are not foil. One change Parsi made when designing the new packaging was to remove the induction seal commonly seen on jars.

**"Working with TricorBraun designers helped us realize our vision with the impact we were looking for on our finished packages. The response from salons and consumers so far has been universally positive."**

**—Pat Parsi, Co-Founder, Billy Jealousy**

"Customers shopping for hair care products often like to open the jar and to smell the scent of the products," Parsi points out. "We thought it was important to make it possible for them to do that, since we don't provide a tester in our retail outlets."

The MDPE (Medium-Density Polyethylene) tube is silkscreen printed and features a stamped dragon design. It is topped with a flip-top dispensing closure. The PET Boston round shampoo bottle is decorated with a wraparound pressure sensitive label.

"As our graphic designer was designing the labels," Parsi says, "she also modified our Billy Jealousy dragon logo to make the dragon simpler and more appealing."

The collaboration with TricorBraun to design the new Black Line began in late 2014 and went through a number of iterations over four months before the final Black Line designs were finalized. The line began

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# BILLY JEALOUSY [continued from other side]

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appearing on store shelves in January 2015; including Target and HEB, as well as in upscale barbershops such as Roosters and Knockouts.

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TricorBraun Design & Engineering Group is a business unit of TricorBraun, one of North America's leading providers of rigid, corrugated and flexible packaging. Our team's primary mission is to design, engineer and manage the development, production and commercialization of custom packaging solutions for personal care, cosmetics, healthcare, food and beverage, industrial household chemical and animal

health products. It is supported by TricorBraun's more than 40 offices globally, holding one of the largest inventories of rigid packaging components worldwide. For more information about TricorBraun Design & Engineering Group, contact Charmaine Laine, Marketing Communications Manager, at [claine@tricorbraun.com](mailto:claine@tricorbraun.com) or 630-645-1208.

