

CONCENTRATED FORMULAS IN PERSONAL CARE

Concentrated formulas have the unique ability to pack more product into less packaging. The more concentrated a formula, the smaller the packaging needs to be. These [convenient](#) personal care products have drawn the attention of [responsible consumers](#) and brands alike because their compact formats use less plastic and can reduce carbon footprints (compared to the original packaging size).

SKIN CARE

May Lindstrom The Blue Cocoon

THE FORMULA

- A concentrated beauty balm that melts on touch to deliver a hydrating, anti-inflammatory fluid

THE PACKAGING

- Travel-friendly
- Consider a jar with a refillable component, or a PCR blend for a complete sustainable solution



HAIR CARE

Love, Beauty and Planet Shampoo

THE FORMULA

- 2x concentrated sulfate-free shampoo

THE PACKAGING

- Inverted bottle ("tottle") supports quick and easy dispensing
- Graphics on the label design call out: "More Beauty, 50% Less Plastic."



BODY WASH

Everist Body Wash

THE FORMULA

- Plant-based bodywash concentrate activated by water in your shower

THE PACKAGING

- The 100% aluminum tube provides the equivalent of a traditional bodywash bottle in a 100ml travel tube
- A tube key is provided to ensure maximum product evacuation



Let's talk packaging!

Contact us today at marketing@tricorbraun.com