

RESPONSIBLE PACKAGING FOR NUTRACEUTICALS

Consumers are seeking out moral brands now more than ever before. With a focus on both environmental and social responsibility, consumers expect brands to implement packaging strategies focused on responsibility, authenticity, and transparency.

87% of consumers have a more positive image of a company that supports social and environmental issues.
 – Cone Communications CST Study

Nutraceutical companies should consider lightweight materials, refillable formats, recycled or recyclable solutions, and on-pack product traceability to resonate with consumers and drive brand loyalty.

LIGHTWEIGHT MATERIALS



Powder quantity based on weight, not tub size.

THE PRODUCT
 Dose & Co, probiotic, protein, and collagen powders

THE PACKAGING
 Paper and tin canisters
 Plant-based resin scoops



THE PRODUCT
 Vegums, vegan gummy supplements

THE PACKAGING
 Recyclable cardboard tube for storage
 Reusable and recyclable tin for travel
 Paper envelope for shipping

REFILLABLE FORMATS



THE PRODUCT
 Gem, plant-based daily vitamin bites

THE PACKAGING
 Reusable round tin for storage
 Reusable oblong tin for travel
 Compostable pouch refills



THE PRODUCT
 Metis, sustainable daily supplements

THE PACKAGING
 Reusable glass canister
 Flexible pouch refills

RECYCLED OR RECYCLABLE SOLUTIONS



THE PRODUCT
 Nature's Way, herbal supplements

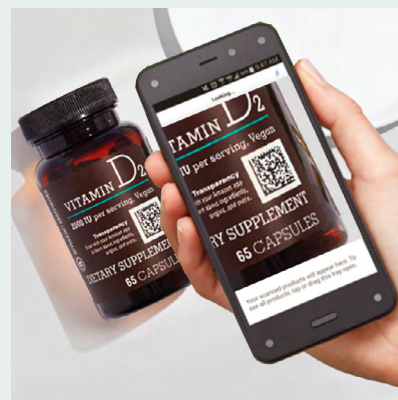
THE PACKAGING
 Square design with flip-top dispensing closure
 97% post-consumer recycled plastics



THE PRODUCT
 G&G, vitamins and supplements

THE PACKAGING
 100% recycled PET round packer
 100% recyclable after use

TRACEABLE INGREDIENTS



THE PRODUCT
 Amazon Essentials, daily supplement capsules

THE PACKAGING
 Amber PET bottle
 QR Code featured prominently on label



THE PRODUCT
 Gaia Herbs, daily supplements

THE PACKAGING
 Amber PET bottle
 Unique product ID code printed on secondary packaging

Let's talk packaging!

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