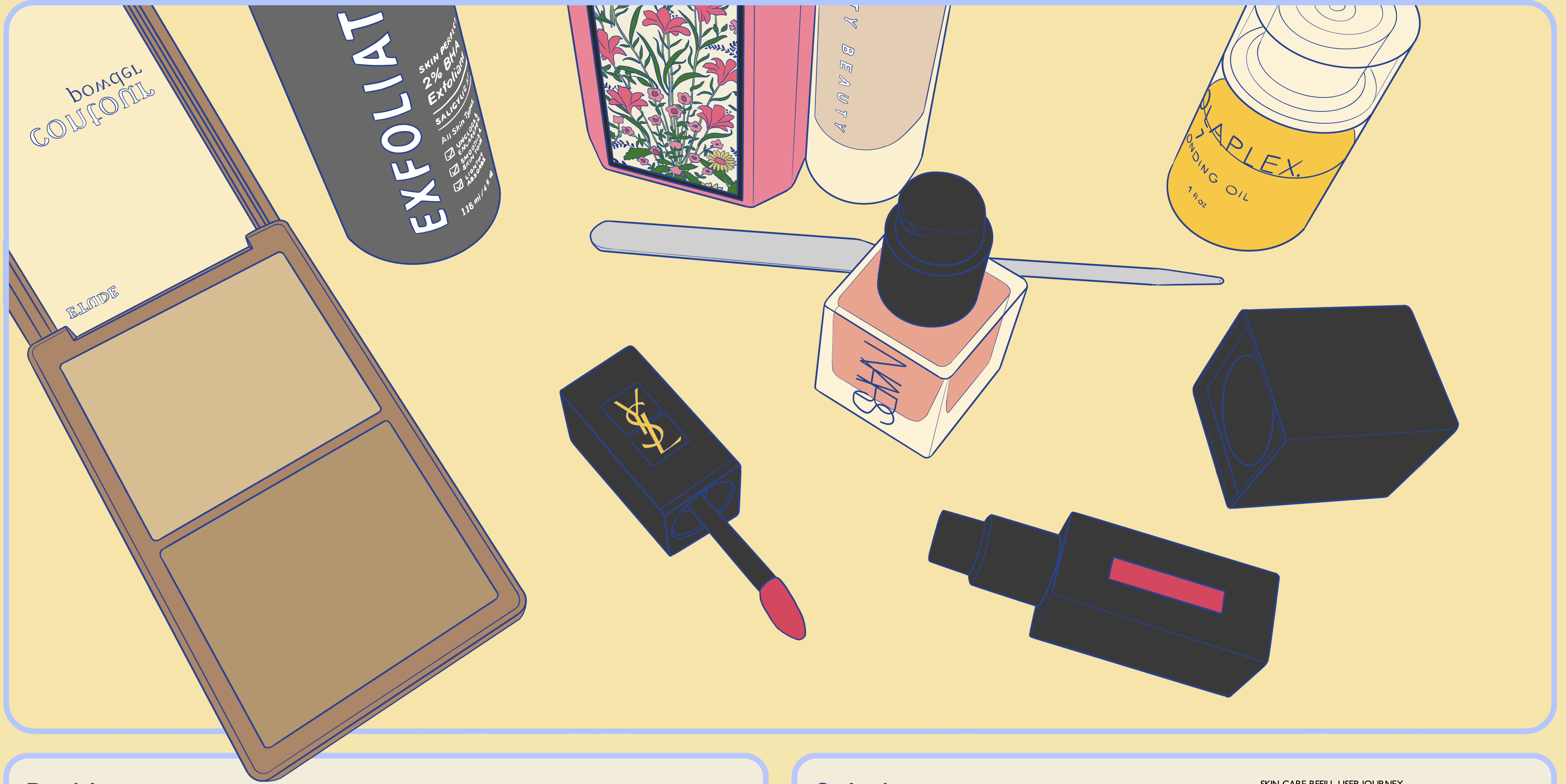




SHARON LEE

Sustainable Skincare Solution

How can the life cycle of cosmetic products be changed to encourage more sustainable consumer habits?



Problem

The growth of the beauty industry is followed by its negative impact on individuals, communities, entire countries, and the global environment. The growingly unsustainable practices of the cosmetic industry have taken advantage of poverty-stricken rural communities in developing countries like India and Indonesia, encouraging damaging practices like child exploitation and illegal deforestation. The beauty industry has contributed massively to the global plastic waste problem, producing more than 120 billion units of packaging every year, of which 70% end up in landfills due to the unrecyclable nature of the materials used. Following the disastrous consequences of the unethical practices of the beauty industry, consumers are beginning to turn to sustainable alternatives.

Consumer Trends

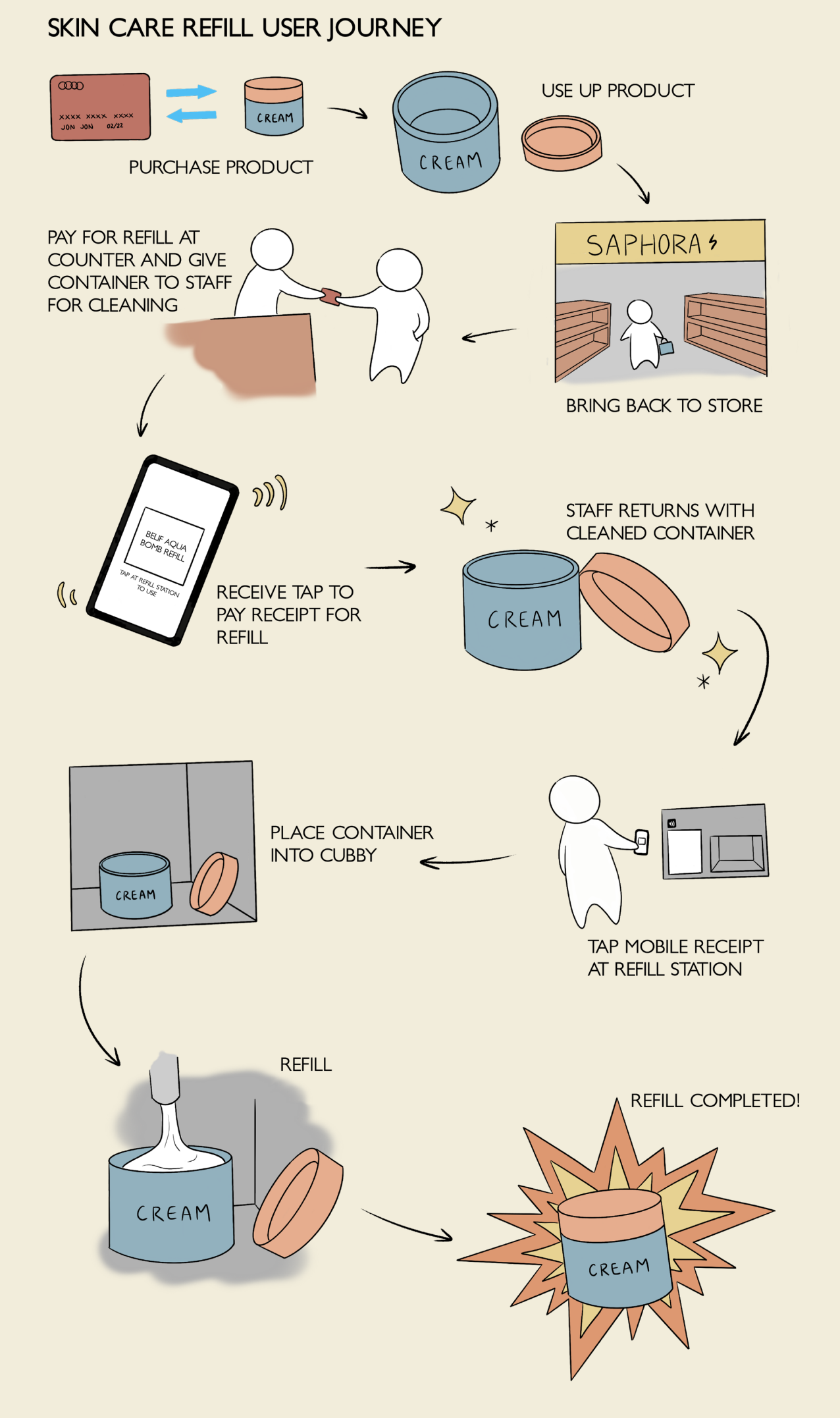
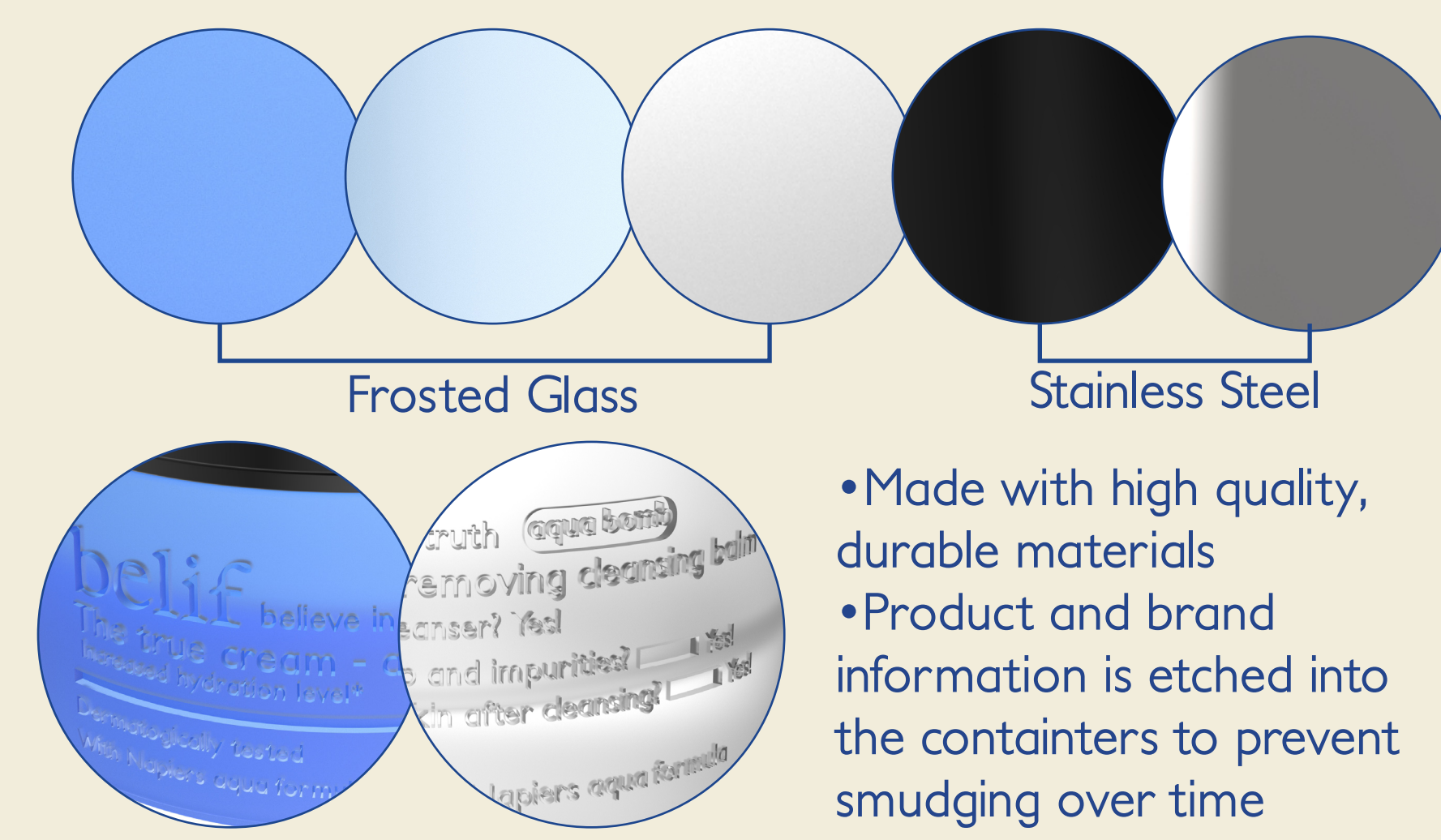
Data was collected from a sample size of 28 participants; 15 of which were female, with the remaining 13 being male respondents.



Solution

My solution to the excessive waste problem in the beauty industry is to offer consumers the option to refill their favorite skincare products instead of repeatedly making the purchase of the same product with disposable containers. I designed a system in which users can purchase a durable container for their product of choice and sanitize as well as refill the container in-store. Users can bring their empty jars back to the store, have it sanitized by store staff, pay for their product refill at the counter, and begin the refill process simply by tapping the e-receipt on their smartphone to the product dispenser.

What Makes The Refillable Containers Different?



Final Design

Reusable Containers



Refill Dispenser and Display

