

Shower Gel Bottles, Renewed

The Problems

The Problems



Existing product bottles
aren't easily distinguishable
in a shower environment
where visibility is decreased



The Problems

Product bottles' [round] shapes **don't fit well together** within shower storage systems



The Problems

Product bottles' [round] shapes **don't fit well together** within shower storage systems

My shampoo bottles are round, and they are just a bit **too wide** to sit fully on the shelf so they peek off the edge a bit. I would appreciate if they were **skinnier**, but at the same time I don't want to **lose volume**."



The Problems

Pump dispensing bottles are preferable, but have issues like **jamming**, **breaking**, and **being inconvenient shapes**



Matching the Market

Matching the Market

“No-packaging” business models



**Sustainability-
focused**
consumers



Matching the Market

“No-packaging” business models

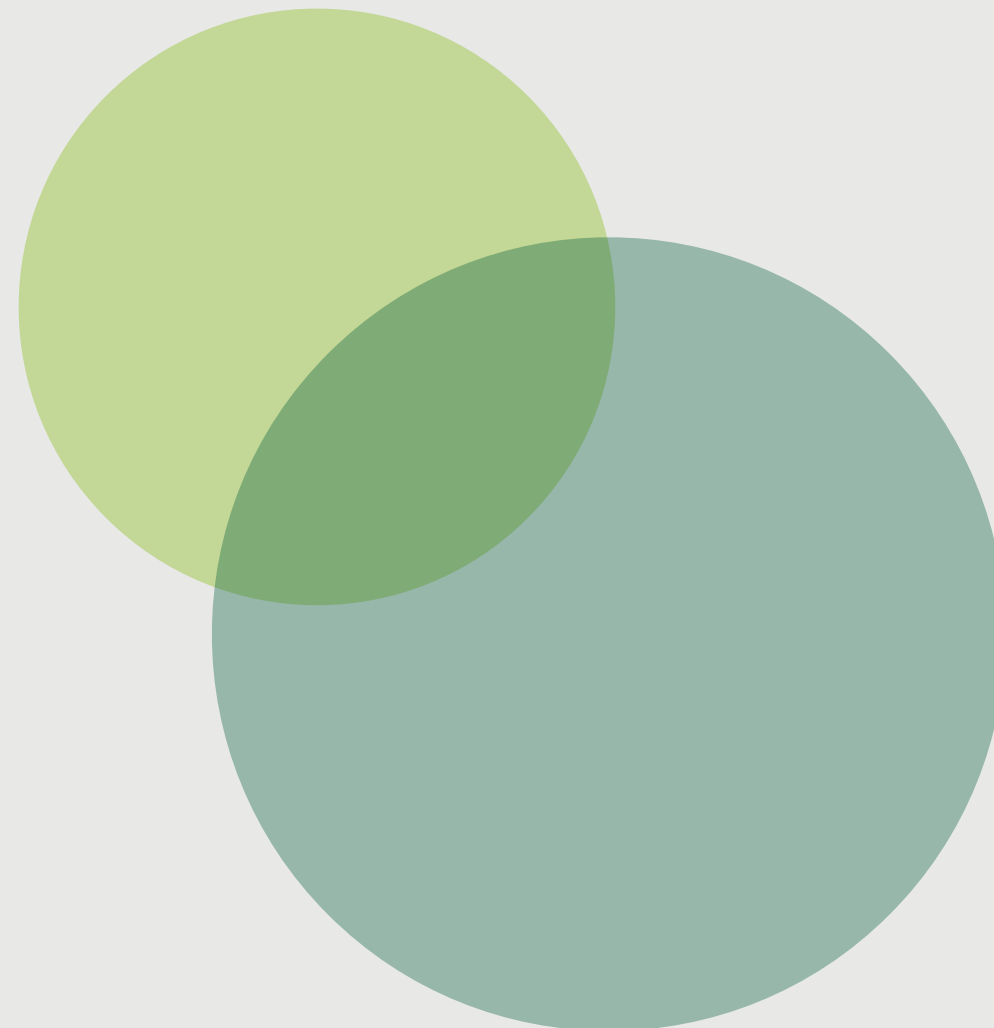


**Sustainability-
focused**
consumers

Subscription-based refill services



**Average-high-
end** consumers



Matching the Market

“No-packaging” business models



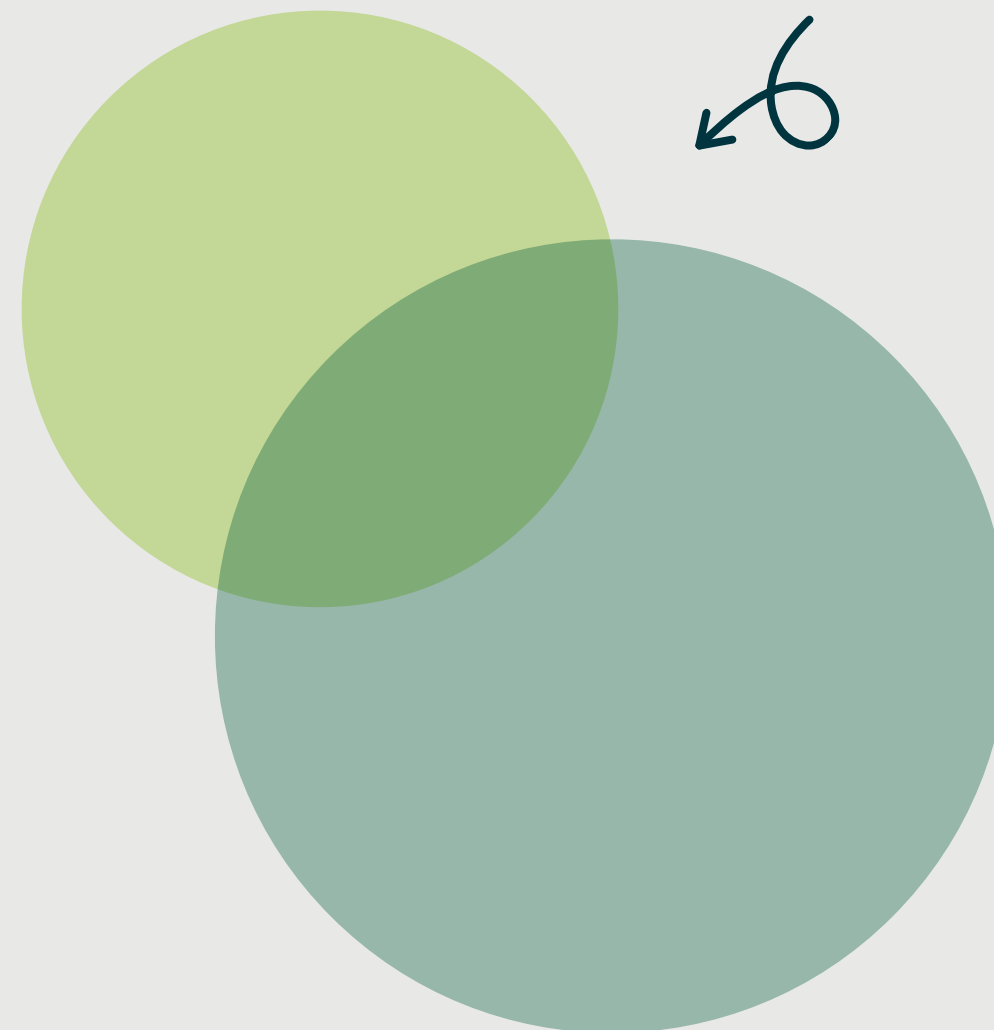
**Sustainability-
focused**
consumers

Subscription-based refill services



**Average-high-
end** consumers

Target
market!



Matching the Market

Potential partnerships with
higher-end haircare retailers

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Potential partnerships with
higher-end haircare retailers



Why Use Tritan Renew Here?

Why Use Tritan Renew Here?

Product Visibility



Why Use Tritan Renew Here?

Product Visibility



Distinguishability



Why Use Tritan Renew Here?

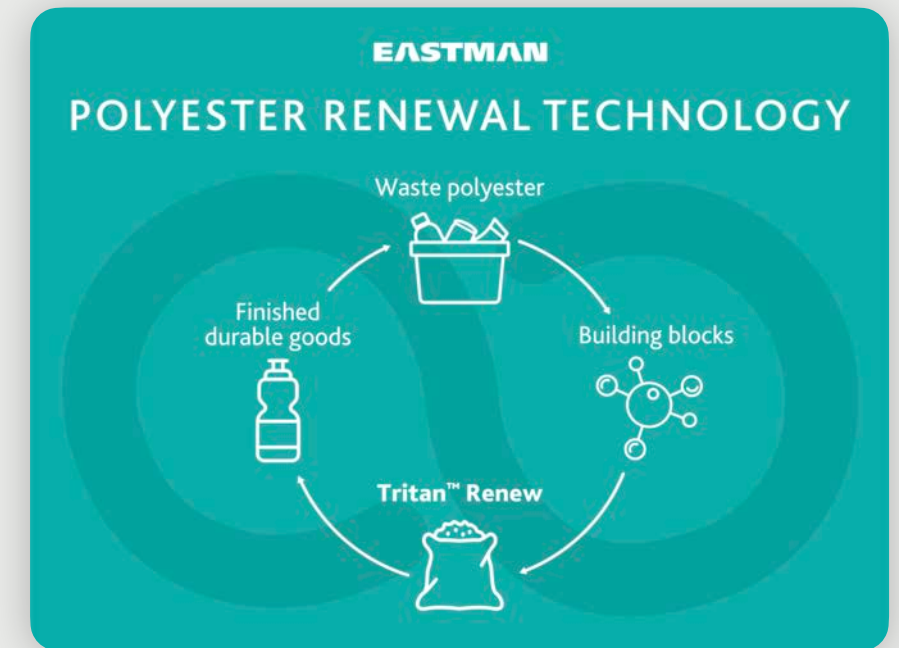
Product Visibility



Distinguishability



100% Recyclable



The Solution

1

A flexible system
of parts

2

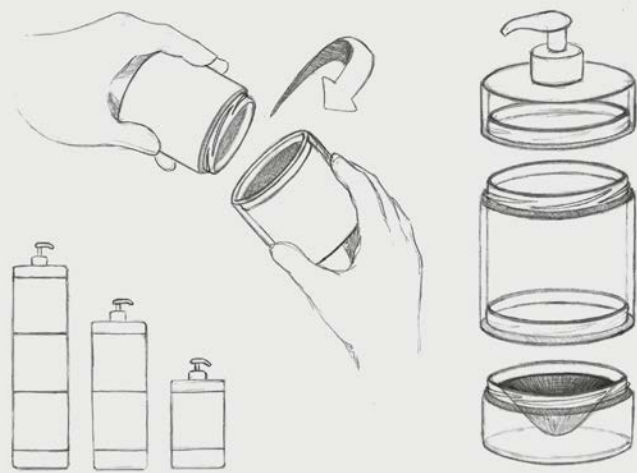
Distinguishing
between bottles

3

Ergonomic
pump dispensing

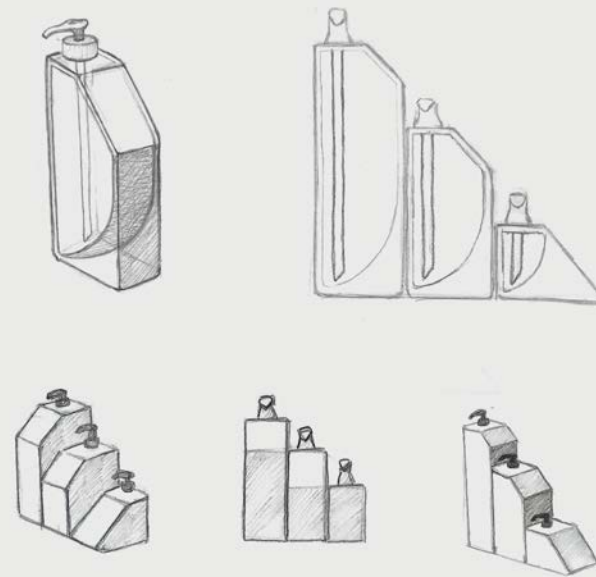
1

A flexible system
of parts



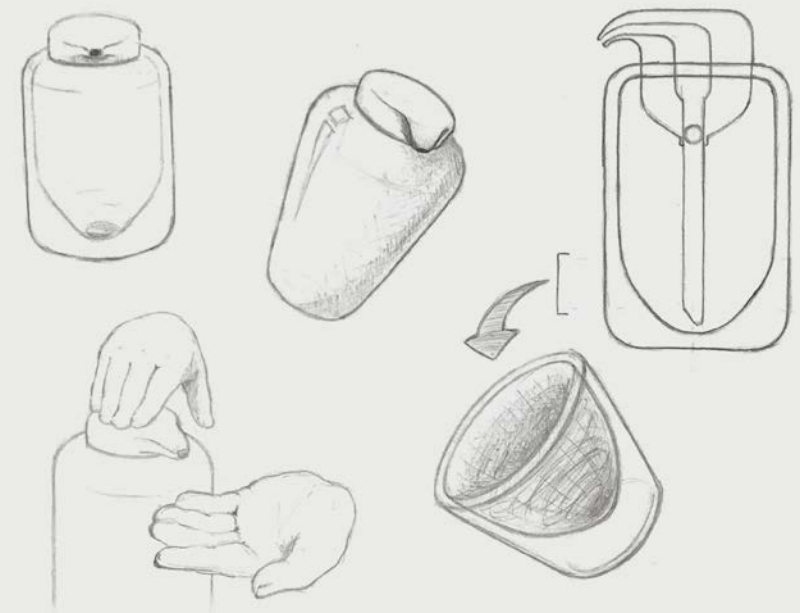
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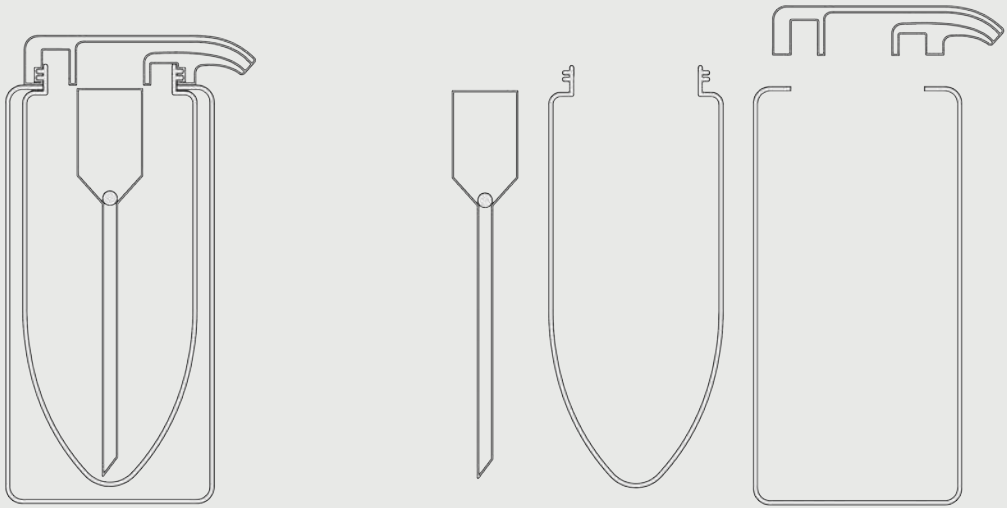
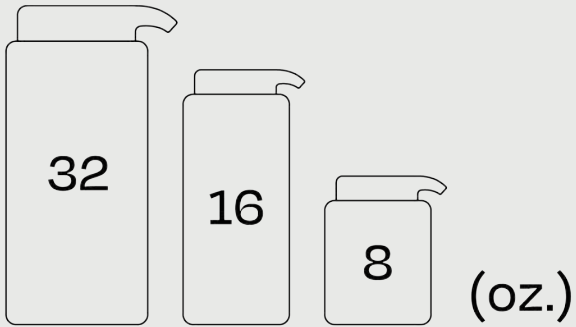
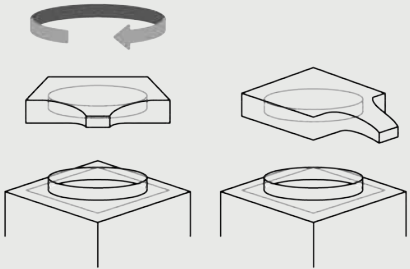
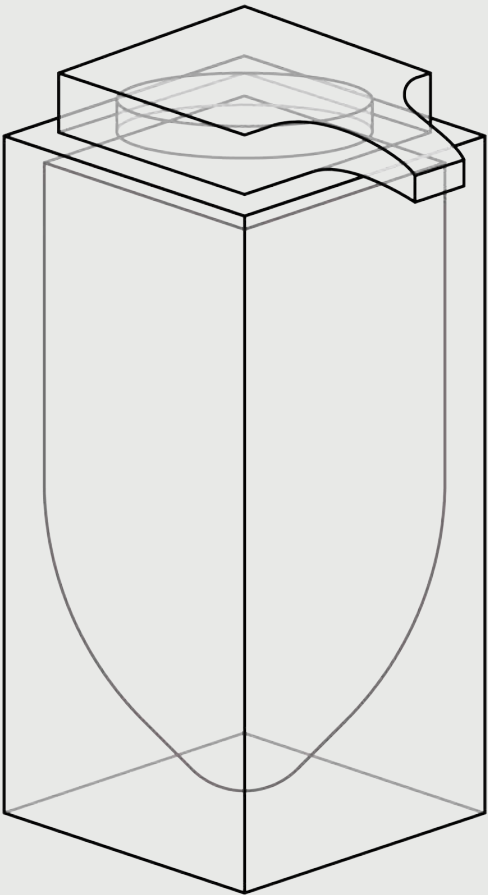
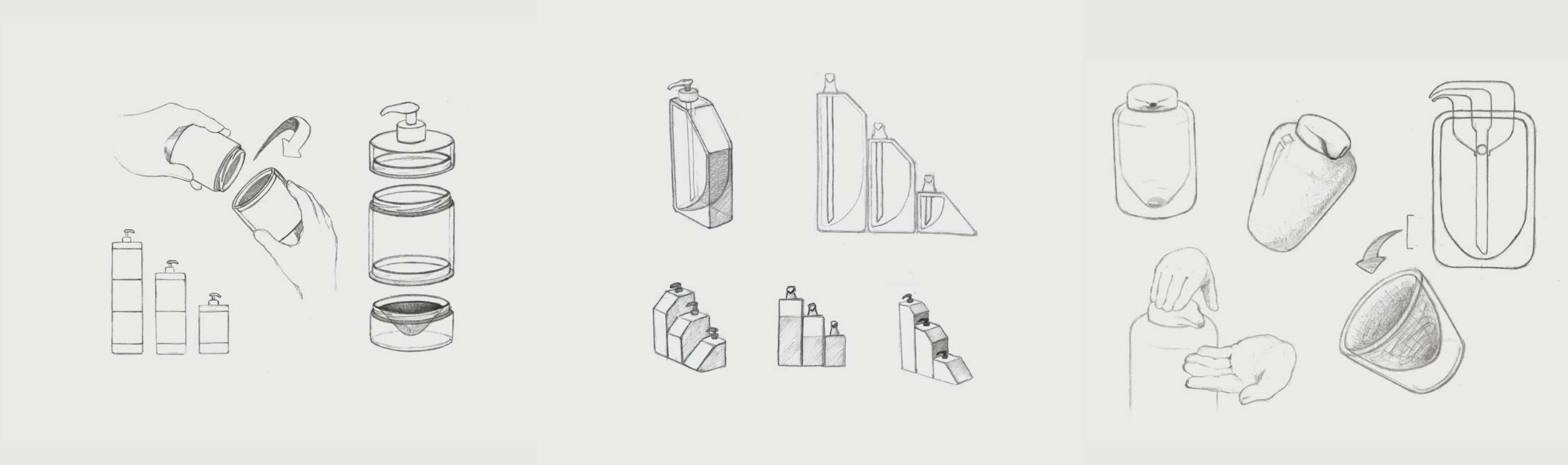
Distinguishing
between bottles



3

Ergonomic
pump dispensing









Wide-top
pump dispenser



Wide-top
pump dispenser



Square, flat-
walled shape

Double-walled
bottle system



Wide-top
pump dispenser



Square, flat-
walled shape

Double-walled
bottle system



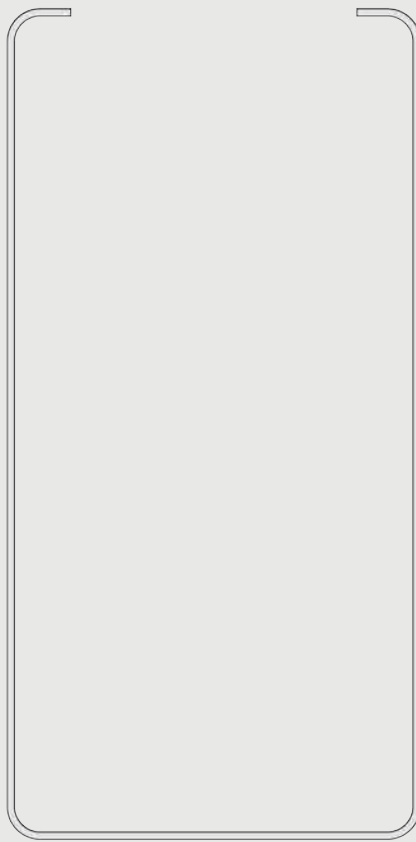
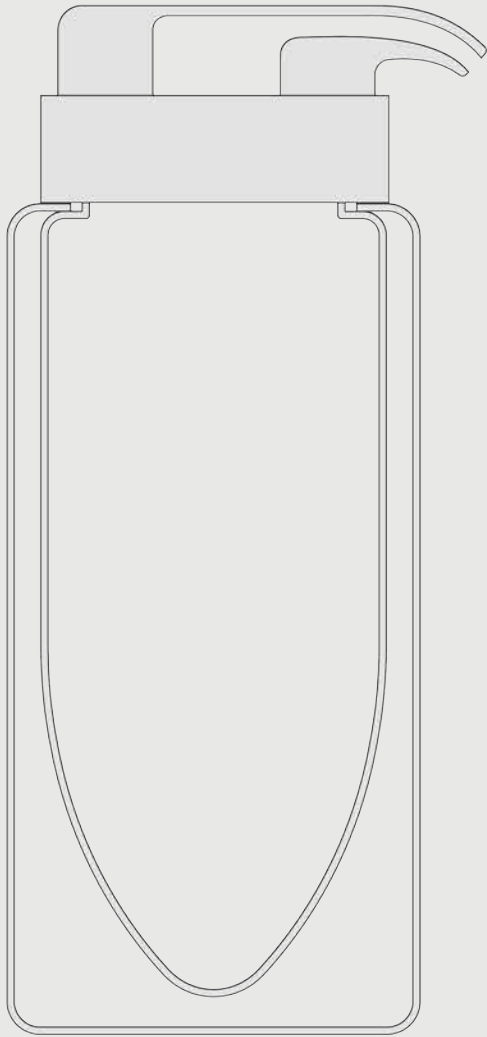
Funneled
inner wall



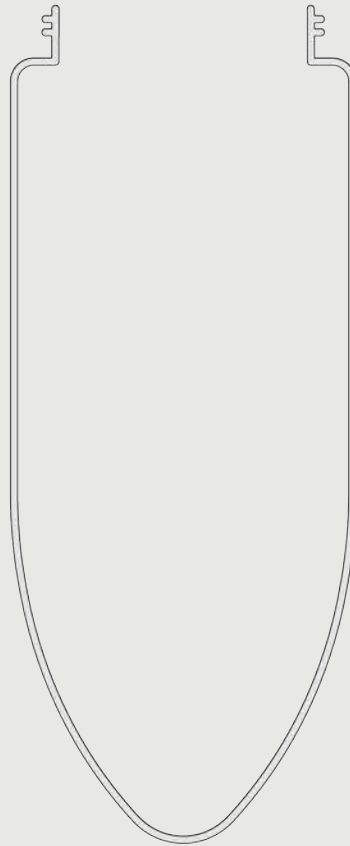
Wide-top
pump dispenser



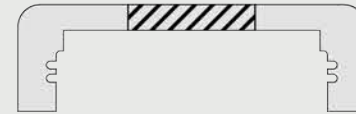
Square, flat-
walled shape



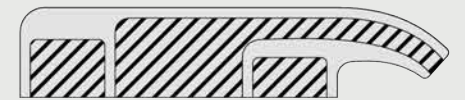
OUTER WALL



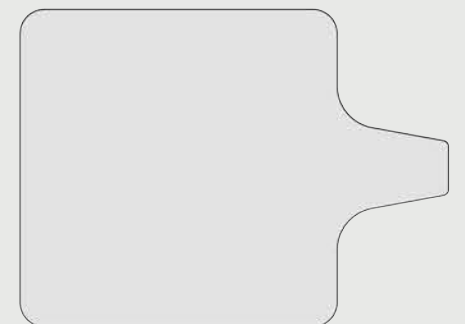
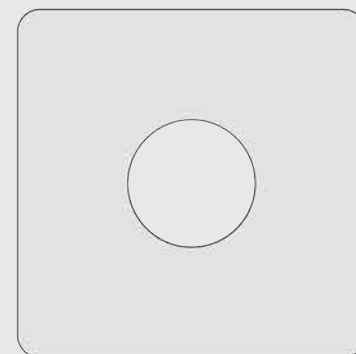
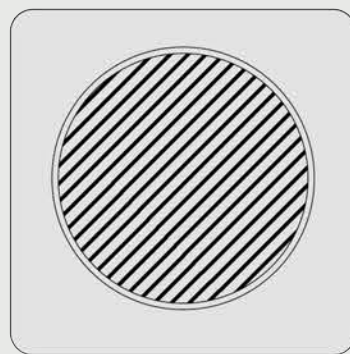
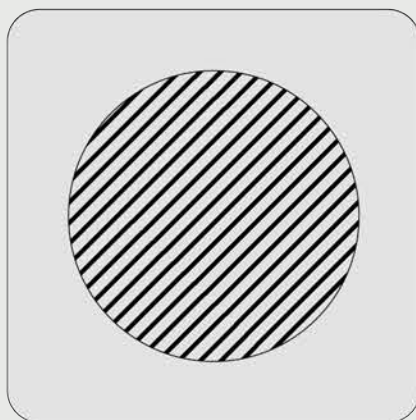
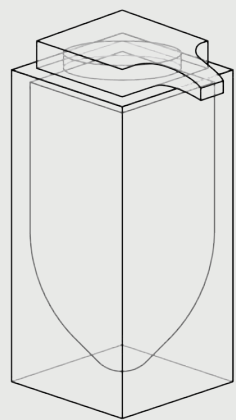
INNER WALL



THREADED COVER



PUMP TOP



REFERENCES







OUAI

MEDIUM HAIR
CHEVEUX MOYENS
CONDITIONER
REVITALISANT

10.8 oz / 300 ml

tritan
tritan
tritan

Thank you!