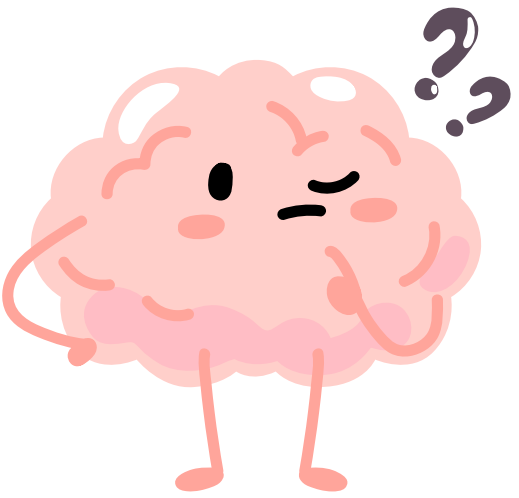


Packaging and Presentation



How to Support Handmade Cosmetic Brands and Entrepreneurs through Effective Packaging Strategies?



Why does packaging matter?

"Your packaging is your silent salesman." – Paul Rand

- The first **impression** of a product often comes before the consumer **experiences** the product itself.
- Well-designed packaging does **more** than only looking **attractive**:
—it **communicates** *brand identity, product value, and sustainability efforts.*





What do you think of this packaging? What is the message communicated here?

Wonderful

Image from: <https://medium.com/@ambrose.carney/importance-and-benefits-of-soap-packaging-3a365ba9a029>



What do you think of this packaging? What is the message communicated here?

Wonderful

Image from: <https://www.emenacpackaging.com/product-description/special-design-recyclable-paper-soap-box/>



What thoughts or opinions of the product do you get from this picture?



Image from: <https://www.etsy.com>

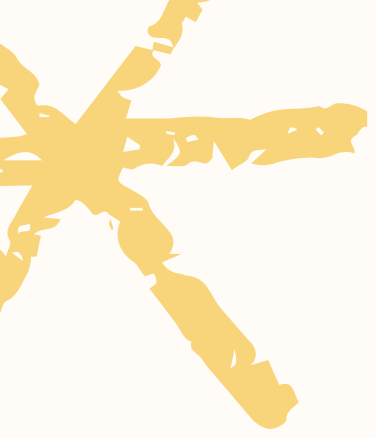


Mentimeter Activity



Please go to: [Join at menti.com | use code 2504 3240](https://menti.com/25043240)
scan the QR code here.





Learning Objectives – Content of the Session

Today, we will speak about:

- The **purpose and functions** of packaging
- **Creative** packaging ideas
- **Sustainable** packaging options
- **Importance** of product presentation.

The objectives of today's session are:

- equip you with **practical knowledge** and **skills** to better designs in packaging and branding for handmade cosmetic products.
- raising awareness about **sustainability trends** in packaging





Creative Packaging Ideas for Handmade Cosmetics.

Great packaging is more than just a box; it tells a story.

- Packaging is not just a **container**—it is a **branding tool** that you can use to **convey** your message.
- A strong packaging design increases **perceived value** and creates a lasting **brand identity**.
- Imagine walking into a store filled with handmade cosmetic products. What **makes you pick up** one product over another?



The Art of Decision Making

- Research shows that attractive, **well-designed packaging** makes products 30% more memorable (Kuvykaite, Dovaliene, & Navickiene, 2009).
- 77% of consumers make purchasing decisions based on **packaging appeal**. (Cortina-Mercado, 2017).

And according to studies, a packaging could be considered as **appealing** based on:

- emotional connection,
- Visual aesthetics (contrast, visual elements, typography)
- Innovative aspects (customization, QR codes, AR integration etc.)
- Cultural relevance (cultural, regional connections with the design elements)

(Marsh & Bugusu, 2007),

Leading to: Market and target group research

Types of Creative and Appealing Packaging for Handmade Cosmetics



Minimalist Packaging

Simple, elegant designs with a focus on key elements



Artisanal Packaging

Handmade, rustic styles that reflect authenticity.



Eco-Friendly Packaging

Sustainable materials, refillable options.

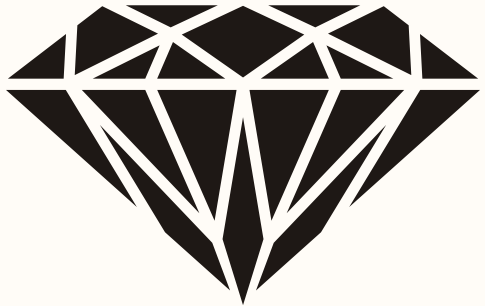


Types of Creative and Appealing Packaging for Handmade Cosmetics

✦

Luxury Packaging

High-end materials for a premium feel.



Your packaging design could have more than one type of packaging.

Many successful brands use **minimalist designs**, signalling quality and simplicity.

Artisanal and sustainable packaging could be linked with eco-conscious consumer groups.

✦

Reusable Packaging

Multi-use containers that add value.

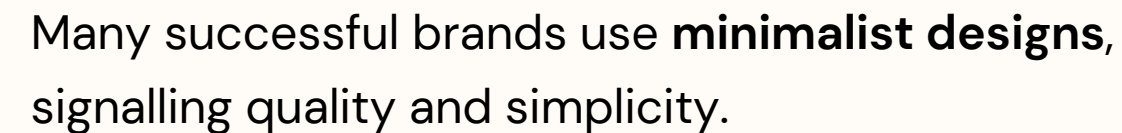


Wonderful



Reusable Packaging

Your packaging design could have more than one type of packaging.



Multi-use containers that add value.



Tips for Design Elements That Make Packaging Stand Out

Key Design Elements for Packaging:

Let's
Grow
Together



Colors & Typography – Bright, natural tones vs. muted, luxury palettes.

*Pastel shades evoke **softness and sustainability**, while **bold** colors add a **modern** look.*

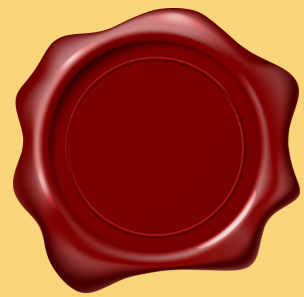
Material Choice – Kraft paper, bamboo, recycled glass, biodegradable plastics.

*Sustainable options like glass, bamboo, and biodegradable plastics enhance **eco-branding**.*

Shapes – Unique bottle and box shapes to differentiate the brand.

Tips for Design Elements That Make Packaging Stand Out

Key Design Elements for Packaging:



Handwritten Labels & Stamps – Adds a personalized, handcrafted feel.



Storytelling on Labels – Share your brand story or product inspiration.

Adding short messages like "Handmade with love in Austria" makes your product relatable and memorable.

Sustainable Packaging Options for Handmade Cosmetics

Sustainable Packaging, What is it?

- Consumers are demanding **eco-friendly alternatives**—67% of consumers consider **sustainable packaging** important when making purchasing decisions (Ipsos, 2018).
- The beauty industry produces **120 billion packaging units** per year, contributing to plastic pollution (Zero Waste Europe, 2022).

Then, what?

- Sustainable packaging **reduces waste**, **improves** brand **reputation**, and aligns with EU regulations on environmental impact. *The Packaging and Packaging Waste Regulation (PPWR)*
- **Integrating** sustainable packaging with the **story** of the brand, and company's **ethical strategy** will contribute to **brand's sustainability**, as well as help the brand **stand out** among other in cosmetics.

Types of Sustainable Packaging Materials



Biodegradable & Compostable Materials:

Sugarcane packaging – A renewable alternative to plastic.

Mushroom packaging – 100% biodegradable and grows naturally.

Cornstarch-based bioplastics – Fully compostable within months.



Recycled & Upcycled Packaging

Glass containers – Refillable and endlessly recyclable.

Aluminum tins – Lightweight and highly recyclable.

Recycled paper & cardboard – Sustainable and versatile for labeling & boxing.



Plant-Based & Reusable Alternatives

- **Bamboo containers** – Durable, stylish, and biodegradable.
- **Refillable packaging models** – Encourages long-term sustainability.
- **Fabric wraps** – A reusable alternative to plastic wrapping.

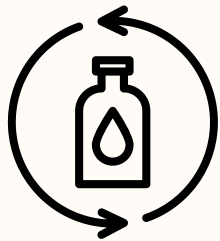
Strategies to Reduce Packaging Waste

How can we reduce the environmental impact?



Reduce Packaging Layers – Use minimal packaging without unnecessary plastic wrapping.

*Reducing materials saves **money and the environment**.*



Design for Reuse & Refill – Offer refill stations or returnable packaging.

The refill and reuse model is gaining popularity—brands like L'Occitane and Kiehl's allow customers to return containers for refills.



Eco-Certifications & Labels – Highlight sustainability through Fair Trade, FSC, and EcoCert labels.



Encourage Consumer Recycling – Provide clear disposal instructions for customers.



Importance of Branding & Product Presentation

Why Branding & Presentation Matter?

Your brand is what people say about you when you're not in the room." – Jeff Bezos

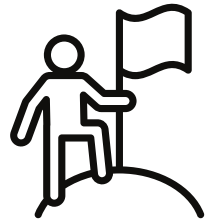
The right **presentation** influences **purchasing decisions**, even before product testing.

Packaging adds to **branding**, and a strong brand identity **builds trust** and **customer loyalty**.

- 85% of consumers say **color is one of the primary reasons** they buy a product (Color Marketing Group).
- 64% of consumers try a new product based on **packaging appearance** alone (Ipsos, 2018).

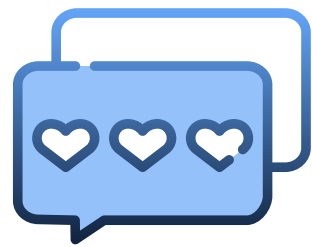
Therefore, we will explore the branding and packaging link as well!

Key Branding Components for Handmade Cosmetics



Brand Story & Mission

A clear **written, or signalled** story will stay in minds and lead to easier connection with consumer own stories.



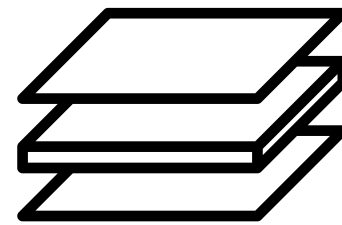
Label Design & Messaging

Aesop embraces an apothecary-style glass bottle with a clean, clinical look.



Logo & Typography

Simplicity is the ultimate sophistication!



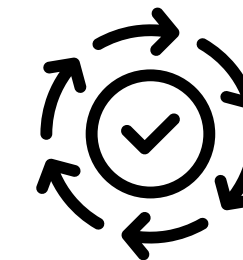
Packaging Shape & Material

Handmade soap brands often use kraft paper or hand-drawn labels for an artisanal feel.



Color Psychology

Lush uses bold, minimalistic **black and white** labels to reflect modern look.

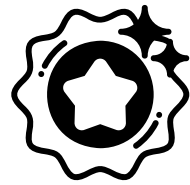


Product Consistency

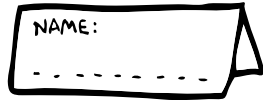
Relevant product range and consistency in quality is important in experience phase.

How to Make Your Packaging Tell a Story?

What to Include on a Handmade Cosmetic Product Label?



Brand Name & Logo – The first thing a customer sees.



Product Name – Clear and descriptive (e.g., "Lavender & Shea Butter Moisturizing Cream").



Unique Selling Point – Organic, cruelty-free, handmade, vegan, etc.



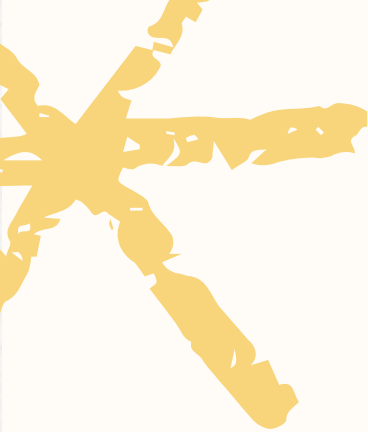
Storytelling Element – A short tagline or personal note (e.g., "Handcrafted with love in Austria.").



Sustainability Message – A small note or visual about recyclability or reusability.



Instructions & Ingredients – Informing consumers clearly.



Example Package Design: The Alpine Touch

Brand Concept & Packaging Inspiration Brief:

Inspired by the **Alpine air and the purity** of Austria's mountainous landscapes, Alpine Touch is a handcrafted lip balm designed to **nourish, protect, and rejuvenate** lips with **natural, locally sourced** ingredients.

Packaging Design:

- Biodegradable cardboard push-up tube (zero waste).
- Soft **pastel blue and white color** scheme reminiscent of snowy Alpine peaks.
- **Minimalist but luxurious** design with delicate **hand-drawn** illustrations of **Edelweiss flowers** and the **Austrian Alps**.

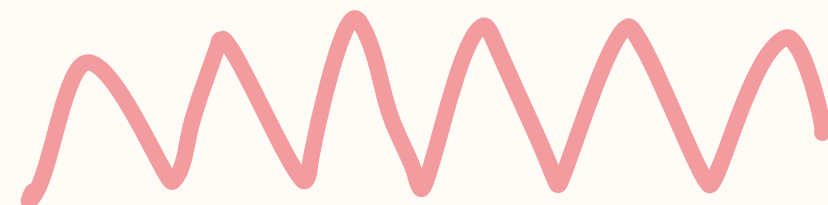
Label Text & Storytelling:

Created with local organic Austrian beeswax, herbs from the Alpine peaks, and world-famous Austrian apricots. Handcrafted with care to keep the moisture and protect your lips against the harsh mountain winds.



ALPI'NE

Hand-Crafted Cosmetic Products



Activity: Design your own Brand

1. Work in country groups.
2. Create a fictional handmade cosmetic brand by focusing on:
 - a. **Brand Name & Story:** What is your brand identity and values?
 - b. **Hero Product:** What is your main product? (e.g., soap, lip balm, lotion)
 - c. **Target Audience:** Who will buy this product?
 - d. **Packaging Material & Sustainability Choice:** What type of packaging do you choose and why?
 - e. **Label & Brand Messaging:** What's your key selling point?
3. Pitch your brand to the others with reasoning.

You can use the template here:





Debriefing!

Share your thoughts



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Thank you!



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