



F SolidPod



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F SolidPod

An original line of gel and shampoo bars in an exclusive applicator created to redefine the solid products user's experience.

F SolidPod is a CuldeSac™ design developed for the natural cosmetics brand Freshly Cosmetics.

Following a pure, sustainable and innovative spirit, this proposal was born to transform the world of solid cosmetics.



An innovative concept

The F SolidPod Shampoo and F SolidPod Shower Gel line has come to challenge conventional bars, improve the users' experience, and position itself as the new generation of solids by incorporating a revolutionary applicator that is not only ergonomic, elegant, and functional, but also respectful with the environment.



Extended lifespan

Running an estimated usable life of up to 10 years —less than a single-use gel or shampoo bottle— the applicator contains 33% recycled plastic and 18% wood chips and is BPA and Phthalate free.

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“Ergonomic, elegant and functional, and running an estimated life of 10 years.”



18%Wood
Chips



33%Recycled
Plastic



“The alternative to the
use of plastic”

Rechargeable bars weigh 60 grams (the equivalent of 750 ml of liquid product) and their functional design also helps to reduce the use of plastics in traditional packaging; saving on weight and volume when it comes to storage and transport. Once the gel or shampoo bars are used up, the user can purchase new units on Freshly Cosmetics website as well as in Freshly Stores.



A sustainable design

Available in coral, mint and black, this vegan, cruelty-free line is formulated with more than 99% natural ingredients, being the first solid bar without sulphates, silicones and parabens.

Moreover, the applicator incorporates some of the most important principles of the circular economy: it reuses recycled material likely to be recycled again and is highly sustainable thanks to its durability and extended use over the years; thus, minimising waste and extraction and creation of virgin materials.



Thanks to a fine aesthetic, thoughtful with the needs of all types of users, the exclusive F SolidPod applicator prevents the bars from falling apart or slipping, offering a more hygienic product that does not stick, is easy to transport and adaptable to the daily routine and to different contexts. Its shape also helps maximise 100% of the product, making gel and shampoo bars' lifespan twice as long.

Revolutionizing traditional solid cosmetics

Following a perfect balance between functionality and aesthetics, this highly innovative product is not only formulated with natural components, but also offers an unusual user experience: F SolidPod challenges the traditional soap or shampoo bar, providing a new dimension for today's life needs, thus recovering and redefining its value and use.

Natural beauty


F SolidPod Shampoo and F SolidPod Shower Gel bars are suitable for all skin and hair types, stimulating natural defences and their regeneration, hydration and protection. Like the rest of the Freshly Cosmetics products, F SolidPod is unisex and suitable for all ages.

"Solid cosmetics are one of the great ways to make the cosmetic world more sustainable, but there has not yet been a majority adoption because they are generally unhygienic products, they slip, fall apart, stick in the shower, are difficult to transport Therefore, the F SolidPod applicator fits perfectly, allowing us to give a twist to the use of solid cosmetics and to enter a new era of solids with sustainable and functional products."

-Miquel Antolín, co-founder and CEO of Freshly Cosmetics



Product information

Applicator composition:	Includes 18% wood chips, 33% re-cycled plastic and does not contain BPA or Phthalates.
Bar composition:	99% of natural ingredients, without sulphates, silicones or parabens.
Bar weight:	60 gr. (equals 750 ml.)
Applicator weight:	45 gr.
Available colours:	Coral, mint and black 
Lifespan:	approximately 10 years

FRESHLY

C O S M E T I C S —

About Freshly Cosmetics

Freshly Cosmetics is an adventure led by the hearts of people aiming to achieve The Recent Revolution.

This sustainable, vegan and cruelty free company formulates the healthiest, most effective and innovative natural cosmetics for skin and hair creating unique experiences for people and the planet.

Born with a digital DNA, the brand has grown through its own online channel and in 2019 began its expansion with physical stores in Barcelona, Madrid, Valencia and London.

The brand follows the highest quality standards and eco-innovation, with 100% vegan products that contain more than 99% ingredients and active natural. Freshly Cosmetics, Freshly Makeup, Freshly Kids and Freshly Pets are part of the Freshly revolution. And you? Join up

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About CuldeSac

We are total design thinkers transforming brands & businesses through creativity in the fields of retail, product and strategic branding. Internationally recognized, our work always seeks to impact, excite and endure, with daring approaches and bold results.

Regardless of its scale and scope, we define each new challenge with our own methodology: The CuldeSac Method. A formula that incorporates strategic conceptualization and the sum of interdisciplinary visions in each phase.

This approach is nourished by an open space for exploration and experimentation, an ecosystem where the union of different profiles multiplies and empowers the team, allowing us to offer innovative and disruptive solutions.



