

## F SolidPod by CuldeSac™: a revolutionary design that challenges the traditional use of shampoos and bath gels

- The innovative product designed for Freshly Cosmetics redefines the solid use experience through an original line of gel and shampoo bars with an exclusive applicator.
- Functional and sustainable, F SolidPod is made from recycled materials running an estimated durability of more than 10 years.



### Product Information

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

Born to be highly sustainable and innovative, **F SolidPod** is the latest original design by **CuldeSac™** for the natural cosmetics brand **Freshly Cosmetics** aimed at transforming the world of solid cosmetics.

The original product includes the line **F SolidPod Shampoo** and **F SolidPod Shower Gel** and arrived to challenge the conventional bars and improve the user experience positioning as the new generation of solids by incorporating a **revolutionary applicator** not only ergonomic, elegant, and functional, but also respectful with the environment.

Running an estimated usable life of up to 10 years, the innovative applicator weight is only 45 grams —less than a single-use gel or shampoo bottle—, contains 33% recycled plastic and 18% wood chips and is BPA and Phthalate free. 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.

“ **Our design 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. ”**

- Pepe García, Founder and Creative Director of CuldeSac™

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.

“ **As designers, our search focused on achieving the perfect balance between functionality and aesthetics. We developed a highly innovative product not only for the natural formulation of its components, but also for the experience offered to the user. This proposal challenges the traditional soap or shampoo bar, providing a new dimension for today's life needs, thus recovering and redefining its value and use. ”**

- Pepe García, Founder and Creative Director of CuldeSac™

**F SolidPod** is 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**.

“ **We wanted to formulate a bar with natural ingredients and smooth, creamy surfactants that would be the first in this new generation of solid, sustainable and functional products. The vast majority of bars, if not all, are not natural or incorporate sulphates. However, we have achieved a bar without sulphates, silicones or parabens, with more than 99% natural ingredients. All this, added to the saving of soap or shampoo that the applicator allows, makes the F SolidPod a milestone in the history of cosmetics.**”

- Maria Romero, Product Development Manager at Freshly Cosmetics

**“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 Antolí, co-founder and CEO of Freshly Cosmetics

Since the beginning of 2020, **CuldeSac™** has been researching alongside the **Freshly Cosmetics R&D team** the feasibility of manufacturing a product that would improve the conventional solid bars present on the market to date, redefining them using healthy natural ingredients and providing real benefit to people's skin and hair. The new **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.

## 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.