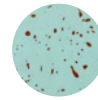# F SolidPod

"A revolutionary design challenging the traditional use of shampoos and bath gels and its single use"

— Made from recycled materials
— 10-year durability
— Reduce the use of plastics in traditional packaging
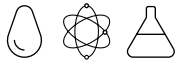— Saves on weight and volume during storage and transport

18%Wood Chips

33% Recycled Plastic
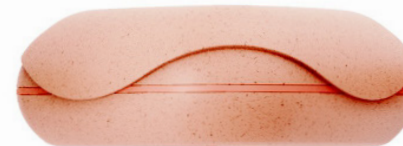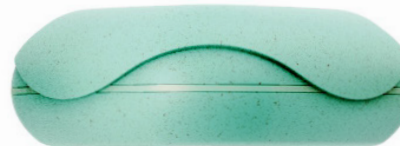
PRODUCT INFORMATION

NO Sulfates, parabens, silicones

99% Natural Ingredients

100% Vegan Product

NOT tested on animals

The process:

"An ergonomic, functional & elegant product that applies the most important circular economy principles"

To develop alternative solutions to the excess of single-use packaging in the cosmetics and personal care industry.

1. CHANGING THE PARADIGM

Instead of focusing on designing alternative versions of discarded plastic bottles, we decided to shift from liquid to solid and start developing shampoo and gel bars that wouldn't need a bottle

2. A COLLABORATIVE JOURNEY

Working alongside the Freshly R&D, we agreed to develop an ergonomic, practical and functional design made from recycled materials and usable for several years.

But the solid bars would need a practical and portable container easy to use in the daily life, with an operation system able to prevent the bar from falling apart or slipping.

3. SEARCHING FOR THE RIGHT SHAPE

We experimented with flexible formats replacing plastic like the classic fabric crochet bags, the Japanese technique of Furoshiki or biodegradable materials such as loofah.

But these ideas were weak, already available in the market and unhygienic biodegradable products fomenting bacteria growth.

4. THE END RESULT

After many research and 3D testing, we finally achieved a more hygienic shape with an applicator that does not stick, is adaptable and helps maximise 100% of the product, making gel and shampoo bars' lifespan twice as long.

To achieve a realistic and feasible result, we produced a material containing 33% recycled plastic and 18% wood chips and BPA and Phthalate free –a rustic and bio look & feel pleasant to the touch.