

MAKE-UP KIT PACKAGE DESIGN FOR ACTIVE WOMAN

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ABSTRACT

Packaging has a very big role in the success of product. Not only as product's protector or as container, packaging plays critical and essential function of building brand and adding emotional value. Packaging can also represent a significant portion of a product's selling price. Packaging cost for luxury goods such as perfume and cosmetics is accounted approximately for 30% and even maybe as high as 40% of a product's selling price.

This paper discusses a comprehensive overview of making a make-up kit package design starting from market analyses to concept generation and prototyping. It is aimed at designing a fashionable, convenience, and environment friendly make-up kit package for active women. Three cosmetic products i.e. facial powder, lipstick and facial blotter are selected to be combined in the kit since they are the most important products needed by active women in a busy time. The shape of tray has been improved to reduce the waste of powder in the edge corner of the tray. Since the kit is made from leather, it is highly possible that it can reduce the occurrence of breaking compact powder when the case accidentally felt down. The product is also environment friendly since it is refillable. With these entire new features, it is quite confident to say that this product seems to be better compared to the existing products in term of convenience, compact and fashionable.

Keywords :Package Design, Make-Up Kit, Active Women, Eco-Design, Cosmetics.

1. INTRODUCTION

Cosmetic industry is one of the most dynamic sectors but stable industry in term of customer and revenue since it is one of the essential products that every woman has demand. Besides, cosmetic is one of the luxury and stable market that many manufacturers would like to catch the chance. Cosmetics are used to enhance or protect the appearance or odor of the human body. There are many types of cosmetics products available in the market including skin-care creams, lotions, facial powders, perfumes, lipsticks, eye and facial make-up, permanent waves, hair colors, hair sprays and gels, deodorants, baby products, bath oils, bubble baths, bath salts, blotter and so on. However, cosmetics can be classified into two main categories i.e. decorative cosmetics and care cosmetics. Decorative cosmetics include facial powder, foundation, lipstick, eyebrow, blush on, eyeliner, mascara, etc., while care cosmetics include creams and lotions to moisturize the face and body, sunscreens to protect the skin from

damaging UV radiation, and treatment products to repair or hide skin imperfections like acne, wrinkles, dark circles under eyes.

It is arguable that almost all working women need to make-up themselves every time they go for work, since they have to meet friends and colleagues. As they want to look beautiful at any time in any place, it is necessary to have at least one complete making up in the morning then reapplying the facial powder and lipstick several times during the day. The amount of facial powder and lipstick are often reduced and loosed after 3 or 4 hours, especially after lunch time. Three simple steps are usually made in order to refresh their faces, including absorbing excess oil, reapplying facial powder and then applying lipstick. Therefore, it is very important for working woman to have a make-up kit for that purpose. However, there are still very limited make-up kit products available in the market that can accommodate and best fit to their need.

It is worthy to note that the appearance of the make-up kit is very important factor for working woman since they will use it in public area. Hence, package design of cosmetic product should be considered carefully. Packaging can represent a significant portion of a product's selling price. Packaging cost for luxury goods such as perfume and cosmetics is accounted approximately for 30% of a product's selling price, even with some products may be as high as 40% of a product's selling price. It is quite high compared with other type of products, but it is acceptable cost (Jay, 2004). So designing package for cosmetics is a big opportunity and a challenge for every cosmetic manufacturer. Manufacturers and marketers are challenged to deliver new innovative packaging that meets consumers' needs at more affordable price points. Hence, it will be very challenging to design a new concept of make-up kit dedicated specifically for working (active) woman.

2. LITERATURE REVIEWS

2.1. Packaging

Packaging plays critical and essential roles not only as product's protector or as container, but also as one of factors that attract consumer demand. For higher level of customers, they are willing to compensate their satisfaction and retain the royalty by dollars with distinguished and outstanding package design. New packaging development has become a competitive weapon for marketers.

There are many definition of packaging; however it can be summarized that packaging is a science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging basically performs four main functions which are containment and protection, apportionment, unitization, and communication (Hanlon, et.al, 1998). Furthermore it still has more roles for marketing function as a silent sale (Griffin, 1985).

Packaging is needed to deliver a product to the customers. There is a wide range of packaging application from a bottle for shampoo to a box with shock-absorbing padding to protect delicate electronic goods. As self-service has become a dominant feature in most distribution chains; the packaging of a product has become a major element of the product itself. One important issue of packaging concerns with the product description. The packaging must convey to the potential consumer not just what the product is but also what and how it does. Packaging must also convey a required product image. For example, the package for expensive facial powder should look very expensive and fashionable. This will lead the user to change the customer behavior from buying the new one to refill the powder in the old luxury package (Kirwan, 2005).

Burke, et.al, (2011) reported the several objectives of packaging in the real application include :

- a. **Physical protection** - The objects enclosed in the package may require protection from, among other things, shock, vibration, compression, temperature, etc.
- b. **Barrier protection** - A barrier from oxygen, water vapor, dust, etc., is often required. Permeation is a critical factor in design. Some packages contain desiccants or oxygen absorbers to help extending shelf life.
- c. **Containment or agglomeration** - Small objects are typically grouped together in one package for reasons of efficiency.
- d. **Information transmission** - Packages communicate how to use, transport, recycle, or dispose of the package or product.
- e. **Marketing** - The packaging can be used by marketers to encourage potential buyers to purchase the product. Package design has been an important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are

applied to the surface of the package and (in many cases) the point of sale display.

- f. **Security** - Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage. Packages may include authentication seals to help indicate that the package and contents are not counterfeit.
- g. **Convenience** - Packages can have features which add convenience in distribution, handling, stacking, display, sale, opening, reclosing, use, and reuse.

2.2. Cosmetic Packaging

In general, the cost for packaging should be as small as possible since the customers only need the product inside the package, not the package itself. However, some products like wine, perfume, jewelry and cosmetics are excluded since the appearance of the package has very big emotional value in the customer perception. In general, it can cost around 30 – 40 % of the total cost. Hence, the approach to make the package should not start from minimizing cost, but from its function as well as appearance.

Three types of make-up products that are most consumption in the market are facial powder, lipstick and facial blotters. Facial powder is a cosmetic powder applied to the face to set foundation after application. It can also be reapplied throughout the day to minimize shininess caused by oily skin. There are two types of facial powder; translucent sheer powder and pigmented powder. Certain types of pigmented facial powders are meant be worn alone with no base foundation. It comes packaged either as a compact or as loose powder. It can be applied with a sponge, brush, or powder puff. Because of the wide variation among human skin tones, there is a corresponding variety of colors of face powder. (Jay, 2004).

Lipstick is a cosmetic product containing pigments, oils, waxes, and emollients that applies color and texture to the lips. Lipsticks are made to appeal to the current fashion trend and come in a wide range of colors. Just as there is no standard to the lipstick size and container shape, there are no standard types of, or proportions for, ingredients used. Selecting lipsticks is, as with all cosmetics, an individual choice, so manufacturers have responded by making a wide variety of lipsticks available to the consumer. However, there is trend in using lipstick color depend on the age and behavior of each customer in each territories, example the old woman have a trend in using brown, and young woman like pink lipstick etc. Lipstick is one of the most used among cosmetic types (Jay, 2004).

In this modern lifestyles whereby the women are often outdoors, there is a need to provide a product which is able to remove excess skin oil as well as sweat and at the same time suppress the proliferation of bacteria. It can be done by facial blotter which can absorb the sweat and oil, and also to reduce the adverse effects of bacteria on the skin. It is worthy also to note that the sweat can lose powder on the user face, so before reapply the facial powder it'd better to use facial blotter to remove sweat and bacteria since it consist of an oil absorbent sheet impregnated with a bactericide.

2.3. Cosmetic in Asian Market

The Mall group survey (poll) found that 80% of working woman, 12 million women in Asian countries concerns and put important on beauty personal care about facial, clothes and hairstyle. More than 71% are willing to pay more for a better life of quality and spend money on cosmetic, fashion bag & luggage, shoes, clothes average at USD 200 per month. For cosmetic, 56% of women has spent around USD 150 per time and 4 times per year.

3. METHODOLOGY

The main objective of this study is to define a make-up kit design which can satisfy the need of customers. In order to achieve this objective, the process flow described in figure 1 is considered. Basically, the methodology consists of 3 main steps i.e. defining the concept of make-up kit, product benchmarking and developing new concept design.

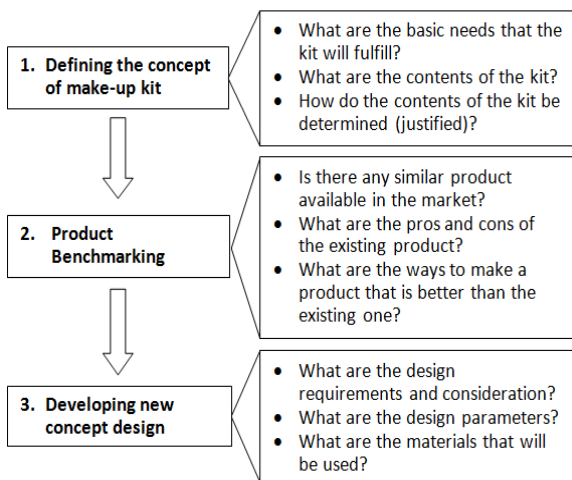


Figure 1. Process Flow of New Make-Up Kit Design

3.1. Defining The Concept Of Make - Up Kit

The functions of the package are basically to protect, contain, carry, and dispense a product. As time went on, other requirements were added, such as to preserve and to measure, and later to communicate and to display. In this new era, the package is called upon to motivate, promote, glamorize, and sometimes to build up or even disguise the contents (Hanlon, et.al, 1998). Make-up kit as cosmetic package has most of those functions.

Since the busy women are chosen as a target market of the make-up kit product, the basic needs that should be considered are :

- The contents should be the most important make-up products needed in a busy time.
- The kit should be convenient to bring and to use.

- The design should be attractive (fashionable) as it will be used in public.
- The kit should be refillable as the make-up products inside will not finish in the same time.

In order to define the contents of the kits, the practical sequence when the women perform a complete make-up of their faces (in normal condition) and a simple make-up in a busy time (at work) are analyzed. Most women apply the complete make-up at home before they go. Figure2 shows the sequence of a complete make-up process for face.

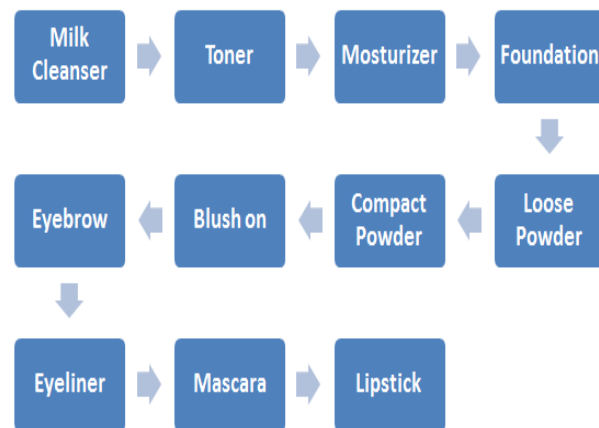


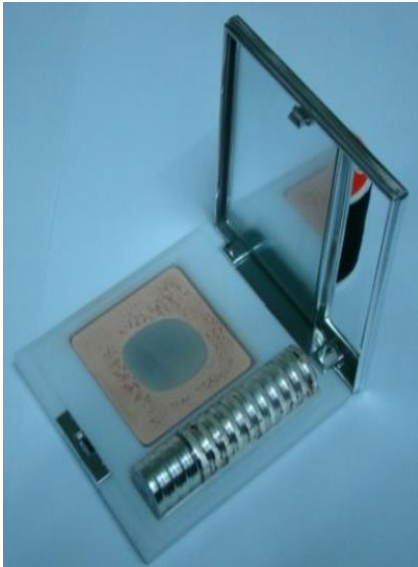
Figure2. The Sequence of A Complete Face Make-Up Process

It is reasonable that after few hours (due to some conditions), the make-up will be faded and need to be reapplied. Indeed, not all the processes need to be performed. Mostly, the woman will only reapply the compact powder and lipstick. This fact leads some cosmetic manufacturers to combine compact powder and lipstick together in one case (two-in-one concept). However, it is worthy to note that in practice the women will always remove the oil or sweat from their faces before applying the compact powder. Consequently, it is important also to include an oil absorber (mostly face blotter tissue) into the case. Hence, it can be defined that the minimum contents of the kit should be: compact powder, lipstick, and face blotter tissue.

3.2. Product Benchmarking

There are many make-up kits available in the market. However, there is very limited number of them dedicated for busy women. Some of them consist of too many cosmetic products so that not convenient to bring. On the other hand, the most common compact kits only combine compact powder and lipstick together in one case (two – in - one concept). There is no kit which combines compact powder, lipstick and face blotter tissue (three – in - one concept). Hence, in order to benchmark the new concept of make-up kit, the available two – in - one product should be chosen. In this case a “Clinique” brand made in USA is selected. As one way to improve the product quality is by adding some pros and / or by reducing some cons of the benchmark, the product analysis is provided in table 1.

Table 1. Pros And Cons of Two – In - One Product of “Clinique” USA as Benchmark

	<p>Brand: Clinique (USA)</p> <p>Size: 90 x 90 x 20 (mm)</p> <p>Contents : Compact Powder + Puff, Lipstick, Mirror</p>
<p>Pros</p> <ul style="list-style-type: none"> - Attractive (Metallic Appearance) - Refillable - Wide Mirror (convenient) - Unique Design 	<p>Cons</p> <ul style="list-style-type: none"> - Waste of powder in the tray - Inconvenient for the woman who has short finger - No face blotter tissue - The puff always contact with the powder - Hard touch feeling

3.2. Identifying The New Product Requirements

Based on the basic needs analysis aforementioned, the new improved product requirements should be considered are :

- Contents : Compact powder + puff, lipstick, face blotter tissue, mirror.
- Convenient to bring and to use even for the woman who has short finger.
- Attractive Design (Fashionable, Unique).
- Refillable.
- Convenient to refill.
- Reduce waste of powder in the tray.
- The puff is separated from the powder.
- Smooth touch feeling.

4. CONCEPT DEVELOPMENT AND PROTOTYPING

4.1. Concept Development

All the previously mentioned requirements are used as a guidance to develop the conceptual make-up kit design as shown in figure 3. In order to make this new design become more convenient to use, the product configuration is re-arranged so that the overall size is adjusted to be easier to handle even for women who have short finger (consider that the fingers of Asian women are shorter than of American or European). Clinique product, which is made in USA, has the dimensions that are convenient for women who have long finger (for example: American). Since the main market of the new product is Asian woman, then the dimensions should be adapted (see figure 4). A simple lock mechanism is used to make the refill system more convenient. There is no glue to stick the powder tray to the case and no need a specific tool to open and to replace (figure 5). Refilling the lipstick and face blotter tissue is also very easy, just take the old products and replace by the new one (figure 6). It is also convenient to bring due to its small size and its most needed contents inside. Bringing face blotter tissue by integrating it in the kit is considered more convenient than bringing it separately.

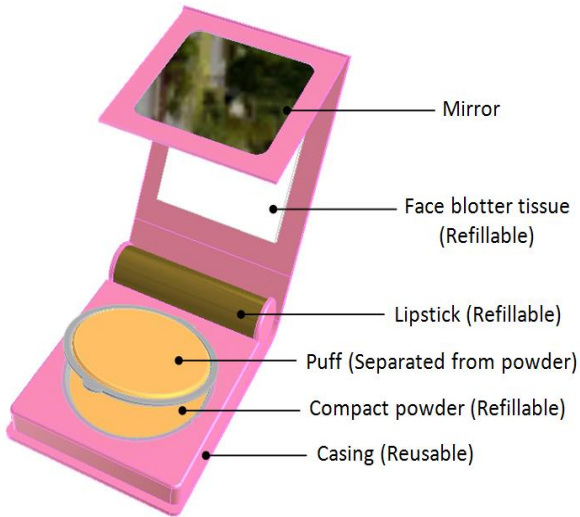


Figure 3. Conceptual Design of New Make - Up Kit

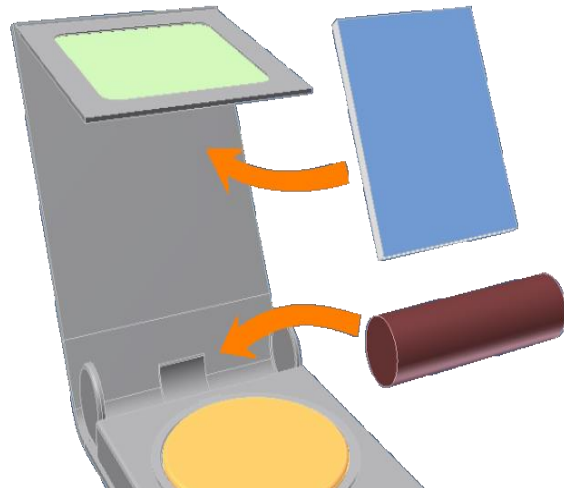


Figure 6. Refilling Process of Lipstick and Face Blotter Tissue

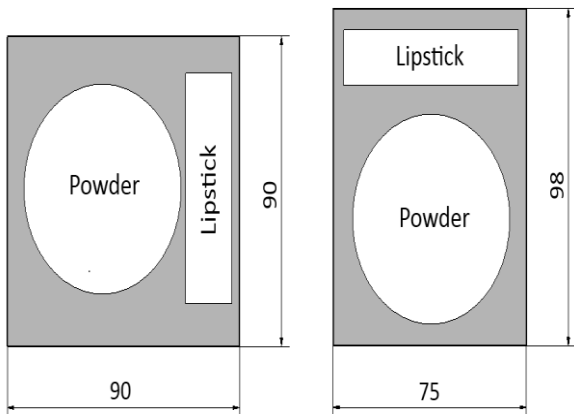


Figure 4. Dimension Comparison Between Existing Product and The New Design

In order to reduce waste of powder in the tray, the shape of the tray is modified. The round shape is chosen to reduce the waste in the rectangular corner while the conical shape is considered to reduce the waste in edge bottom corner (figure 7 and figure 8). Furthermore, the puff is designed to be separated with the powder to make sure that the powder will not be affected by the condition of the puff which maybe humid, wet or oily (figure 9).

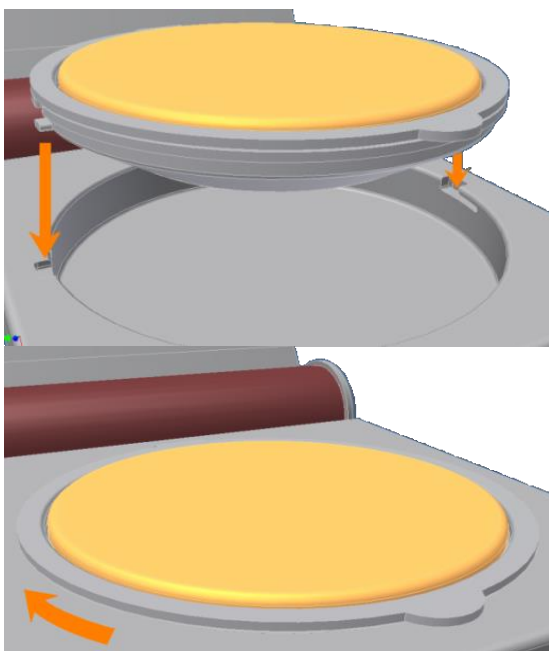


Figure 5. Refilling Process of Cosmetic Powder



Figure 7. Waste of Powder In The Tray

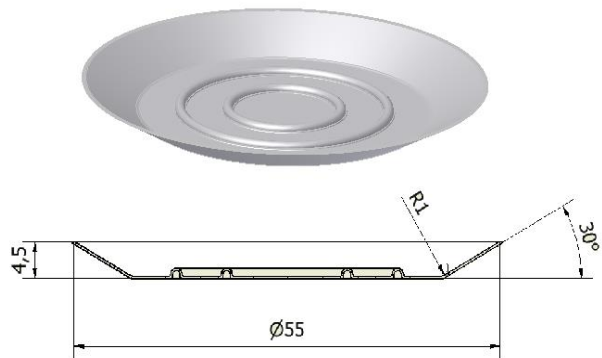


Figure 8. Improvement to Reduce Waste of Powder In The Tray

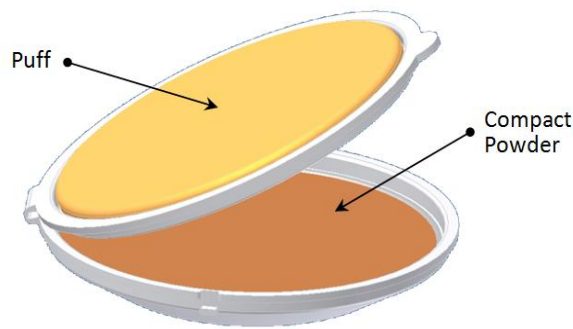


Figure 9. Separation Between Puff and Compact Powder

4.2. Prototyping

Prototyping is a process of developing an approximation of the product along one or more dimensions of interest (Chua, 2003). The main purposes of making prototype are :

1. To observe whether the design will work or not.
2. To look and feel.
3. To see the integration when the components work together.

Based on the degree to which they are physical, prototypes can be classified as analytical prototypes and physical prototypes. The former includes equation modeling and simulations while the later includes part prototypes, alpha and beta prototypes. Analytical prototypes are generally more flexible than physical prototypes.

A prototype is believed can reduce the risk of costly iterations and may accelerate other development steps (Cooper, 2001). In this paper, physical prototype is prepared to see the real physical approximation of the product and to detect unanticipated phenomena. Figure 10 shows the conceptual design in CAD drawing and its physical prototype.



Figure 10. The Conceptual Make-Up Kit Design In CAD Drawing And Its Physical Prototype

For secondary package (the package of the make-up kit), folding carton is selected since it is very economical in material cost as well as in fabrication and assembly. Being collapsible, it takes a minimum of space in shipment and in storage and, when collapsed, in disposal containers and landfills. The finest kind of printing and embossing can be used to make cartons very attractive, which adds value and sales appeal to the product (Burke, et.al, 2011). The many functions that any package must serve – containing, protecting, selling, and transporting – are all performed very effectively by the folding carton. Folding cartons are normally of a size that can easily be held in one hand. Figure 11 shows the secondary package of the make-up kit product. The transparent plastic is incorporated to enable customer to see the color of the product.



Figure 11. The Physical Prototype of Secondary Package Design

5. CONCLUSION

A comprehensive overview of making a make - up kit package design for active women, starting from market analyses to concept generation, has been presented in this report. The real prototype has also been manufactured. Compared to the existing products, this new concept seems to be better in term of convenience, compact and fashionable. Three cosmetic products i.e. facial powder, lipstick and facial blotter are selected since they are the most important products needed by active women in a busy time. The shape of tray has been improved to reduce the waste of powder in the edge corner of the tray. Since the kit is made from leather, it is highly possible that it can reduce the occurrence of breaking compact powder when the case accidentally felt down. The product is also environment friendly since it is refillable. With these entire new features, it is quite confident to say that this product will get high impression by customers.

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