

ABSTRACT

Designing Less Material Packaging on Basic Skincare Product

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In the current era of modern society, skincare is now starting to become part of a trends and someone's lifestyle. The impact of this trend has led to an increase in beauty market demand and also the production of skincare products itself. This is one of the reasons for the increase in packaging waste from skincare that has been used. In addition, a lot of skincare packaging can take up space when traveling and become less efficient. Therefore the solution that can be given from this problem is to design basic skincare packaging in 2in1 products, that consist of facial cleanser and cleansing balm with a minimalist design, so that there is no need to have 2 products separately and it can be refilled when the product is run out, so it can be as to reduce the waste of skincare packaging indirectly. The target user of this design are woman that age around teenagers to adults. Since the design is targeted for almost all ages, so that the basic skincare product packaging design will be more neutral in terms of color and concept.

Key word: Skincare, Beginner, Packaging, 2in1, Eco-friendly, Refill