



Packaging **FOCUS 2022**

Clean, Simple, Sustainable



**Post
Consumer
Recycled**



**Ocean
Waste
Plastic**

2022 Packaging **FOCUS** for Skincare, Beauty, and Cosmetics

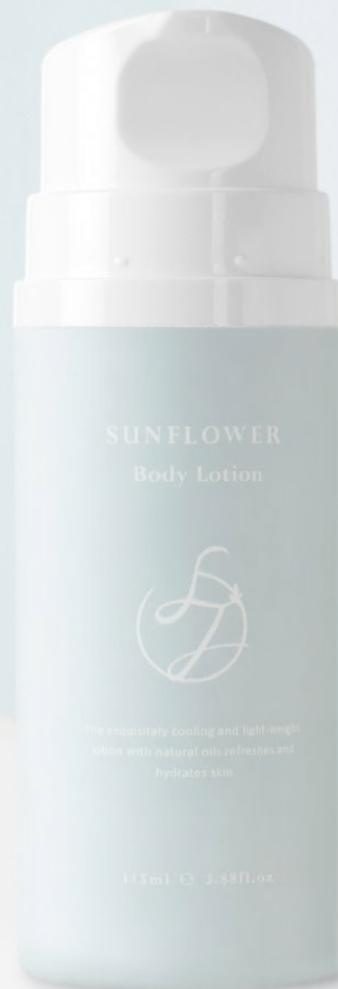
Clean, Simple, Sustainable, the 2022 packaging focus has mutual benefits overlapping each other, satisfying what the consumers are pursuing and leading the way to a better future for precious earth.

The concept displays collections adopting eco-sensitive materials, cooperating **3R** rules (**Reuse, Reduce, Recycle**), and most importantly, **refillable mix & match** that has always been an intensive element of SR Packaging composition.

All leads to the exclusive **ECO Airless**, the patented technology of easy-to-manage solutions for brand establishments and project launches.



Clean Beauty will be merging into more extensive skincare and cosmetic products in 2022. Without even being noticed, consumers will actively look for products with the ingredient list transparently labeled while picking up packaging applications that allow easier daily access, minimizing possible contamination to the purchase, maintaining cleanliness and safety.



Hygienic packaging

Consumers are becoming more aware of the importance of keeping the products clean and safe, and hygiene has become a new area of concern.

Airless packaging

To use airless packaging for utmost protection to the active ingredients is a primary object to product safety.

Ease-to-use dispensing

Avoid possible contamination using reliable dispensing methods.

Target minimalism, effectiveness, and better-organized applications, offer convenience along with simplicity.

1 is better than 2

Opt for quality over quantity

2 effective dispensing options

Use both airless sprayers & airless pumps

3 basic skincare routine

Airless Shuttle allows consumers to personalize their very own 3-step routine in one package.

4 makes a perfect beauty set

Airless Shuttle 4s is the parallel edition of a personalized beauty solution to hold four products in one pack.



With technological advances, sustainability is achievable without compromising. Eco-friendly packaging fulfilling aesthetics and quality can also be cost-effective. Among many SRP green offerings, **ECO Airless** stands out as one of its kind and has variations available in sizes & styles for the always-changing beauty needs.

Yet, the development doesn't stop here.

Airless Shuttle 4s adds one more product to the 3-step skincare routine.

Recycled ocean waste plastic increases the material options for ECO extensions.

Airless sprayers maximize clean beauty product diversity.



Refillable ECO Airless Jar, **RePod**, and the re-designed **AMARI** satisfy gender-neutral market demands.



ECO AIRLESS

REDUCE

70% REDUCTION IN PLASTIC

REUSE

REFILLABLE MIX & MATCH

RECYCLE

75% RECYCLED PLASTIC





Packaging **FOCUS 2022**

Clean
Simple
Sustainable

Taichung
Shanghai
New Jersey
Tokyo

Get project-driven packaging design.
sales@srpackaging.com
Keep an eye on the latest packaging trend.
www.srpackaging.com