



Modular Makeup

MADE BY YOU, FOR THE PLANET

ID 6211 FINAL PROJECT, FALL 2024
BERKELEY CHANDLER

Cosmetic Waste

The global cosmetics industry produces over **120 billion units** of packaging annually.

Most of these products are made up of **single-use plastic**, **mixed-material packaging**, or other **non-recyclable materials**.



Waste Areas in the Makeup Life Cycle

PURCHASE

USE

DISPOSAL



Excess packaging with no functional purpose

6-12 month shelf life of products leads to disposal with makeup still inside

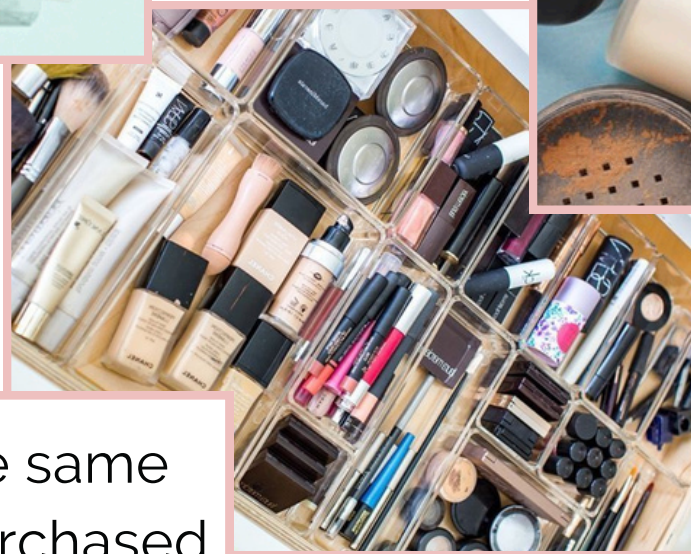


Everything inside of multi-shade products may not be used



Most product containers are made up of non-recyclable or hard to recycle materials

Smaller parts could break, leading entire product to be thrown away prematurely



Multiples within the same product category purchased

SUSTAINABILITY EQUATION

Current System



Packaging

- 62% non-recyclable
- 10% of remaining 38% recycled (industry average)



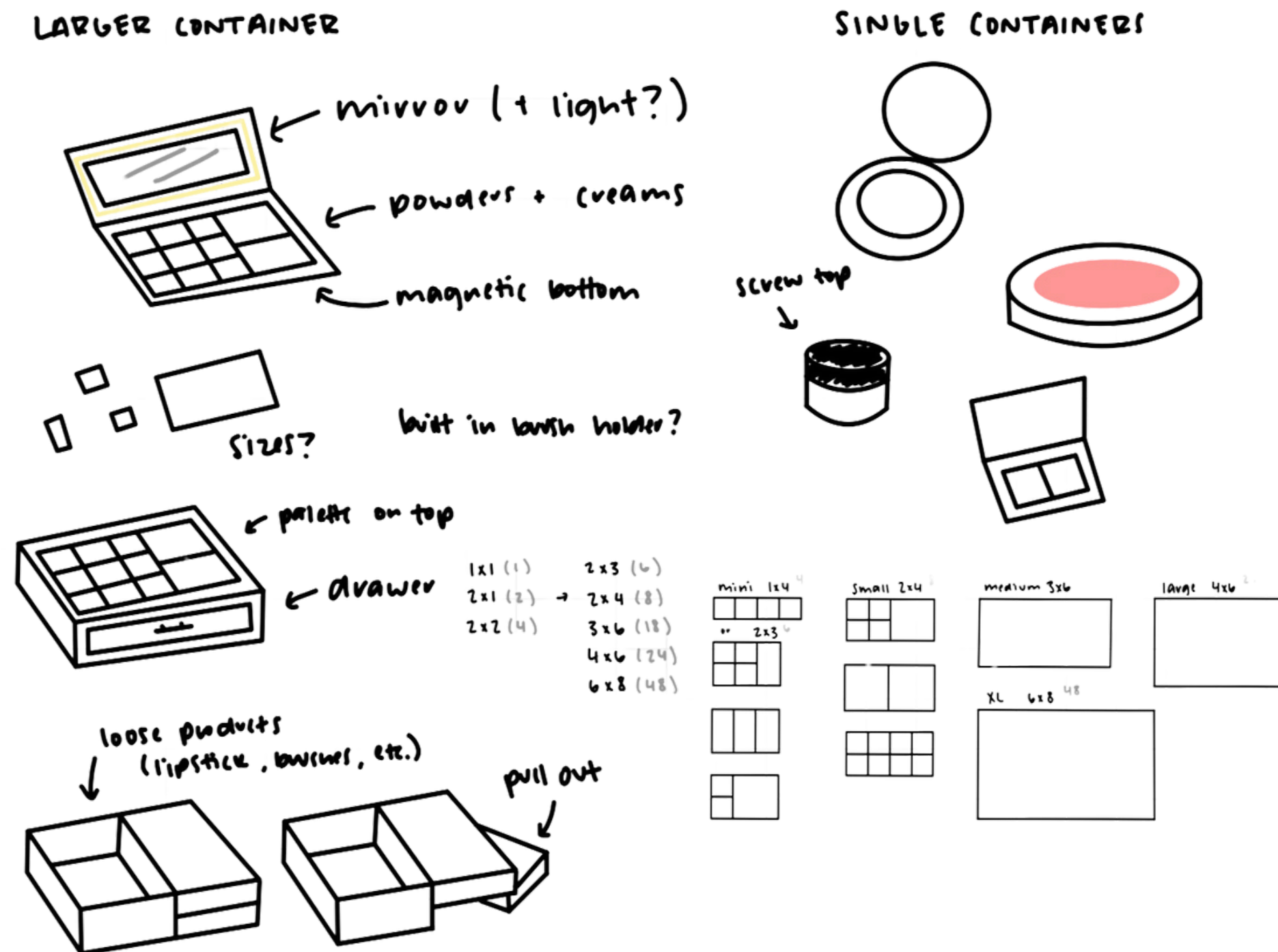
Product

- 90% non-recyclable due to being made of mixed materials, having product still within, etc.
- 10% recyclable, but usually not recycled due to it being inconvenient to separate those components from non-recyclable ones



The average American woman owns **40 beauty products** at any given time.

Ideation



RECYCLABILITY

REUSABILITY

LONGEVITY

PERSONALIZATION

VARIABILITY

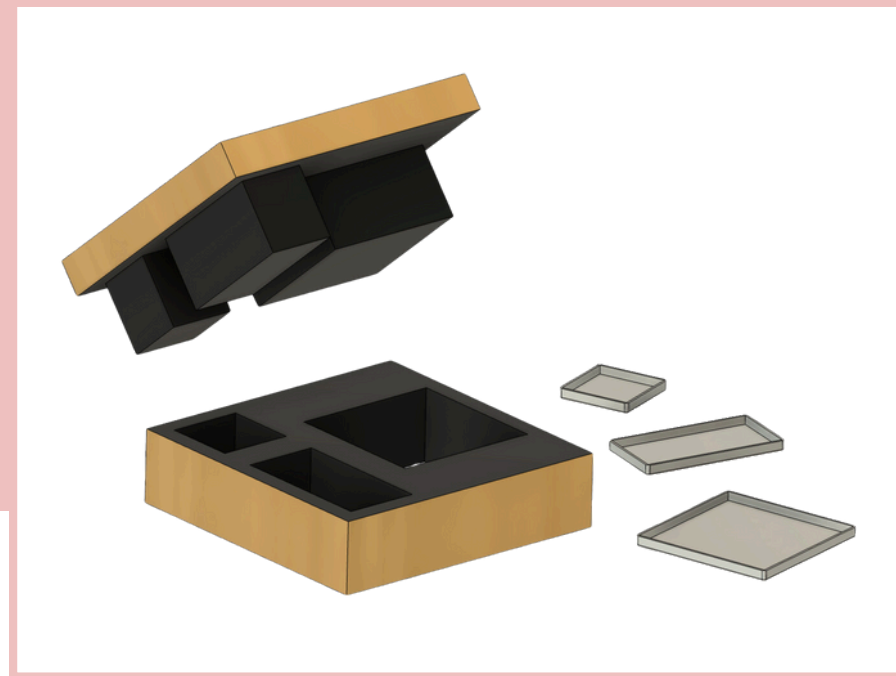
PORTABILITY

AESTHETICS

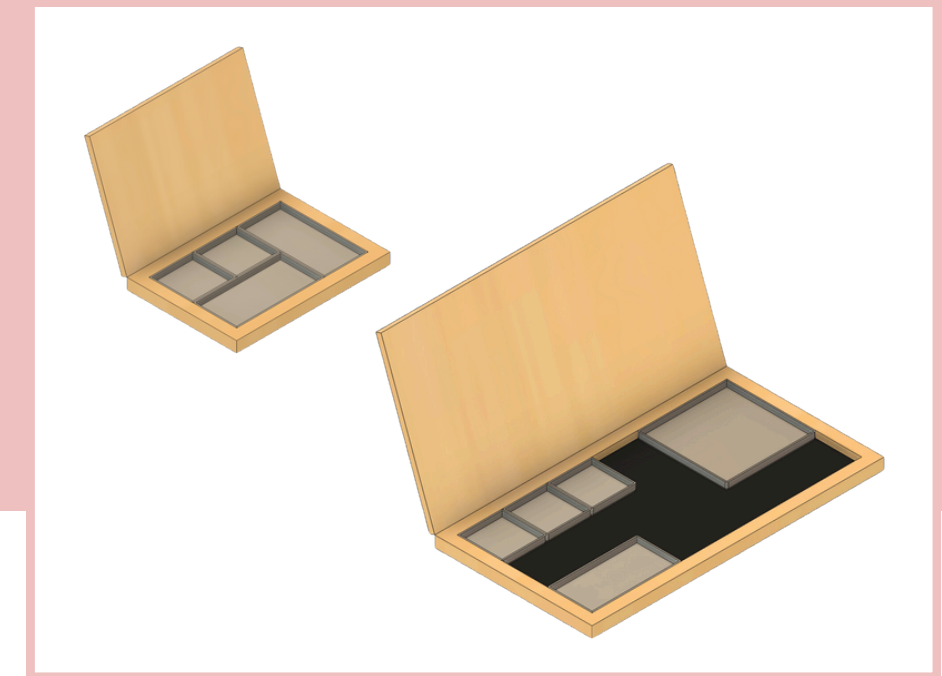
Redesign Overview



Sustainable
Packaging



At-Home
Makeup Creation

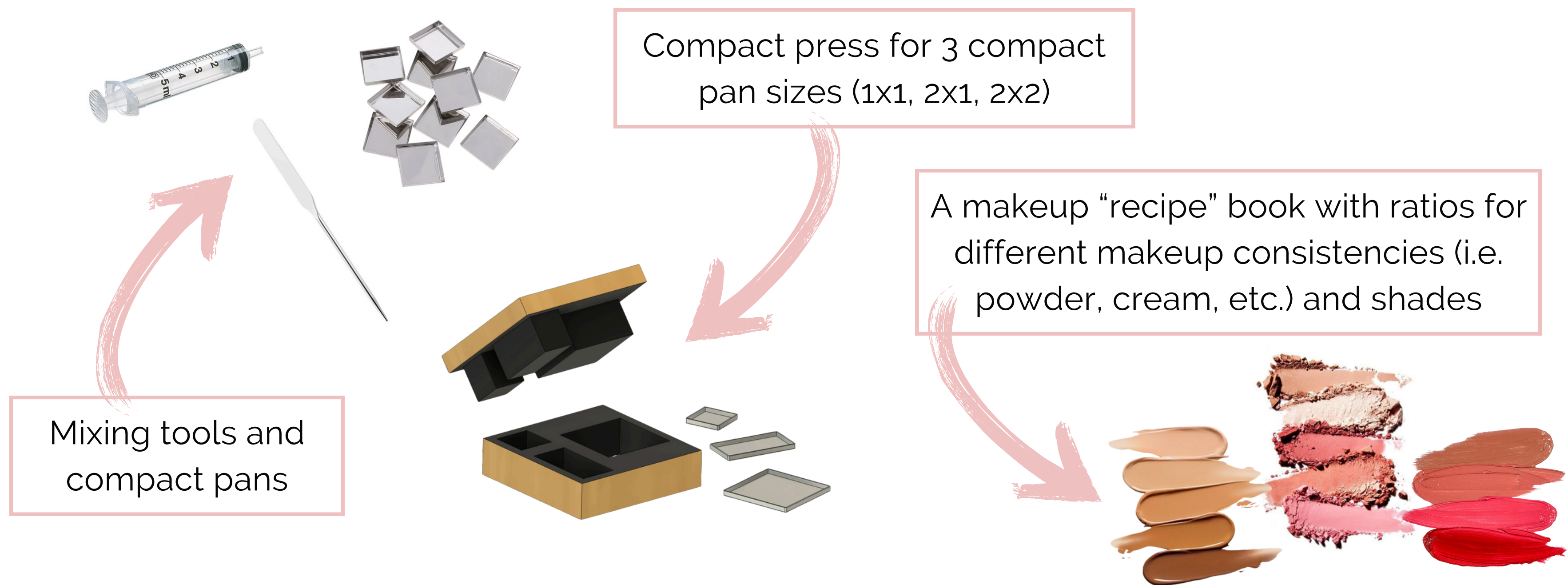


Modular Makeup
Storage

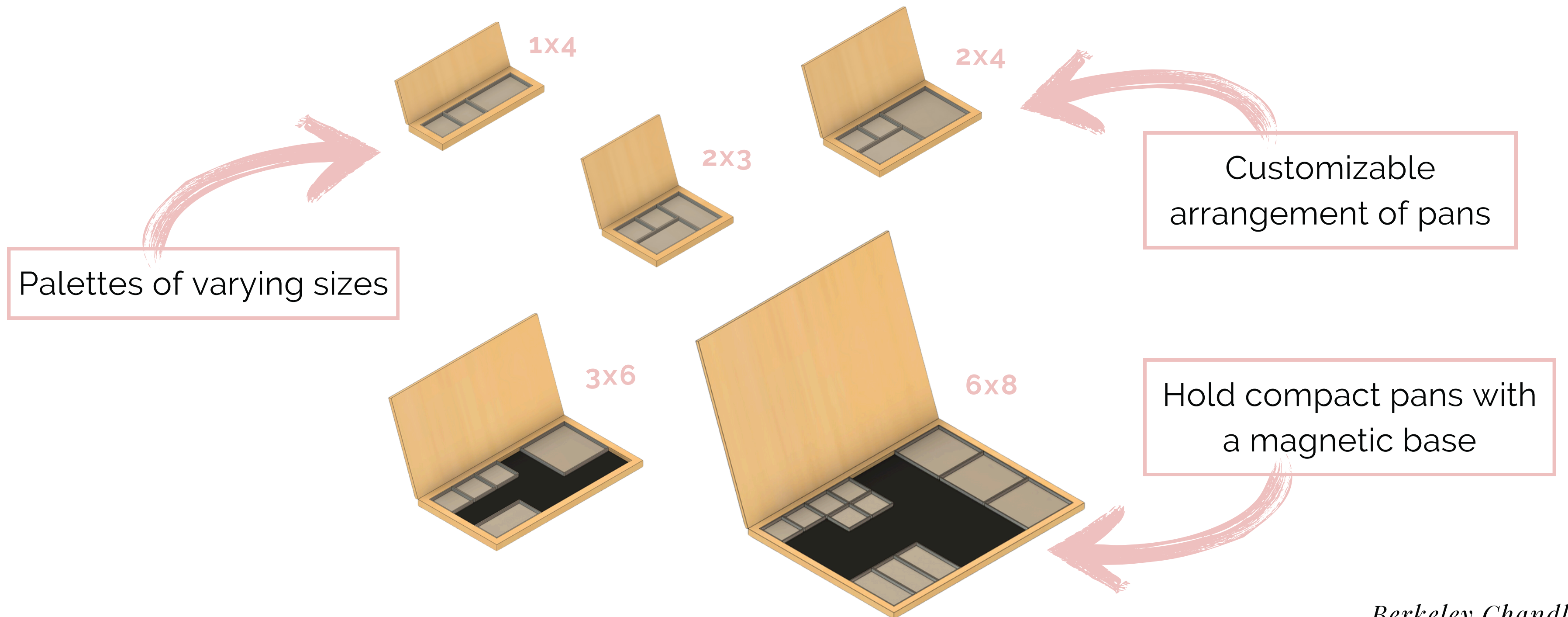
Sustainable Packaging



At-Home Makeup Creation



Modular Storage System



Increases **product shelf life** by keeping ingredients separate

Reduces the **amount of product** wasted

Reduces the need for **single-use products** and the packaging that comes with them

Containers are durable, easy to clean, and can be **reused/repurposed**

Provides more flexibility to create **customized products** via consistency, shade, and amount

Allows the user to move the same product pans **between palettes** instead of needing multiples

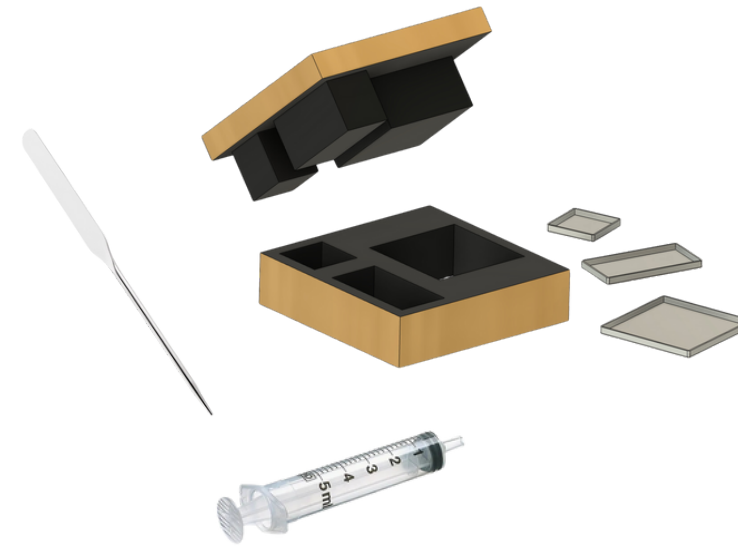
SUSTAINABILITY EQUATION

Redesigned System



Packaging

- 50% recyclable
- 50% biodegradable



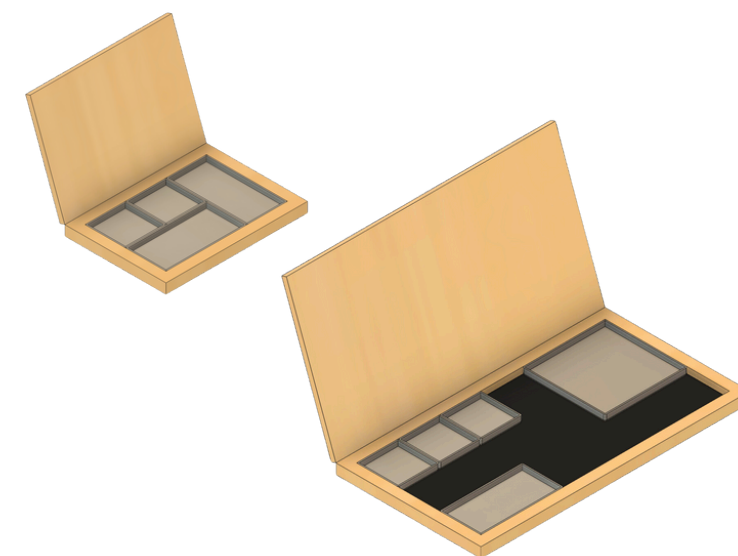
Tools

- 100% reusable



Product

- 100% of ingredients used
- 100% reusable or recyclable containers



Storage

- 100% reusable

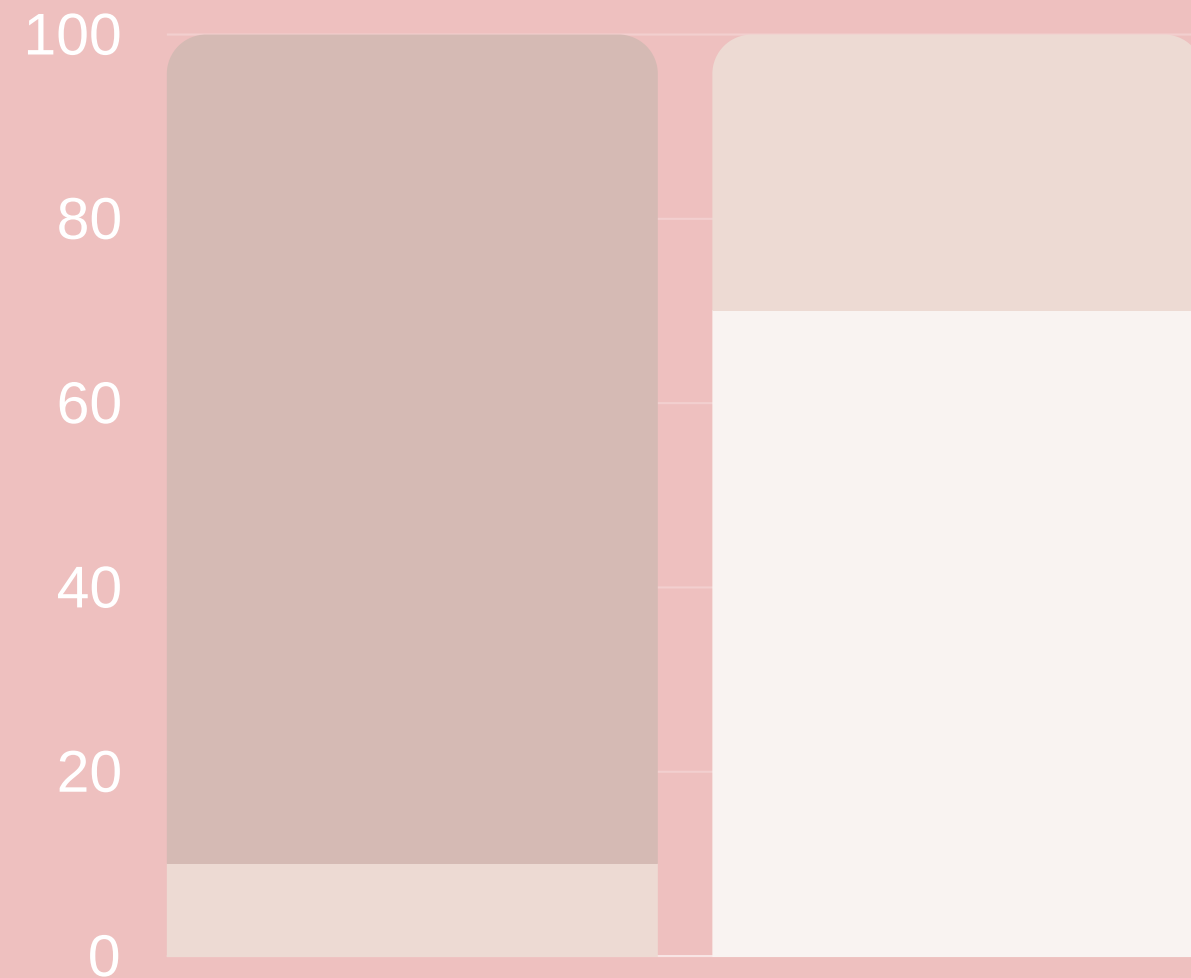
Comparison

CURRENT SYSTEM

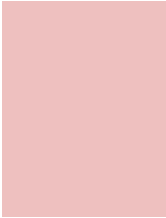
- 0% reusable
- 0% biodegradable
- 10% recyclable
- 90% goes to landfill

REDESIGNED SYSTEM

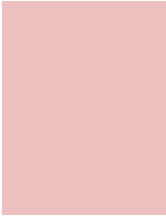
- 60% reusable
- 10% biodegradable
- 30% recyclable
- 0% goes to landfill



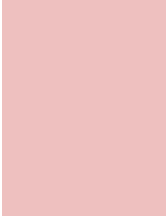
Future Exploration



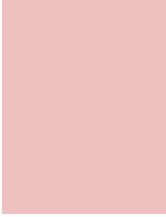
**EXPLORE HOW TO INCLUDE LIQUID
PRODUCTS IN THE STORAGE SYSTEM**



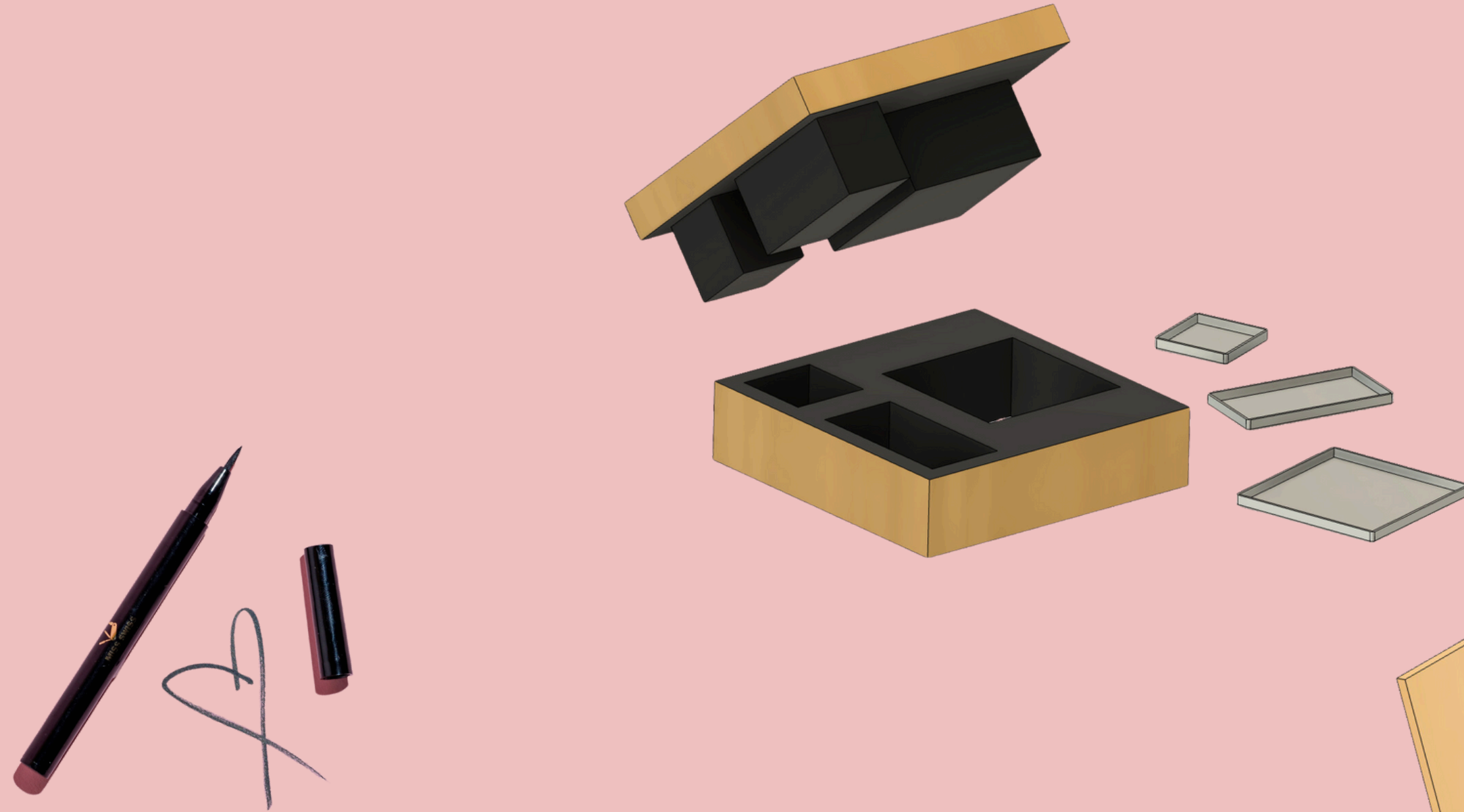
**CREATE CONTENT FOR THE “RECIPE” BOOK
BY RESEARCHING MAKEUP FORMULAS**



**PLAN A TAKE-BACK PROGRAM
FOR EMPTY CONTAINERS**



**PARTNER WITH LEADING BRANDS TO ADD
THEIR PRE-MADE PRODUCTS TO THE SYSTEM**



Thank you!

