

THE ROLE OF PACKAGING DISPENSING IN MAKING BEAUTY MORE INCLUSIVE

The question of inclusivity in the world of beauty is crucial today. In order to allow everyone to fully enjoy an optimal beauty experience, packaging must be easily usable. By resorting to universal design, beauty brands will be able to address the specific needs of the elderly or disabled people with fine motor disorders.



CONTENTS

INTRODUCTION 3

PART I 4

DIVERSITY, EQUITY & INCLUSION IN BEAUTY TODAY

- Diversity, Equity & Inclusion in General
- Diversity, Equity & Inclusion in Beauty
- Examples of Ways the Beauty Industry is Becoming More Inclusive

PART II 7

HOW PACKAGING CAN MAKE A DIFFERENCE FOR PEOPLE WITH DISABILITIES

- Market Overview: who they are, how many...
- Their feelings, needs & expectations

PART III 10

HOW BEAUTY BRANDS ARE ADDRESSING INCLUSIVITY THROUGH THEIR PACKAGING TODAY

PART IV 12

HOW APTAR, AS A LEADER IN DISPENSING SOLUTIONS, IS ADDRESSING THIS TOPIC

SPONSOR, CONTRIBUTORS & CONTACTS..... 13

INTRODUCTION

The struggle for impaired communities started decades ago, in the 1970s evidenced by a disability study in sociology¹. A struggle fought by those living outside of social norms that require additional adaptation to live like everyone else. And a struggle to have brands and services help facilitate everyday life for this demographic.

IN 1993, DISABLED ARCHITECT RON MACE DEFINED UNIVERSAL DESIGN AS “A DESIGN THAT IS USABLE BY ALL PEOPLE, TO THE GREATEST EXTENT POSSIBLE, WITHOUT THE NEED FOR ADAPTATION OR SPECIALIZED DESIGN”.

Today, the notion of universal design has extended to the beauty world.

¹ [ParisTech « Innover pour et par le handicap. Application au marché du handicap moteur »](#)



PART I

DIVERSITY, EQUITY & INCLUSION IN BEAUTY TODAY

Diversity, Equity & Inclusion in General

Diversity, equity, and inclusion (DE&I) is a conceptual framework that promotes the fair treatment and full participation of all people, especially populations that have historically been under-represented or subject to discrimination including people of different races, ethnicities, religions, abilities, genders, and sexual orientations.

Diversity, equity, and inclusion are often grouped together because they

are interconnected and it is only in combination that their true impact emerges. It is important to grasp the individual meanings and implications of each of these terms:

- Diversity refers to the representation or composition of various social identity groups
- Equity involves providing resources according to the need to help diverse populations achieve their highest state of health and other functioning. Equity differs from equality in a

subtle but important way. While equality assumes that all people should be treated the same, equity takes into consideration a person's unique circumstances, adjusting treatment accordingly so that the end result is equal.

- Inclusion strives for an environment that offers affirmation, celebration, and appreciation of different approaches, styles, perspectives, and experiences.

Diversity, Equity & Inclusion in Beauty

The beauty industry has long been criticized for its lack of diversity and inclusion. Brands have often been accused of not providing enough choice for consumers of color, and of not adequately representing the diversity of bodies, cultures, disability and gender identities.

Historically the ideals of beauty and the beauty industry have been dominated by a very small and selective visual representation. The ideal portrayal of 'beauty' as defined by the media and the beauty industry has been white women who are tall, skinny, clear-skinned, and 'feminine' in appearance.

In 2017, a small revolution took hold in the beauty industry. Rihanna launched her make-up brand Fenty Beauty, which impressed with its wide selection of foundation tones. Fenty Beauty was the first cosmetics brand representing diversity and inclusion to this extent — a beauty brand with 40 different make-up colors in its range at launch was unprecedented.

The sheer impact of Fenty Beauty is represented far and wide to the extent that a new terminology was coined.

"The Fenty Effect" details brands becoming more inclusive and diverse in their representation by launching a variety as a domino effect created by the success of Fenty Beauty. This phenomenon went into hyperdrive with notable makeup brands such as Covergirl, Dior, Too Faced, and Maybelline expanding their shade range to 40 shades as well.

It drove a market for diversity in not just foundations, but all categories of makeup to become the new standard. Time Magazine even noted that Fenty Beauty is among one of «The 25 Best Inventions of 2017» emphasizing on the wide variety of their range.



Over the past decade, the industry has evolved. Brands are moving away from narrow definitions of beauty and provide more and more inclusive offerings that cater to everyone. Diversity and inclusivity have become an essential part of the successful, highly relevant brand messaging.



P&G Olay Easy Open Lid

Inclusive beauty is the acceptance of all individuals from all backgrounds, abilities, and appearances. Diverse and inclusive beauty is about making beauty accessible to all humans irrespective of their race, body type, skin tone, gender, sexual identity, religion, age, or ability.

Inclusive beauty is revolutionary as it empowers all beings to shine as they are, without shame. It allows everyone to be seen, heard, understood, loved, and accepted.



Maybelline Hyper Easy® Eyeliner

CURRENT TRENDS

As diversity and inclusivity dominate conversations around the globe, brands are reacting, and marketing campaigns are adjusting accordingly. The global beauty landscape is changing, breaking free from the stereotypical view of beauty.

Companies are drawing in a broader range of customers, making beauty more accessible by exploring non-traditional markets and underserved communities, providing a personalized and niche experience for the consumer.

In addition, the beauty industry is successfully becoming more inclusive by catering to all individuals, regardless of their gender, age, religion, skin tone, skin type, etc. Beauty without bias includes the models used in ads, product formulations, and packaging.



Unilever Degree Deodorant

Examples of Ways the Beauty Industry is Becoming More Inclusive

1. Skin shade ranges for people of color In 2018, NYX Cosmetics launched “Can’t stop, won’t stop”, a foundation range offering 45 different shades. In 2022, The Body Shop launched Fresh Nude foundation in 40 shades.



NYX Cosmetics



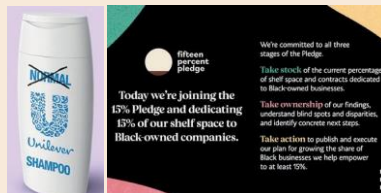
The Body Shop

2. Gender-neutral beauty products Colors, names, packaging designs, textures, fragrances... the new positioning in skincare is written in neutral and very interesting non-binary proposals are gaining ground. Brands like Aesop, Alder New York or Non Gender Specific developed fluid concepts that focus on benefits. The opportunities are to build more diverse storytelling to capture more elements related to inclusion. Gender neutral products help to include individuals from the LGBTQ+ community who have previously been misrepresented and underrepresented.



NGS

3. Brands and retailers commitments to inclusive beauty initiatives Major retailers like Sephora, Macy's, and Bluemercury have committed to the 15 Percent Pledge — a promise to commit 15% of shelf space to Black-owned businesses. Recently Unilever removed the word “normal” from all packaging and advertising. The new beauty begins to be equitable and inclusive.



Unilever & Sephora

4. Male personal care & beauty routines Today there are more and more brands dedicated to men's care, such as Bulldog or Logona Mann.



Bulldog Natural Skincare



Logona

5. Beauty across generations Models and influencers over 45 years old are becoming popular in cosmetics. The makeup brand Laura Geller Beauty exclusively uses models over the age of 40.



Linda Rodin, 75-year-old model

6. Representation of underserved communities In 2017, 17 million people in the world were living with cancer. This number is expected to double by 2030. Patients receiving chemotherapy have more sensitive, dry and infection-prone skin with few skincare products designed especially for them. In 2017, Mème, the world's first line of cosmetics developed specifically for chemotherapy patients was launched.



Mème

7. Tailored products for people of all abilities Kohl Kreatives launched Flex Collection, a range of self-standing, flexible, multipurpose make-up brushes, made from upcycled, sustainable materials that everyone can use, including those with motor disabilities.



Kohl Kreatives

Consumers are looking for understanding and personalized products that meet their individual needs, products that mirror their unique qualities.

Through formulation, product packaging and branding, they are seeking representations of people who look like them to feel accepted, valued, understood and included.

In addition, inclusion and diversity in cosmetics also have a positive impact on consumers' mental health.

Beauty standards have generated feelings of inadequacy in many people for generations. This lack of representation has had, and still has harmful consequences on a daily basis.

Brands that include a diversity of bodies and shades allow consumers to feel less judged based on their physical appearance. This can have a positive impact on their self-esteem and mental health.



PART II

HOW PACKAGING CAN MAKE A DIFFERENCE FOR PEOPLE WITH DISABILITIES

Market Overview: who they are, how many...

The World Health Organization defines disability as when a person cannot interact with the environment he or she wants to engage.

About 15% (over 1 billion) of the world's population lives with some form of disability, according to the WHO and the number will only increase as population ages.

By 2050, over-60s will represent 1 in 3

people living in developed regions, climbing to 37% in Europe.

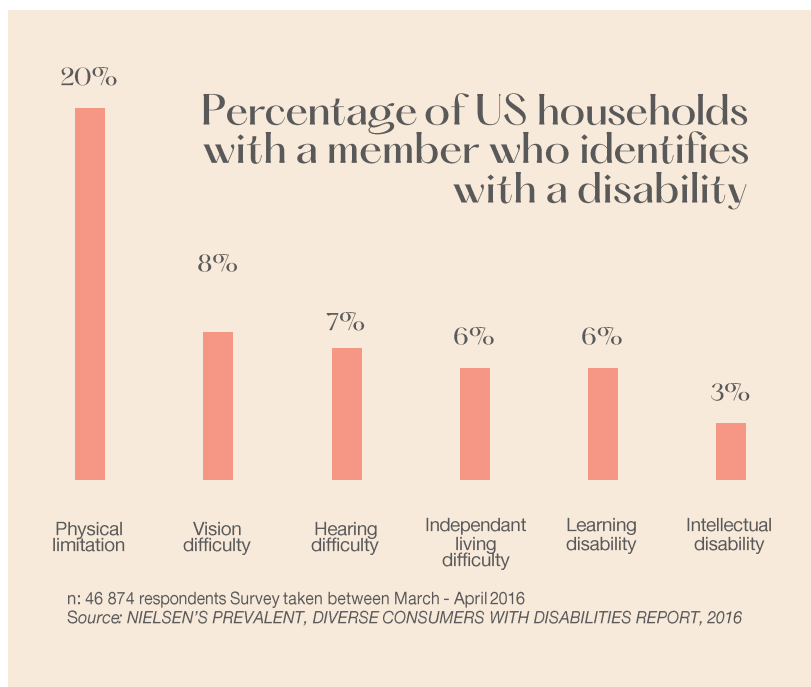
According to 2018 CDC data, there are approximately 61 million Americans living with a disability – which translates to roughly 25% US adults. According to the Parkinson Foundation, approximately 60,000 Americans are diagnosed with the disease each year.

Despite such a large segment of the US population impacted, disabilities

go largely underrepresented in beauty advertising & product development.

253 million people around the world live with low or no vision. That's equivalent to the entire populations of Mexico and Japan combined.

According to the 2019 Return on Disability Group Report, only 4% of companies are actively creating accessible products and services to disabled people.



It is important to note that inclusivity is not uniquely geared towards people with permanent disabilities but also addresses those that live with shorter-term handicaps and limitations. Think broken arms and hands, arthritis due to age and even everyday situations where one only has the use of one hand (holding a child, groceries etc.).

Inclusivity and inclusive design is a universal concern, not a niche subject. It is also a humanitarian endeavor, how to bring together people around the globe and advocate for everyone.

Their feelings, needs & expectations

Most people with disabilities have to navigate a world that is not made for them. They face obstacles, both physical and metaphorical, on a daily basis. Almost half (49%) of disabled adults feel excluded from society².

And according to a report by Think Designable - a collective that focuses on the benefits of inclusive brand practice, often these barriers are small, discreet exchanges that knock confidence and hinder participation³.

Packaging difficulties are cited as the biggest issue people with disabilities have with beauty products. For people with disabilities, an action like twisting off a cap or turning the bottom of an applicator to push up product poses a significant challenge.

“People with disabilities affecting their arms, hands, or even head or neck typically have difficulty applying makeup and skin care. Makeup application, like drawing symmetrical brows or applying eyeliner, requires fine motor skills that are difficult for people with mobility concerns.

This is something brands should consider more when developing products” says Veronica Lorenz, a makeup artist who survived a benign spinal cord tumor that caused her to lose dexterity in both hands.

“Like the rest of us, disabled people want to spend their money on the products they want, the services they need and the brands they love” says Marianne Waite, founder and director of Think Designable.

There are many routes for beauty brands looking to make themselves more inclusive, from making products more readable for the visually impaired to adapting product design for different hand grips.

Choices like product packaging, for instance, can create barriers to use when brands do not consider the needs of individuals with physical or visual impairments. 57% of adults agree that there needs to be more beauty products for people with mobility challenges⁴.

Specialized packaging can help make tasks like painting nails and applying makeup more accessible to all.

Packaging plays a key role in communicating brand values. 19% of beauty product users agree “packaging that supports disabilities” indicates that a brand is inclusive. 35% of adults searching for these brands turn to packaging to find out about their diversity and/or inclusive features.

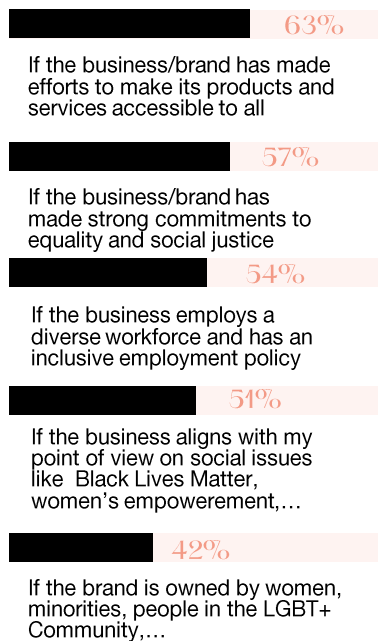


² Scope “Equality for disabled people” 2018

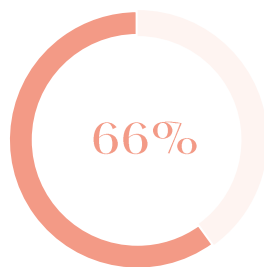
³ Think Designable “Inclusivity, the new Sustainability” 2018

CONSUMERS WILL REWARD BRANDS THAT DELIVER ON INCLUSION³

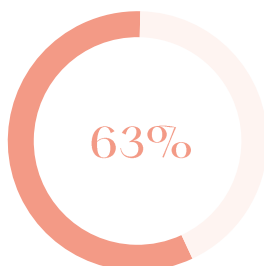
What would influence your purchase decision?



Q: When shopping for products or services, how much does each of the following influence your purchase decisions, if at all? % would influence a lot, by total population



When I hear a company speak out on issues of equality and inclusion, it makes me more inclined to buy from them

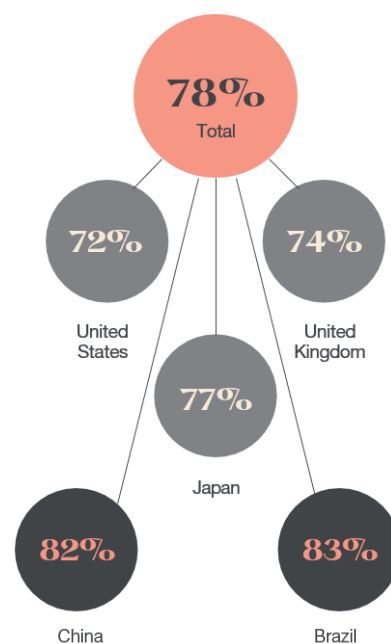


If brands made more effort to represent people like me, I would be more likely to buy from them

Q: How much do agree with the following statements? % agree by total population

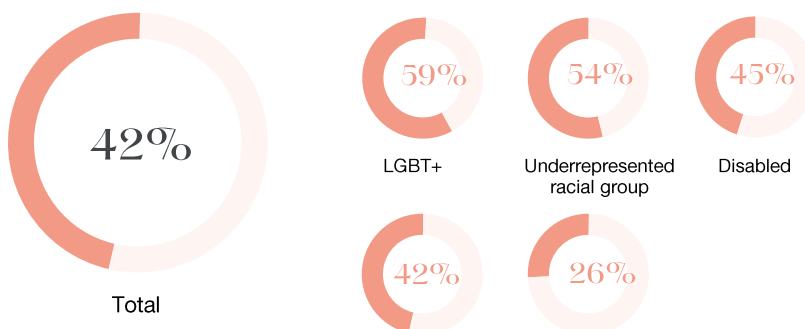
INCLUSIVE BRANDS HAVE UNIVERSAL APPEAL³

It's a good thing when brands step up to support marginalized communities



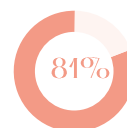
Q: How much do agree with the following statements? % agree by total population

Brands have made me feel unwelcome because of my gender, race, age, religion or sexuality

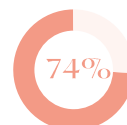


Q: How much do agree with the following statements? % agree by marginalized population

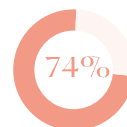
Products should always be designed with disabled people on mind



I like to see broader diversity in the advertising and marketing I see



I like it when brands and businesses speak out in favor of diversity and inclusion



Q: How much do agree with the following statements? % agree by total population

³ Wunderman Thompson "Inclusion's Next Wave Report" 2022



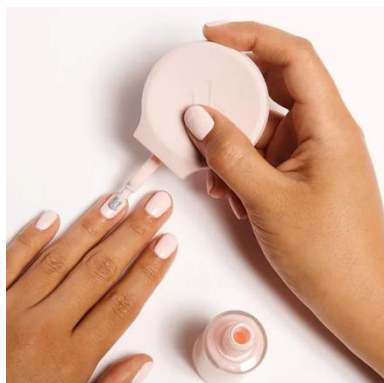
PART III

HOW BEAUTY BRANDS ARE ADDRESSING INCLUSIVITY THROUGH THEIR PACKAGING TODAY

The body-positive movement in the last few years has allowed us to identify and enlarge our understanding of beauty. Indeed, we have observed a real turning point in brands' position to inclusivity.

An important turning point of inclusivity in the beauty sector took place at the Las Vegas CES in 2022 when L'Oréal announced the launch of Hapta & Brow Magic⁴, two inclusivity-oriented product solutions. In parallel, the indie brand Olive and June have a strong statement with Poppy, an inclusive nail polish bottle the same year⁵. Large beauty groups and Digital Native Vertical Brand June are pioneers in this field and no doubt will increasingly inspire the next generation of beauty brands.

In order to take part in this movement, Aptar commissioned Dynvibe⁶ to conduct



a worldwide survey in 2022 in the US, Brazil, France, and China.

This survey aimed at answering 3 key questions:

1. How visible is inclusive packaging in social media?
2. What are consumers' major frustrations and what are their solutions?
3. What are the key success factors to keep in mind to innovate successfully?

By searching with keywords on worldwide platforms such as Twitter, Instagram, Tiktok, Weibo and others, they compiled all the data, content and conversations to be able to answer these questions. The research covered inclusivity in general, but we will focus on the gesture dimension, which, through ergonomics, has a high impact on product design.

⁴ <https://www.marketingweek.com/loreal-power-diversity/> & <https://www.loreal.com/en/>

⁵ Beauty Matter: Brands Making a Difference for the Disabled

⁶ Dynvibe study How to innovate in the inclusive packaging category? 2022



Rare Beauty by Selena Gomez



Kohl Kreatives



Squeezie Wall

This notion of gesture can be broken into 3 steps - handling, opening and dispensing – and the importance of each pain point differs from country to country. In the US, handling is the main pain point with 36% of mentions⁷, while in Brazil opening is at 58%⁸ and in China dispensing problems are at 49%. Brands generally provide solutions to one of these 3 challenges when making a product statement⁹.

HANDLING

If we look at handling, one of the number one issues concerns packaging shapes that are difficult to grip. In the beauty market, we find some low-tech solutions to this type of difficulty.

DNVB Olive and June have a solution to address this specific issue with their nail polish. By oversizing the cap and using a soft, gripping material, the product is easy to handle for a larger range of people: from someone with slippery hands in the midst of their beauty routine to someone with arthritis trying out a new nail shade.

A similar solution developed by Kohl Kreatives takes the form of a makeup product and accessories collection focused particularly on grip. It seems that the best practice is to highlight long and large applicators. This allows users with low motor skills to place the wrist on a strategic spot on the face and use rotational movement to apply make up on the face. The efficiency of the product can also be improved by specifically shaping the part where the fingers need to be.

Handling products can also be difficult for those who struggle with shaking symptoms affected by Parkinsons' and sclerosis or for people that suffer from a strength deficit, fatigue or stress.

To address this type of issue at a high level, especially symptoms of shaking, L'Oréal has developed Hapta, a product born from their partnership with Verily Life Science - a firm at the origin of Liftware. This technology is initially used for a line of robotic forks and spoons that help people with mobility issues eat. Hapta is similar but adapted to cosmetics, particularly for lipstick and mascaras⁹.

OPENING

19% of audiences concerned with the inclusivity conversation mention challenges with opening products. Unscrewing can be a very common gesture for people with standard strength but it becomes very difficult for someone with joint pain or with weak hand strength.

Some skincare brands like Drunk Elephant and Kiko designed their latest packaging collection with square bottles and caps that are easier to unscrew but



don't claim to be inclusive.

Other brands who claim inclusive design but keep products close to the classic market shapes is Rare Beauty by Selena Gomez. Her products focus on simple and effective design choices: including a flat side to facilitate grip and prevent rolling of the product.



Some brands are going further like Fenty Skin that have found a smart solution to this type of issue. Fenty Skin's cream jar packaging hides a number of helpful tricks. When open at 90°, the protective cap for the spatula becomes a very good pinching grip that facilitates unscrewing of the main cap. Combining functions can be a smart way to implement low-cost inclusive design in a discrete way where the product looks similar to others on the market.

Finally, the most audacious statement in terms of design would certainly go to Olay in 2021 with the limited edition Easy-open-lid¹⁰, a jar with two ears that facilitates the unscrewing enhanced on the top with an engraved Braille inscription.

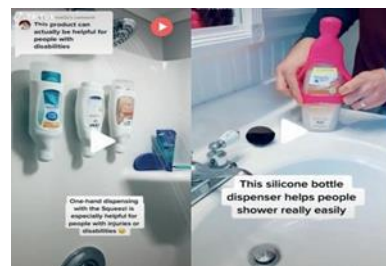


DISPENSING

Product dispensing follows the opening of a product, and no less than 26% of the surveyed audience¹² mention problems with dispensing. Problems with squeezability and instability are common with pump products used single-handedly.

In this case, some users will adapt by pressing with their chin or their mouth.

Some of them will even renounce and remove the pump to use it as a simple bottle while others become inventive and look for alternative solutions.



Some pumps can be hard to press, especially for people affected by sclerosis or any situation that can affect strength.

The Squeezeie wall mounted shower dispenser gel is an often quoted example. The dispenser's soft overcap mimics a cow's udder, simplifying the shower gel dispensing, especially for one handed or one-armed users. In homecare, successful examples include liquid soap dispensing products like Aeakey or Omaia that allow for easy one-handed dispensing from the top¹¹.

In cosmetics, dispensing is especially linked to application. L'Oréal introduced a new makeup application concept that addresses this. The high-tech Brow magic applicator is a descendent of the Opte makeup-skincare printer shown at CES in 2020¹². The concept is simple: place the printer above your eye for perfectly applied eyebrows. A quick, easy and inclusive solution.

Overall, we observe that handling, opening and dispensing are where design can have the biggest impact on inclusivity in cosmetic products.

7/8 Dynvibe study How to innovate in the inclusive packaging category? 2022
9/12 <https://www.cnet.com/health/personal-care/loreal-offers-accessibility-in-beauty-industry-with-2-ces-prototypes/>
10 https://www.beautypackaging.com/contents/view_breaking-news/2021-11-04/olay-designs-an-easy-open-lid--shares-the-inclusive-design/42045
11 <https://www.eldhouseonline.com/review/best-dish-soap-dispenser/>



PART IV

HOW APTAR, AS A LEADER IN DISPENSING SOLUTIONS, IS ADDRESSING THIS TOPIC TODAY

Aptar Beauty's approach to inclusive beauty can be summarized as:

- **Analyze needs and look for partnerships with organizations**
- **Analyze our product portfolio**
- **Enhance our offer by launching innovations**

When thinking about these different topics, designers can play on various aspects of product architecture such as the cap, the material or the dispensing technology to ensure a good experience for everyone.

It can be a low-tech approach or high-tech approach. Addressing inclusivity in beauty can be a good reason to cross-fertilize different design fields in order to divert a new technology or a different gesture.

Observing the market and brand statements. Analyzing user behavior to better understand their needs and expectations. Infusing inclusivity as a value under different shapes in a company. All of these actions are the foundations of the products of tomorrow.

A holistic approach includes vision, from strategy to the details of a product. Brands are selling a state of mind and an ideal of society where people are equal in beauty, no matter their age, their situation or affiliation. The goal is to design for an individual and for a collective community. It is with emotion that a product that changes a life is shared for the first time and this is how we want to improve everyday lives.

At Aptar, we are convinced that this approach is the right way to innovate. The Social Media Listening study conducted by Dynvibe in 2022 allowed us to identify **Vita**, our push-down dispenser, as an inclusive packaging easy to use with one hand.



To go further, we are now working with **APF France Handicap**, an organization dedicated to disabled people in France. After a thorough exploratory study, our product range will be evaluated by disabled people. Subsequently we will imagine and co-create a range of inclusive cosmetic products for the future with them.

1. Internal Awareness Campaign

Webinar & Workshop

2. Exploratory Study

The beauty experience of disabled people with fine motor disorders

3. Product Testing & Co-design Workshop

With disabled people



« At Aptar we have strong focus on supporting and celebrating all types of diversity. I fully endorse this initiative aimed at producing more inclusive beauty packaging designs, as it aligns with Aptar's purpose of transforming ideas into solutions that improve everyday life.»

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