

Lazo | refillable mascara packaging design paired with an all organic cake mascara formula

Research Thesis

Presented in partial fulfillment of the requirements for graduation with research distinction in Industrial Design in the undergraduate colleges of The Ohio State University

by

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By Carley Giles

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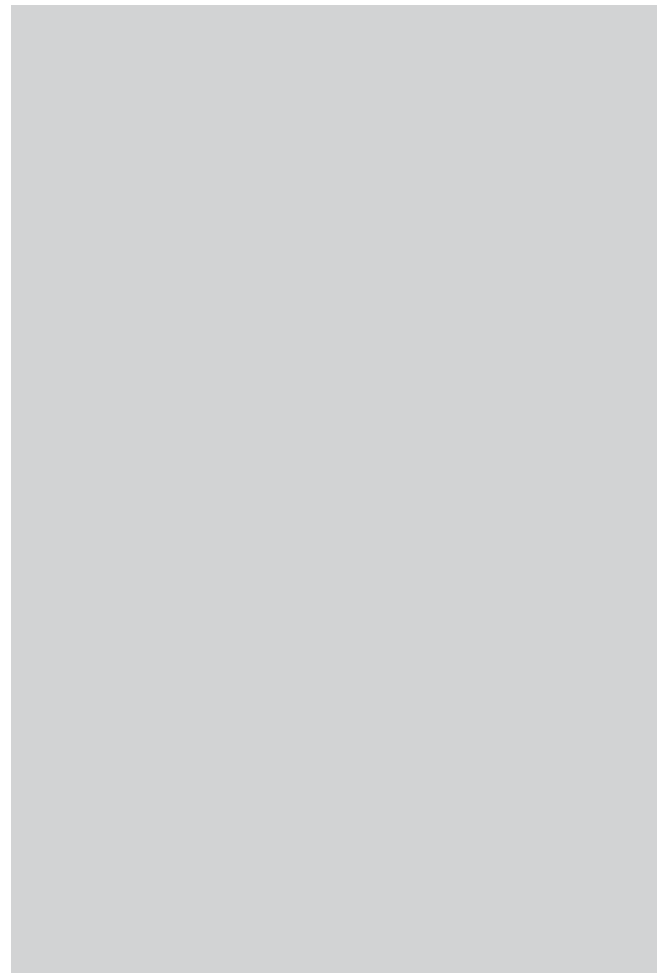
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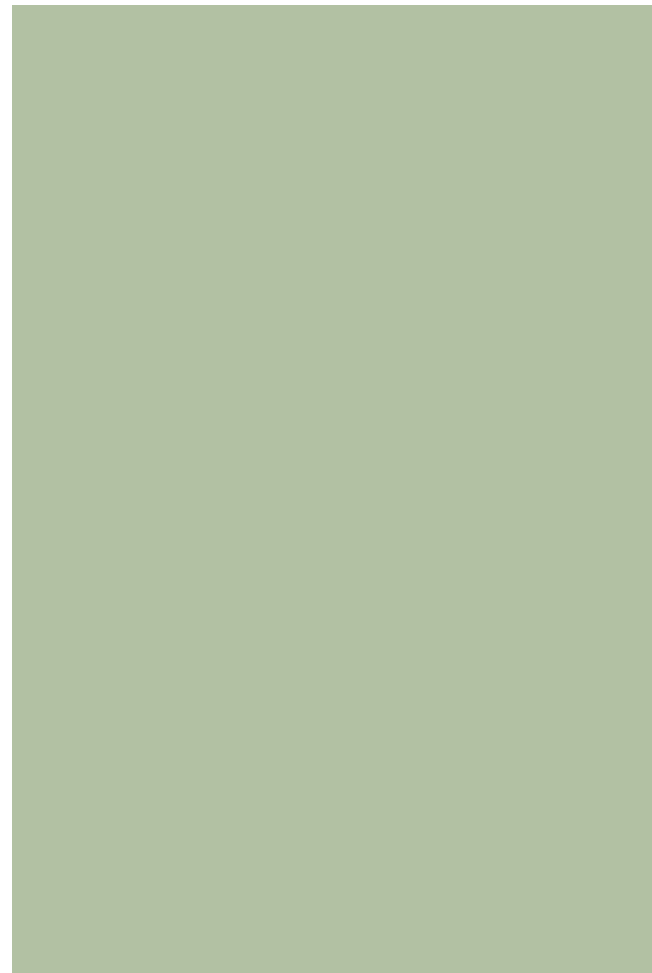
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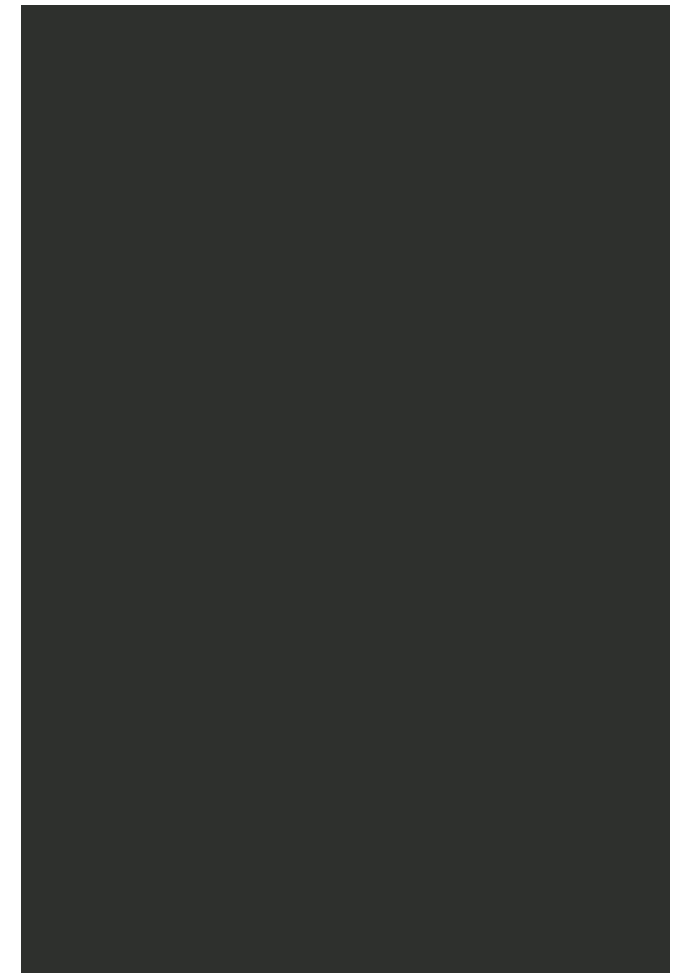
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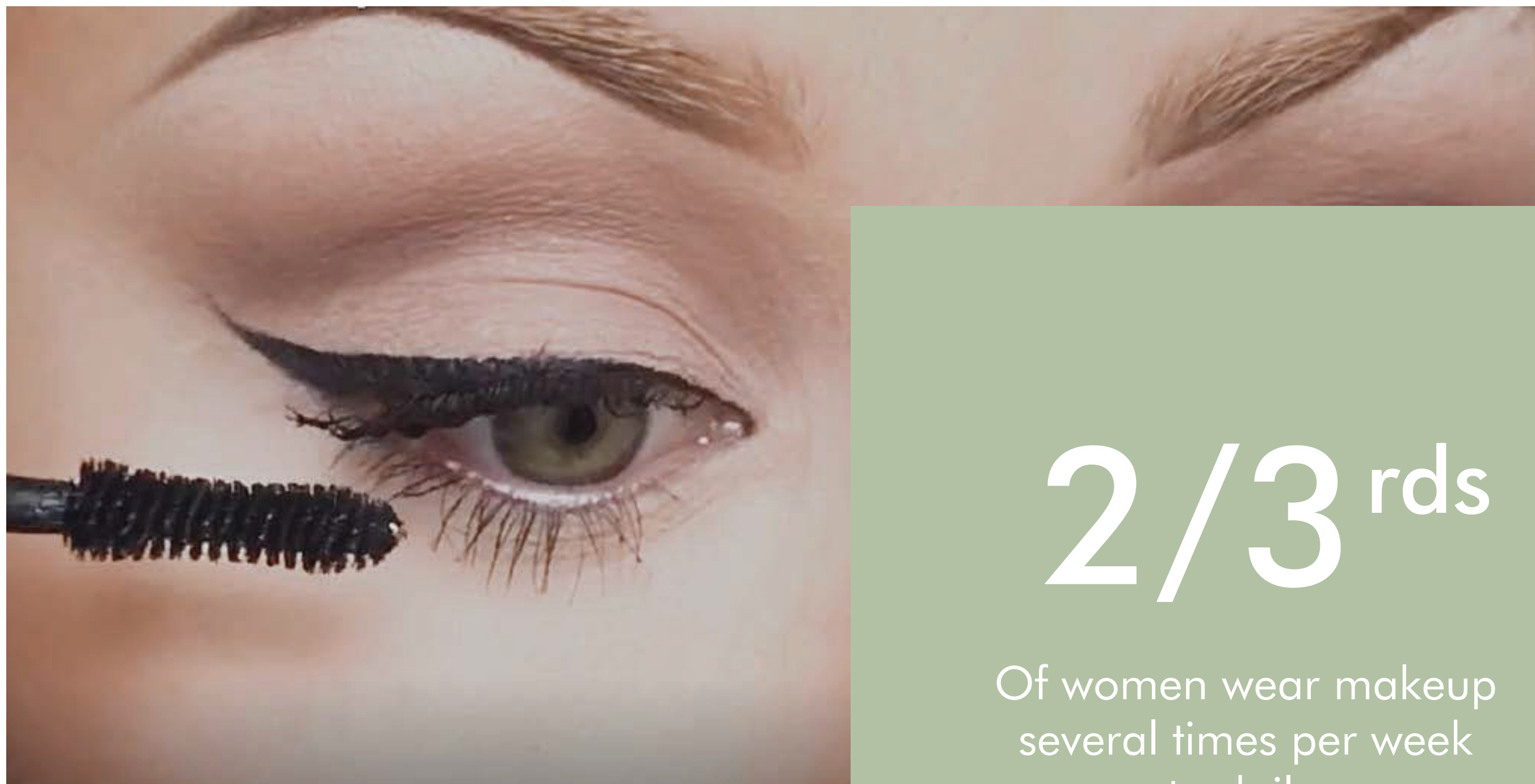
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01

PROBLEM



2/3^{rds}

Of women wear makeup
several times per week
to daily.



MASCARA
3 months



EYELINER
5 months



FOUNDATION
1 year



EYESHADOW
2 years



LIPSTICK
2 years



BRUSHES
-

Mascara is one of the most commonly used beauty products.

It has one of the shortest shelf lives of just 3 months.

This means the average woman will go through around 200 tubes in her lifetime.



PACKAGING

The design of the tube limits the mobility of the applicator causing a lot of product to go to waste.

Mascara is essentially non-recyclable because the small plastic tubing is difficult to clean out while the applicators are made with mixed-materials that cannot be fully taken apart.

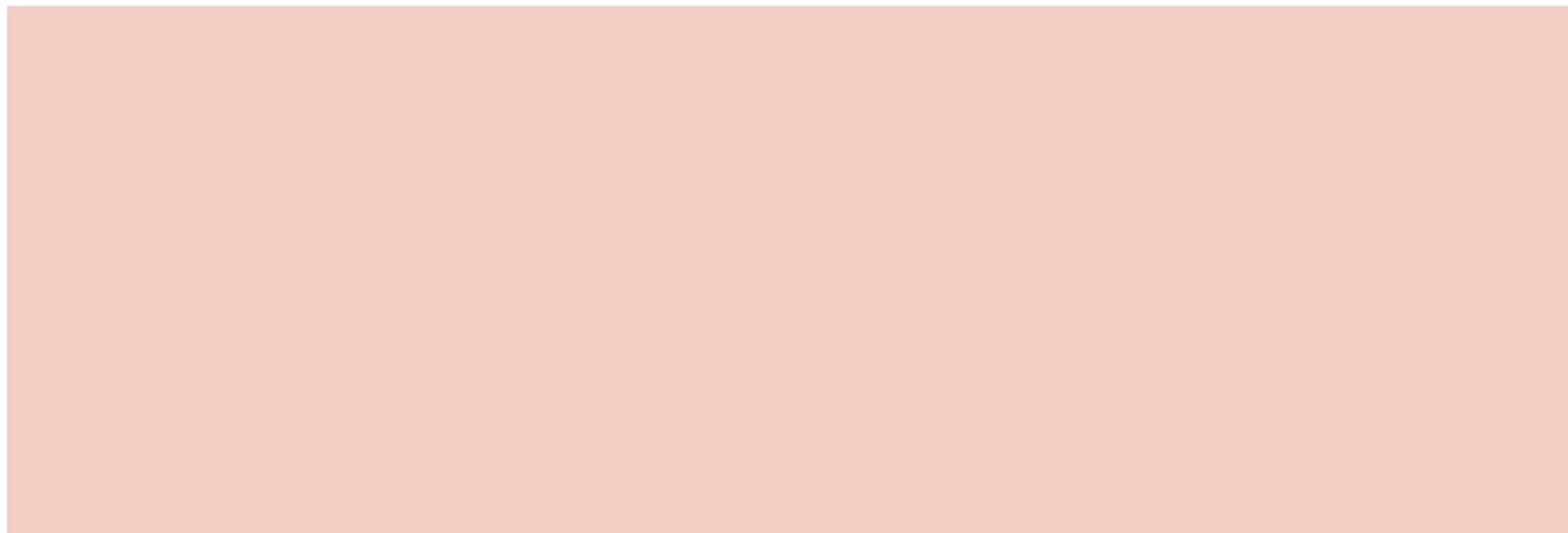


FORMULA

Mascara formula itself is made with chemicals that are harmful to the environment.

02

RESEARCH



MARKET ANALYSIS

BESAME MASCARA

- 100% recyclable metal tin.
- Refillable cake mascara
- Cake is too small for the tin, shifts around
- Brush is small and shape is not ideal for eyelashes.

ELATE MASCARA

- Sleeve is made of bamboo.
- Refillable tube inserts.
- Applicator side can be reused.
- Refills are plastic, still causing landfill waste.

BESAME MASCARA



ELATE MASCARA



HYPOTHESIS

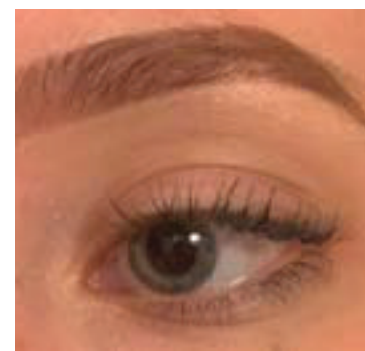
By using a “dry to wet” mascara formula you can cut down on waste if made for refills, in that refills can be packaged in paper.

QUESTION

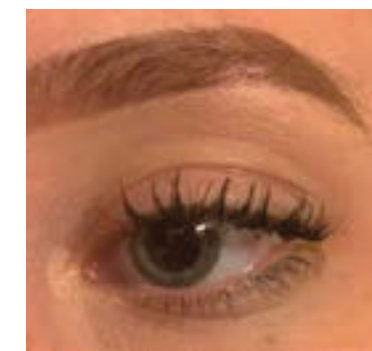
How would this work on a wand applicator?
Would this work as well as regular mascara?

RESULTS

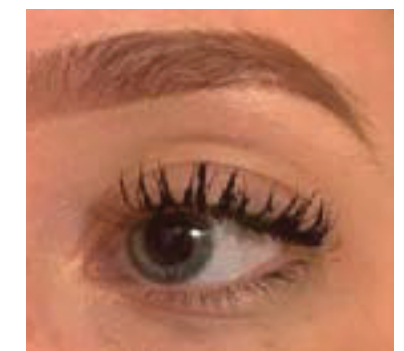
No
Mascara



Traditional
Mascara



Cake
Mascara





HYPOTHESIS

Adding a lip into the packaging, used for wiping off excess product, will allow the mascara to apply to the eyelashes more evenly.

QUESTION

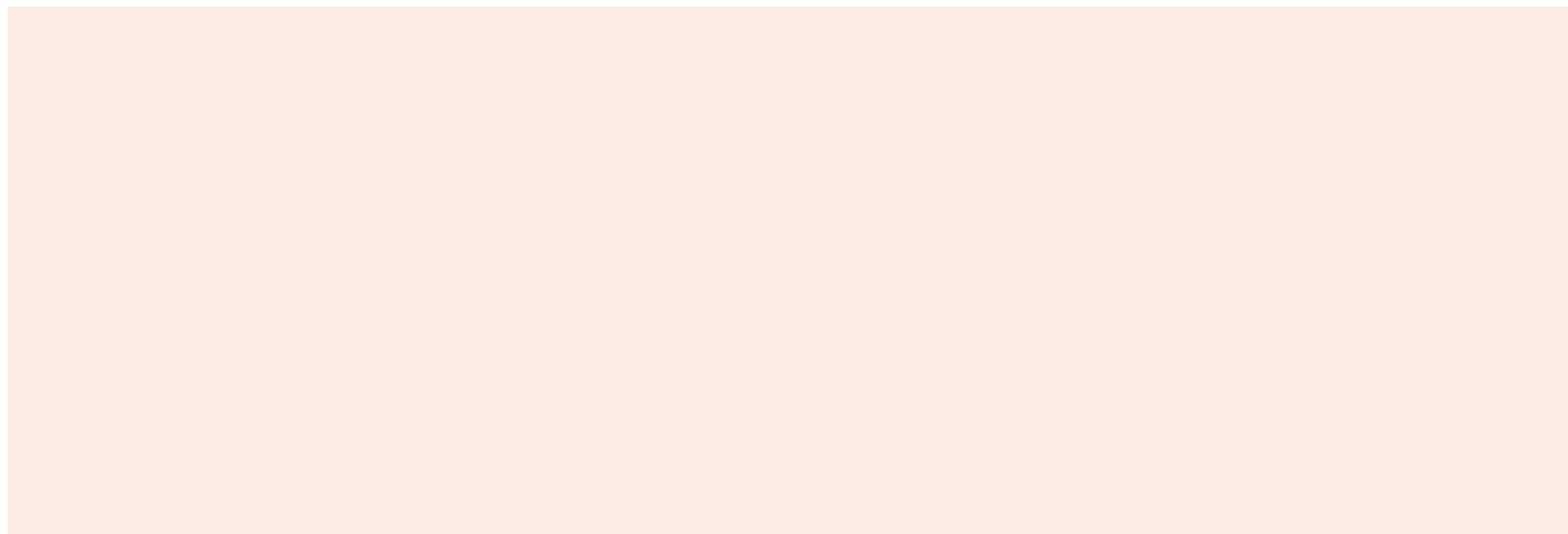
What type of lip works best to prevent clumps and allows for even light coats?

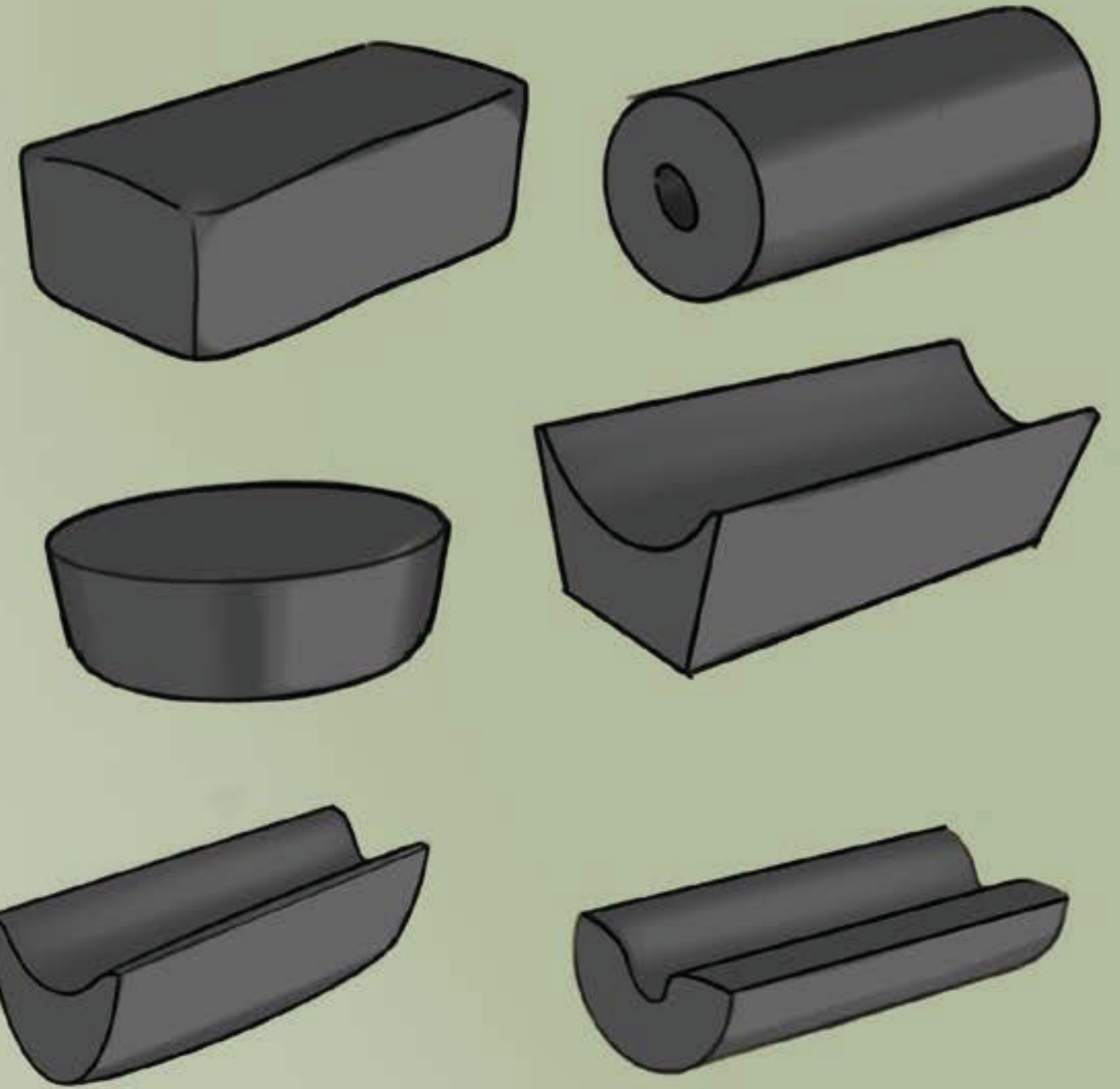
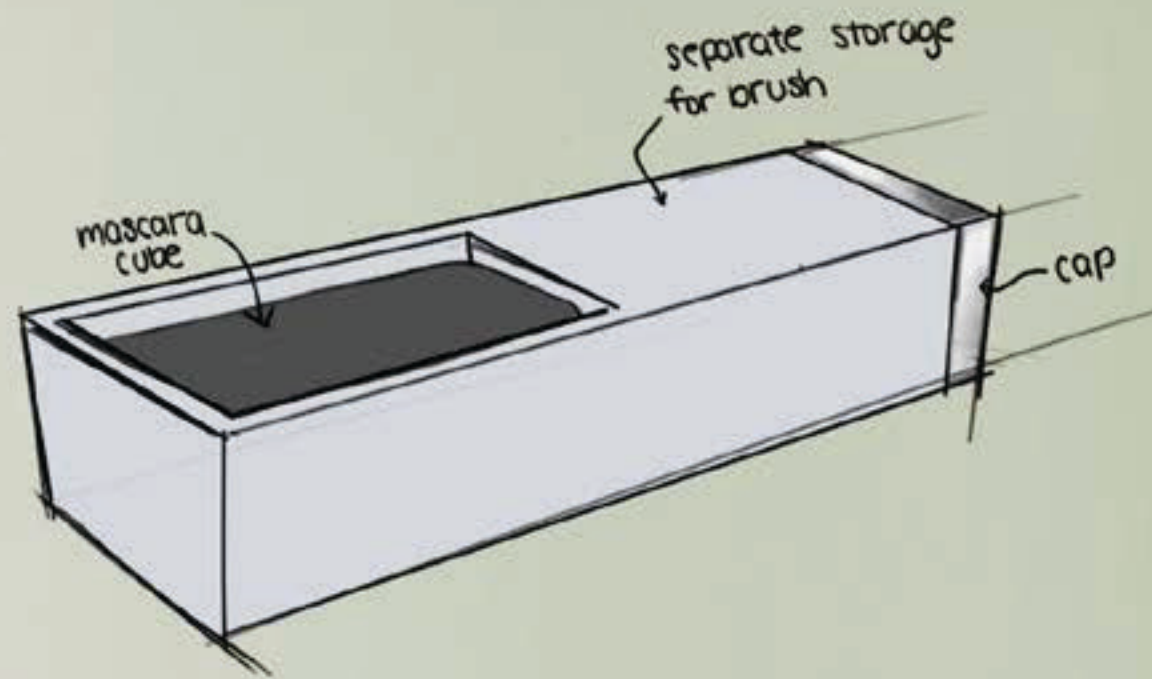
RESULTS

Lips 5 and 8 perform best.
(smaller circular shaped)

03

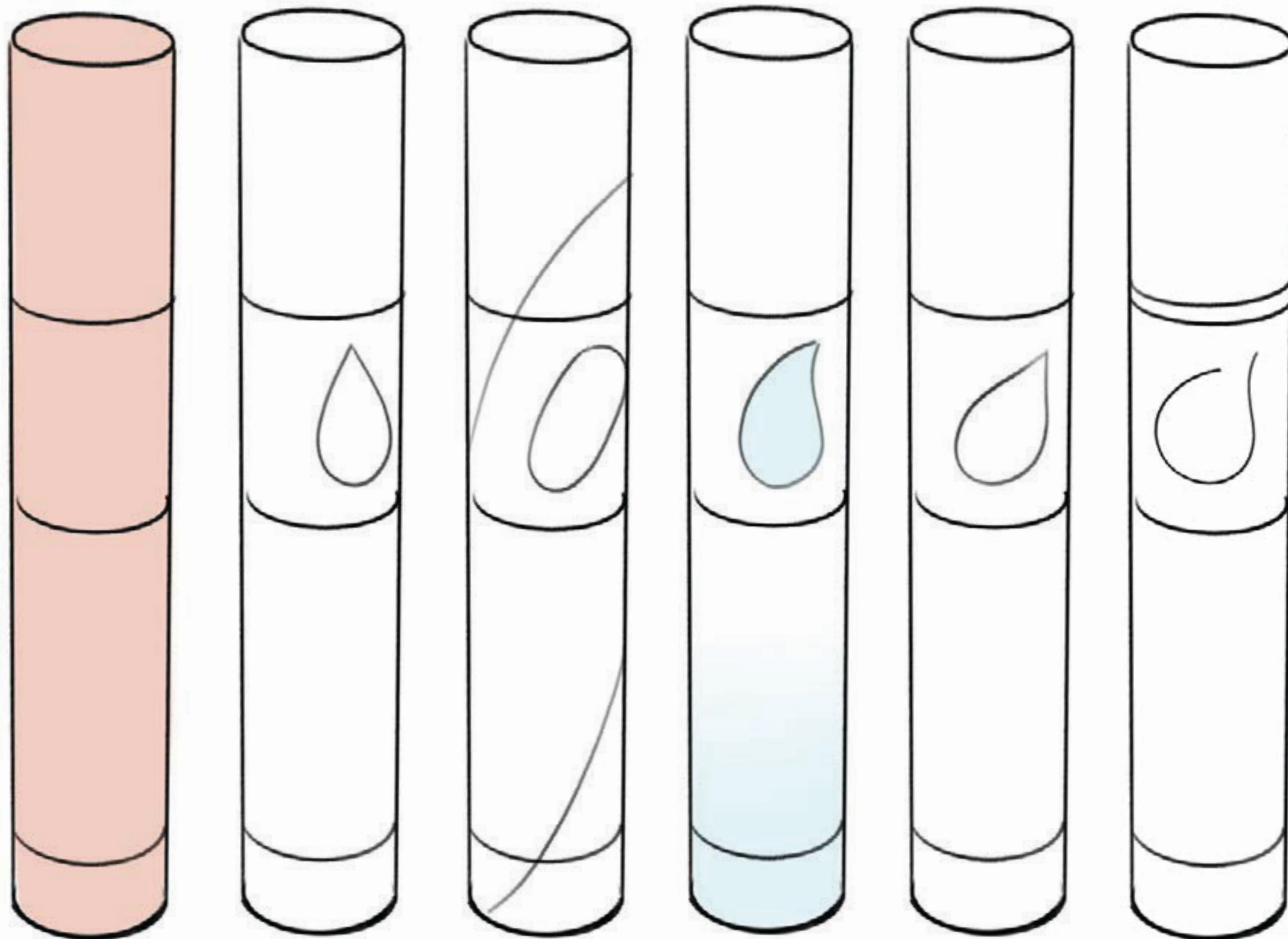
IDEATION





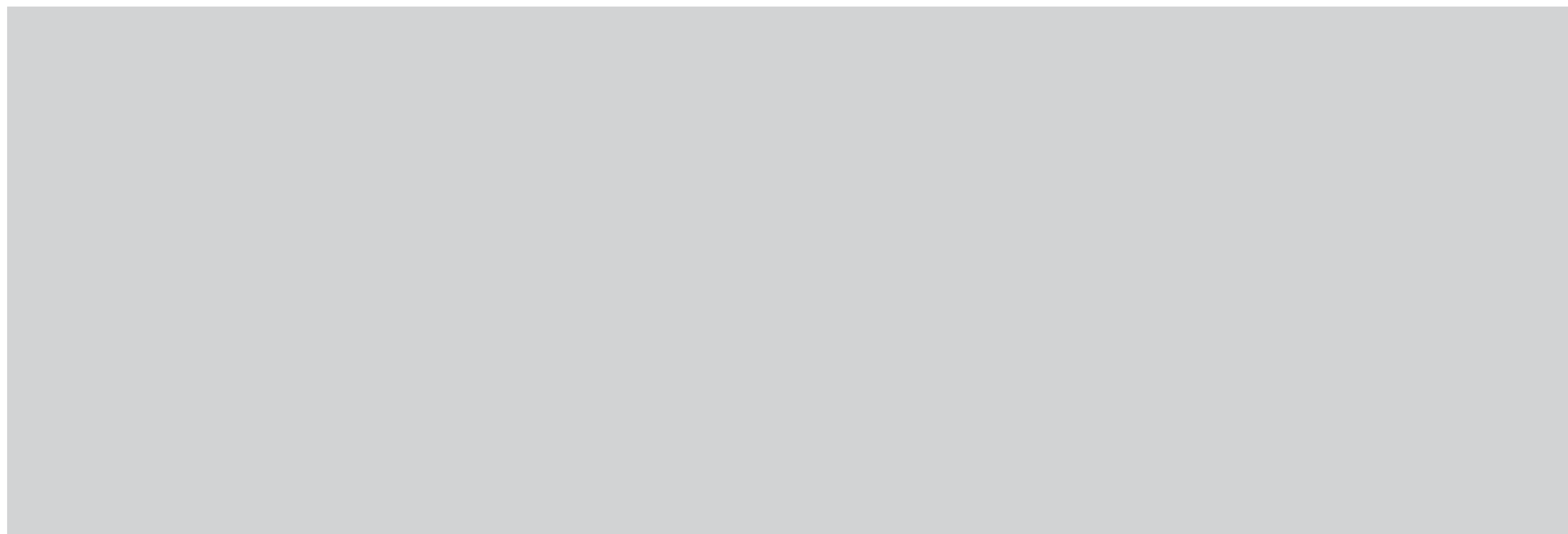
problems?

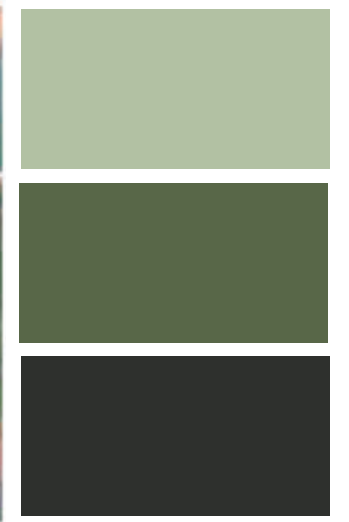
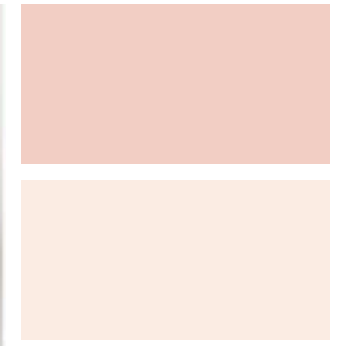
- How will they get to the bottom when it starts to run out?
 - ↳ make one that follows the shape of the brush (rounded) so there's no excess in corners
 - ↳ make one that rises as it runs out (like deodorant)
- How to prevent clumping on wand?
 - ↳ provide a "lip" to wipe off excess product for more even coats

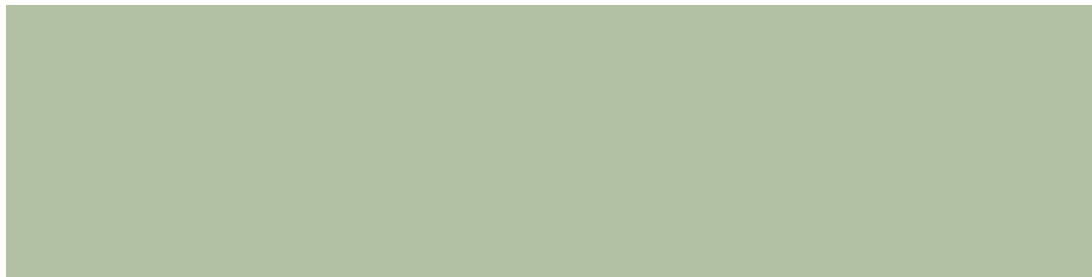
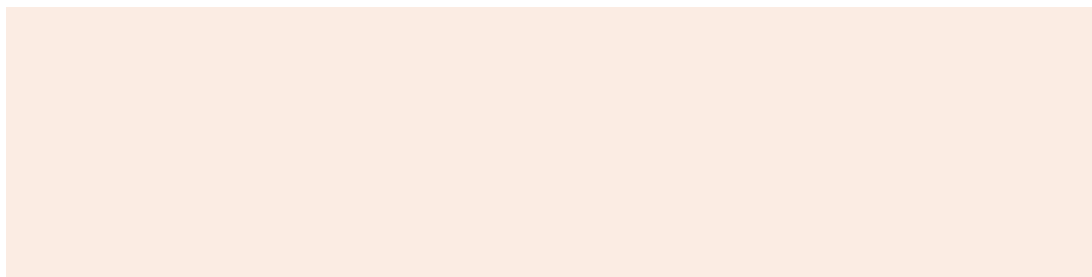
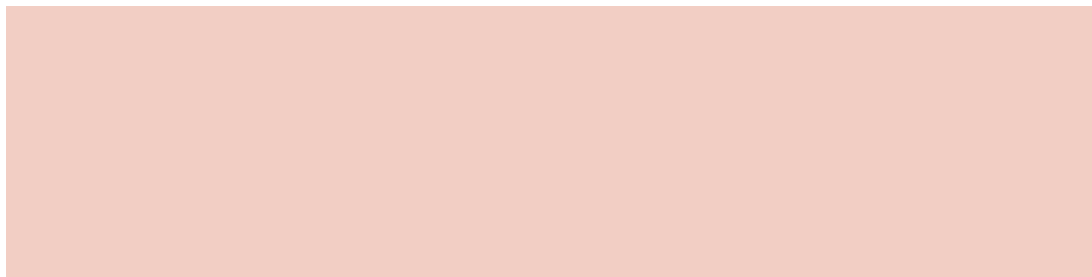


04

BRANDING



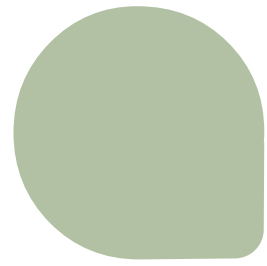




LAZO LOOP

noun

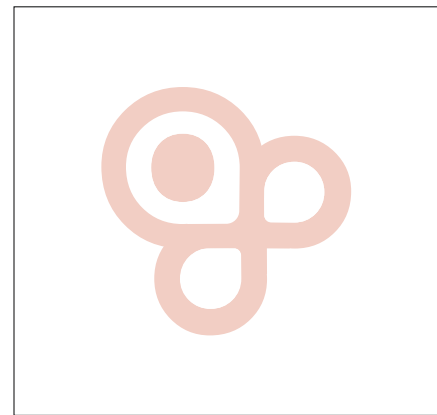
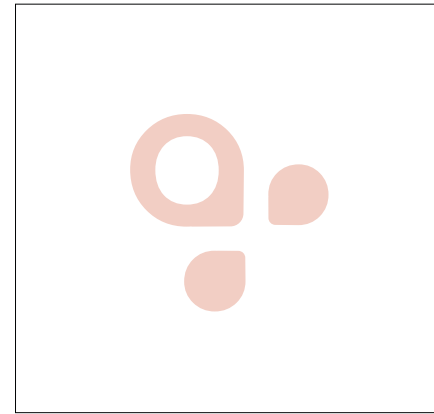
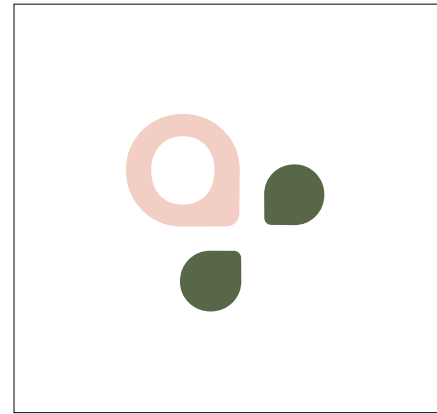
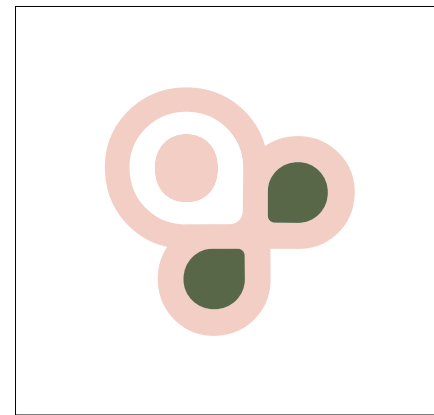
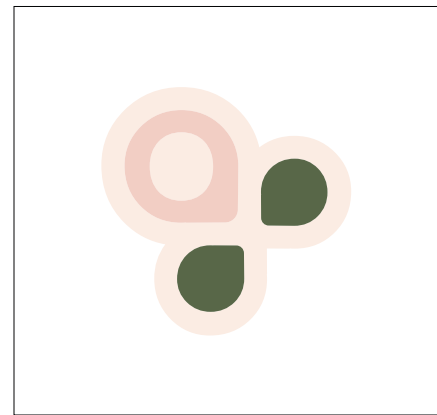
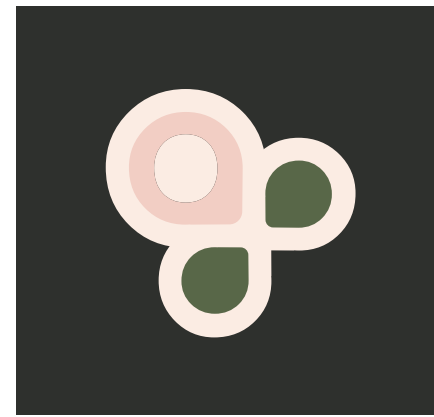
a structure, series, or process, the end of which is connected to the beginning.



LOZO

LOZO

LOZO



SHAPES

Infinity symbol, an endless cycle. Used to mimic and relate to the recycling symbol.

Flower and leaves used to symbolize nature and femininity

Flower alone ties back to the a in Lazo. The circular cut in the flower symbolizes the looped cake mascara shape.

Leaf alone used to tie to nature. Leaves, pedals, water droplets, etc., this shape is found all over in nature. Simplicity, it is the most minimal version of the logo.

05

SOLUTION





LOZO

A refillable cake mascara, working
to combate waste and pollution
one small step at a time.



LAZO

Refillable
Cake mascara
Organic, natural formula
No wasted mascara
No throw away plastic
Traditional look
Traditional use



The toolkit offers a one time purchase for a lifetime of refills. It provides users with instructions, a list of ingredients, and all the tools needed to make their own refills.

The main purpose of the toolkit is to reduce carbon emissions.

06

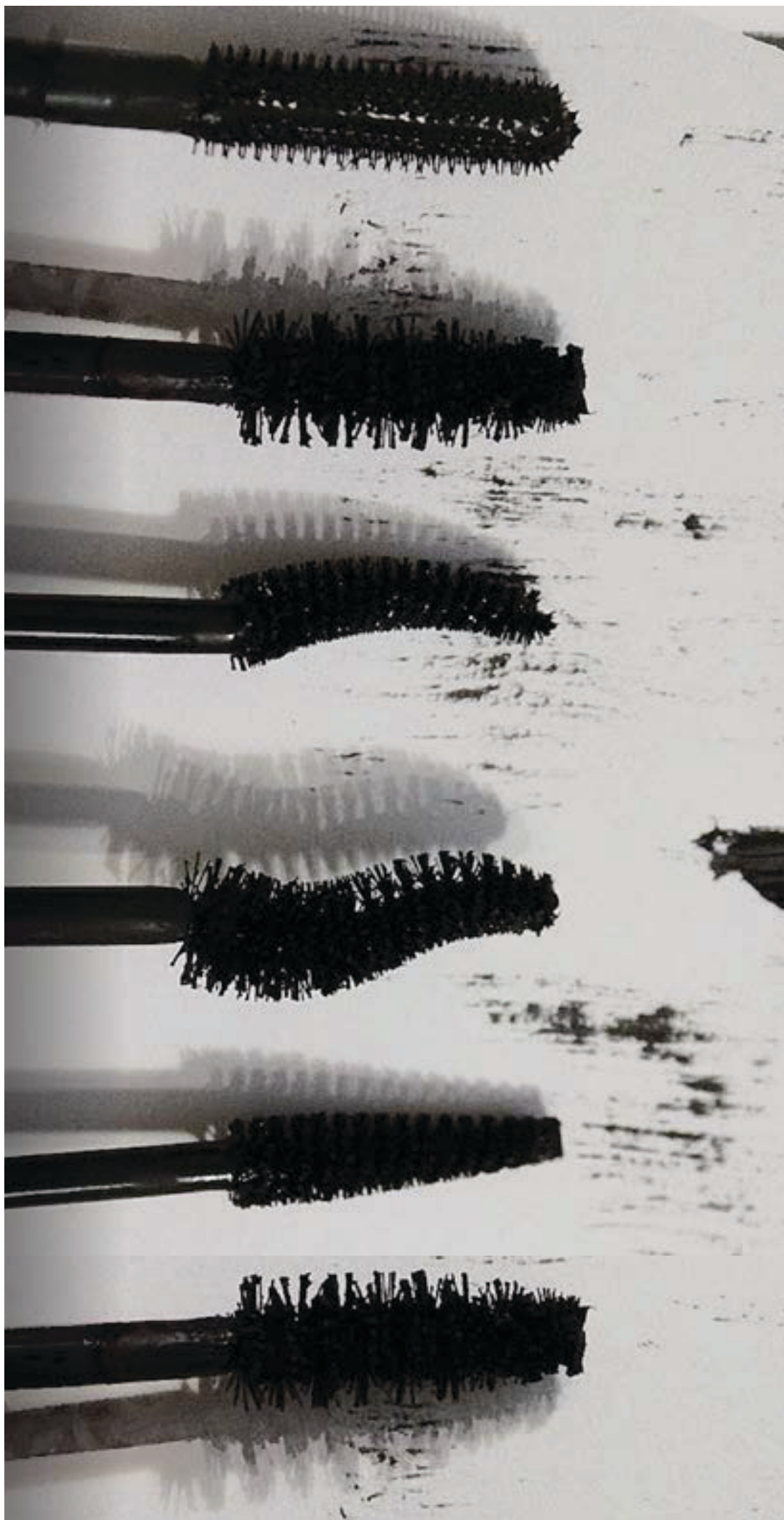
PACKAGING





COMPOSED OF 4 PARTS

Applicator
Lip
Tube
Base



APPLICATOR

Different applicators are made for different lash types and different lash looks.

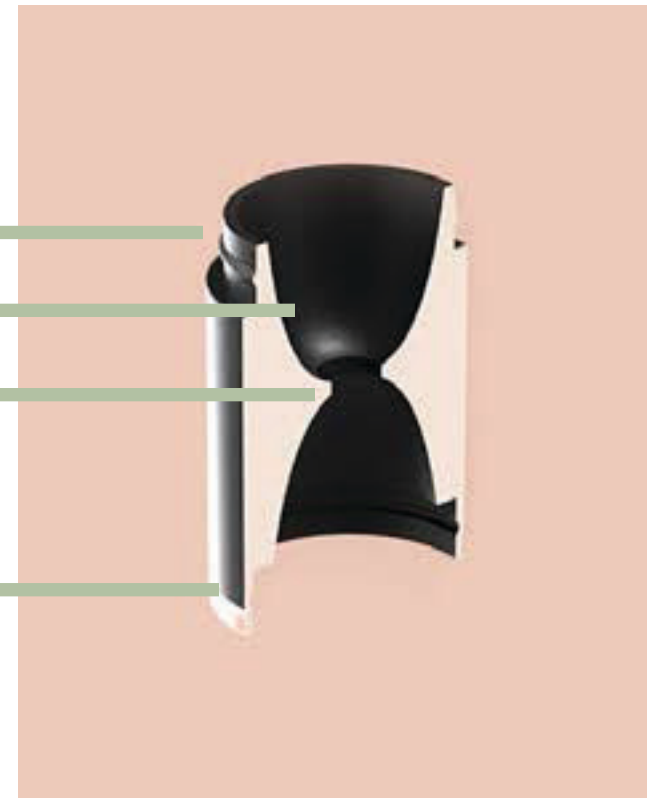
Buyers can customize their tubes with any applicator of their choosing.



Snap fit cap, Male part

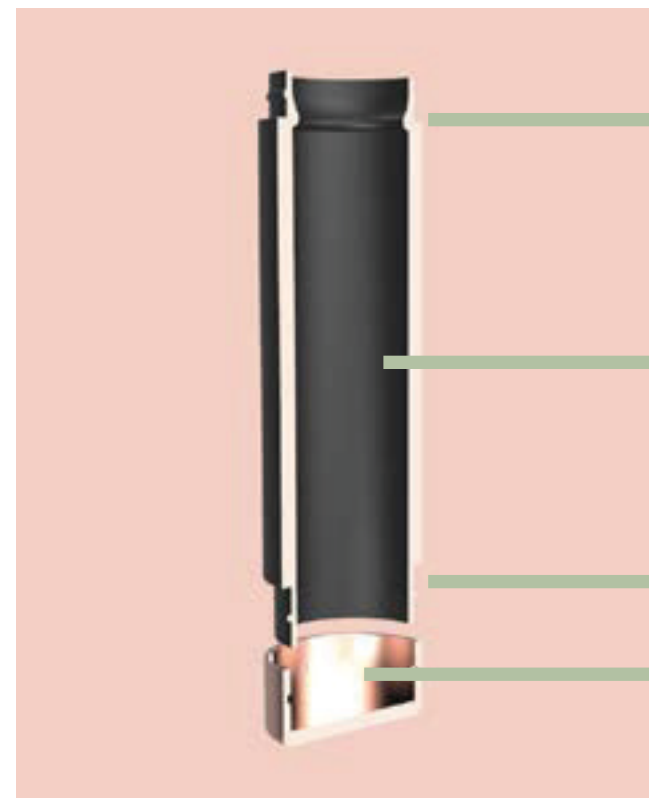
Dome shape guides wand to opening

Lip used to wipe mascara from brush



Snap fit cap, Female part

**Detaches from the tube to allow for free range of the applicator so no mascara goes to waste when it is getting low.*



Small lip keeps cake from sliding out

Tube used to hold cake

Twist and click locking system

Base opens for easy cleaning and insert



07

REFILLS



PREMADE REFILLS

Available in-stores
or online

Provides
convenience for
users

Biodegradable
paper packaging

TOOL KIT

Includes:

Instructions Sheet

Lazo Refillable
Mascara

Mini Pot with
pouring Spouts

Stirring Spoon

Funnel

Silicone Mold



LOZO

cake mascara

This tool kit is made to be used over a lifetime. It provides all the tools needed to create endless refills. By using this tool kit you are helping to reduce carbon emissions, whether that be from shipping or driving to the store for refills.

INGREDIENTS

Beeswax
Virgin Coconut Oil
Organic Rosemary
Essential Oil
Calcium Bentonite
Clay Powder
Activated Charcoal
or
Coco Powder

DIRECTIONS

1. Melt ½ teaspoon of beeswax in the small metal pot on low heat
2. Add 1 ½ teaspoon of coconut oil
3. Add 2-3 drops of essential oil
4. Use stirring stick to stir until melted together
5. Take off burner
6. Add ½ teaspoon of CB clay powder
7. Stir Fast and until there are no clumps
For Black Mascara:
8. Add ½ teaspoon activated charcoal
For Brown Mascara:
Add ½ teaspoon coco powder
9. Stir until no clumps
10. Use funnel to pour into silicone mold
11. Let sit to harden 1 hr (Place in freezer 20m)

CAKE INSTRUCTIONS

Explains benefits of the tool kit, both for the user and for the planet

Lists the ingredients needed

Provides detailed instructions

Lets users customize their mascara color

REFILLS

Bees Wax

Virgin Coconut Oil

Organic Rosemary
Essential Oil

Calcium Bentonite
Clay Powder

Activated Charcoal
or Cocoa Powder





Bees Wax is used for structure, stiffens but does not harden. Protects and strengthens the eyelashes.



Coconut oil becomes more of a liquid the more its played with/warmed. It softens and moisturizes hair.



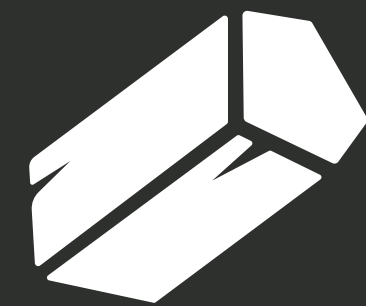
Rosemary Essential Oil is used for scent. It stimulates hair growth.



Clay Powder used to thicken the formula. Has minerals that promotes hair growth and draws out toxins.



Cocoa Powder is used for the brown pigment. This can be used for a more natural look.



Activated Charcoal used for the deep black pigment. It is also a detoxifier.





THANK YOU!

CARLEY GILES
Industrial Design
Social Impact