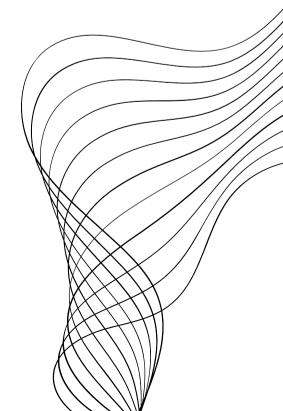
SUSTAINABILITY PROJECT

PROGRESS AS OF 14 SEPTEMBER 2023







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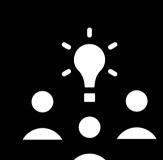


ABOUT THE PROJECT



TTITUDE

Researching about sustainable developments in the cosmetics industry, how to make a product more sustainable, and the complex considerations behind sustainable options.



Connecting with current and future potential customers through social media and live events to encourage more sustainable thinking and come up with creative solutions.







RESEARCH QUESTIONS

Product

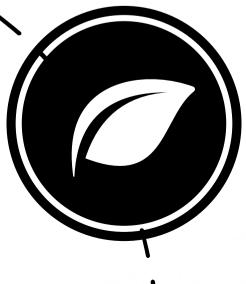
- 1. What is the life cycle of Attitude Hair Dye?
- 2. What impact does each step have on the environment?

Users

- 1. How invested are users in the environmental sustainability of their products?
- 2. What do users know about environmental sustainability?

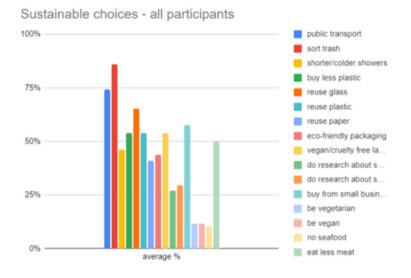
Sustainability

What are existing 1. solutions to material sustainability? 2. What are other companies doing to improve the sustainability of their products? What are the current 3 regulations and processes surrounding emissions, nature, and waste in The Netherlands?



METHODS





- Physical market research
- KIDV tools
- Databases
- Digital reports & Articles





- Stakeholder interviews
- User interviews
- User surveys
- Social media



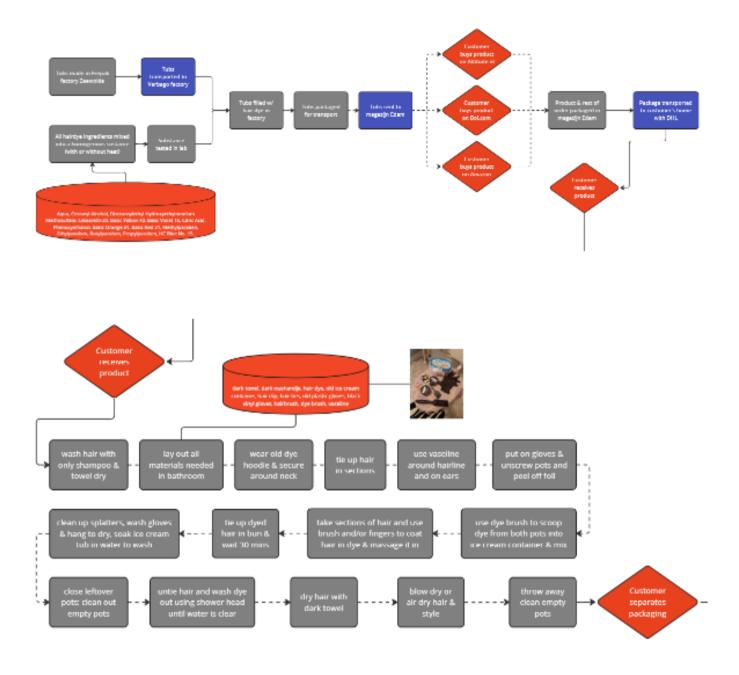
RESULTS PRODUCT LIFE CYCLE

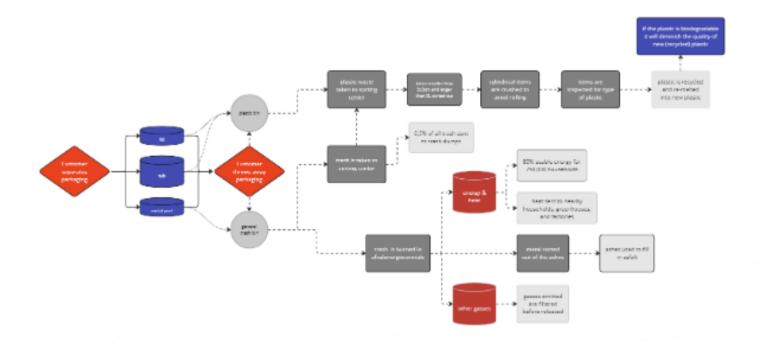
Pros:

- clear PET plastic is best for recycling
- limited product waste due to shape of packaging
- pot is easy to clean out, stack, and reuse as storage
- product & packaging made in the Netherlands = low transportation emissions

Cons:

- black packaging (lid & label) can't be recycled
- plastic is not ideal due to being made from fossil fuels and having a negative effect on the environment if not fully recycled
- limited volume options





RESULTS USERS' INTEREST & KNOWLEDGE

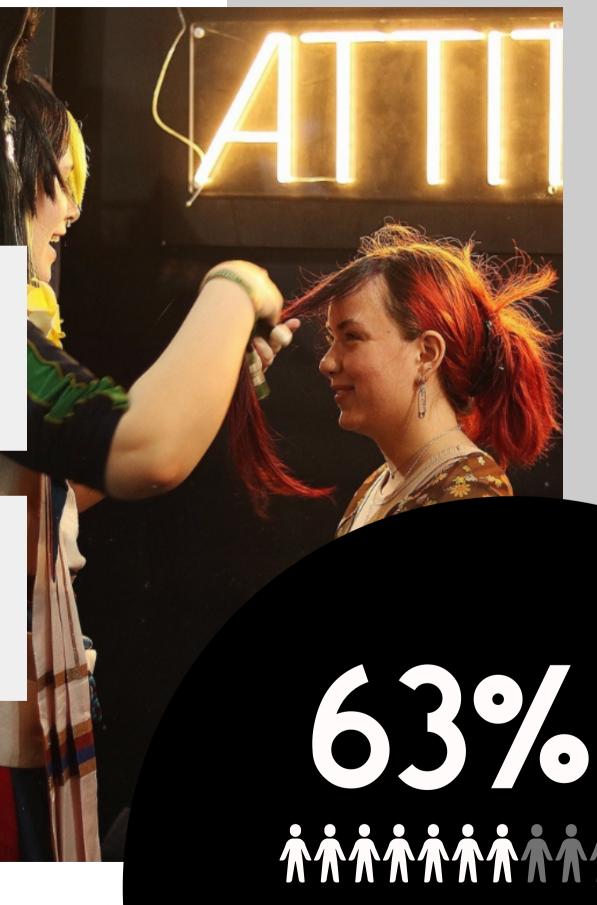




63% of users would be more interested in Attitude Hair Dye if we show transparency about the production process and are honest about our sustainability.



Many people are aware of different material options, but don't consider the full life-cycle of a material/product when choosing the most eco-friendly option, only one or two aspects.



RESULTS SUSTAINABILITY & MARKET TRENDS

- Biobased plastics (bio-PET, bio-PE, PLA) can be used (and mixed) the exact same as regular PET and PE
- Using more renewable materials, paper, or glass instead of plastic packaging
- Biodegradable/compostable is NOT a goal
 - disrupts existing waste processes (GFT, plastic)
 not compostable in nature
- Plastic is sorted using an infrared laser then recycled into new plastic
 - hindrances to avoid: cylinders that can't be compressed, dark/black plastic, labels that cover 50% of package, ingredients like silicone/pvc/petg, "biodegradable" plastic

- Selling solid versions of a traditionally liquid product
- Using recycled plastic instead of new plastic
- Providing refills for existing packaging in larger or more recyclable packaging

Direct competitors:

- all vegan & cruelty free
- **no** use of recycled plastic
- no recycling/sustainability logos or info on labels or website

Other competitors

- "sustainability" sections on website with logos/visuals
- GDY shows exactly how to separate and dispose each packaging part

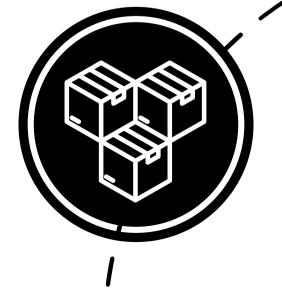
CONCLUSIONS

Product

There are already some sustainable aspects to the product, but this can be improved by making the recyclability of the plastic better and offering more options that require less packaging.

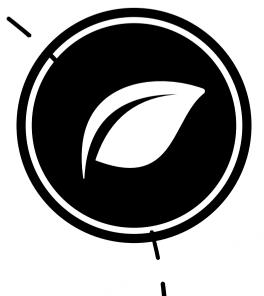
Users

Majority of the users are interested in the sustainability of the product, as long as the quality stays the same.



Sustainability

There are many factors that go into making a more sustainable product. The main way we can improve is by using more sustainable packaging materials, and creating awareness among customers and educating them.



DESIGN BRIEF

Problem Statement:

"The current life-cycle of the plastic tub packaging for Attitude Hair Dye is not sustainable due to the inability to recycle them in facilities or refill them in the factory. "

DESIGN GOAL

- Create a more sustainable and eco-friendly product life-cycle compared to the current Attitude Hair Dye products
- Target end of October 2023: Design one main concept to improve sustainability, as well as develop a roadmap for the next 5 years to continue becoming more sustainable



FACE OF ATTITUDE | SUSTAINABILITY PROJECT

teduce, Reuse, Rethink, Recycle ays more sustainable than plastic because they cost a lot more energy to p

go into the recyclability of plastic, but most important is it being transpare s made locally in the Netherlands, meaning transport emissions are very

62% of customers already reuse their pots to store small things like elastics, paperclips, jewelry, herbs 31% of customers already use their empty pots for planting, like xnocturna shows us!

♥ 57% of users & non-users are interested in a more sustainable product and want transparency about t • both users and non-users make basic sustainable choices like sorting trash, taking public transport, ar small businesses

♥ 40% of regular users are vegetarian or vegan

♥ 75% of our users are very interested in seeing behind the scenes of our production process and us bec transparent about our sustainability

v both non-users and users make basic sustainable choices (such as sorting trash, taking public transpor jars)

e generally, plastic has a much larger bad reputation, while all packaging materials have different pros a ia our IG stories and through t

at updates on Evelien's project to make Attitude Hair Dye more sustainable

earch & generating many ideas sorting through ideas to get main concepts

different areas, like the current life cycle, all the ways it could be improved nability, how to encourage more sustainable choices, and what other comp

except basic PET plastic and a label that doesn't cover the whole thing

MAIN VALUES

Value 1

Create a more sustainable productpackaging combination.

Value 2

Educate users into making more sustainable decisions.

Value 3

Allow consumers to feel involved and valued by contributing to the project.



TARGET AUDIENCE

The usual target group for Attitude is gothic, open-minded people aged 16-40. We are also looking to expand this to a more mainstream audience.

> Has never dyed their hair before but is interested in alternative fashion and wants to make more sustainably conscious choices.

TARGET 1

Has dyed their hair before using storebought dye or gotten it bleached and dyed at the hair dresser's once.

TARGET 2

Is a loyal Attitude Hair Dye customer who always has dyed hair and loves participating in community events and supporting Attitude.

TARGET 3

STAKEHOLDERS

Owners, employees, and systems already in place in Attitude. They want to keep a successful, growing, creaative, fun, and realistic business.

ATTITUDE



Production and packaging factories that want to stay consistent with their processes, while satisfying all of their many customers.

PRODUCTION



Individual consumers, 3rd party sellers, and business partners (hairdressers) want to sell and use good quality products without feeling guilt about the environment.

CUSTOMERS

REQUIREMENTS

The product needs to be attractive, informative, and easy to use by consumers and customers.

DESIRABILITY



The product needs to be realistic to produce, distribute, use, and dispose. All of these aspects should also be as sustainable as possible.

FEASIBILITY

The product needs to be realistic to sell from B2C and B2B, especially Attitude's existing production and selling partners.

VIABILITY

DEATION

After lots of research, many ideas have come up, and everyone involved in the project was also given the chance to include their ideas.

These have now been converged into a few main concepts





General wild ideas brainstorm for the overall project and sustainability.

CUSTOMERS

02

Using social media and the monthly events to have customers send in their ideas for sustainable developemtns and create awareness about the project.

4RS

03

Braindumping ideas after the long research, categorizing them into the 4 Rs of sustainable development: Rethink, Reduce, Reuse, Recycle.

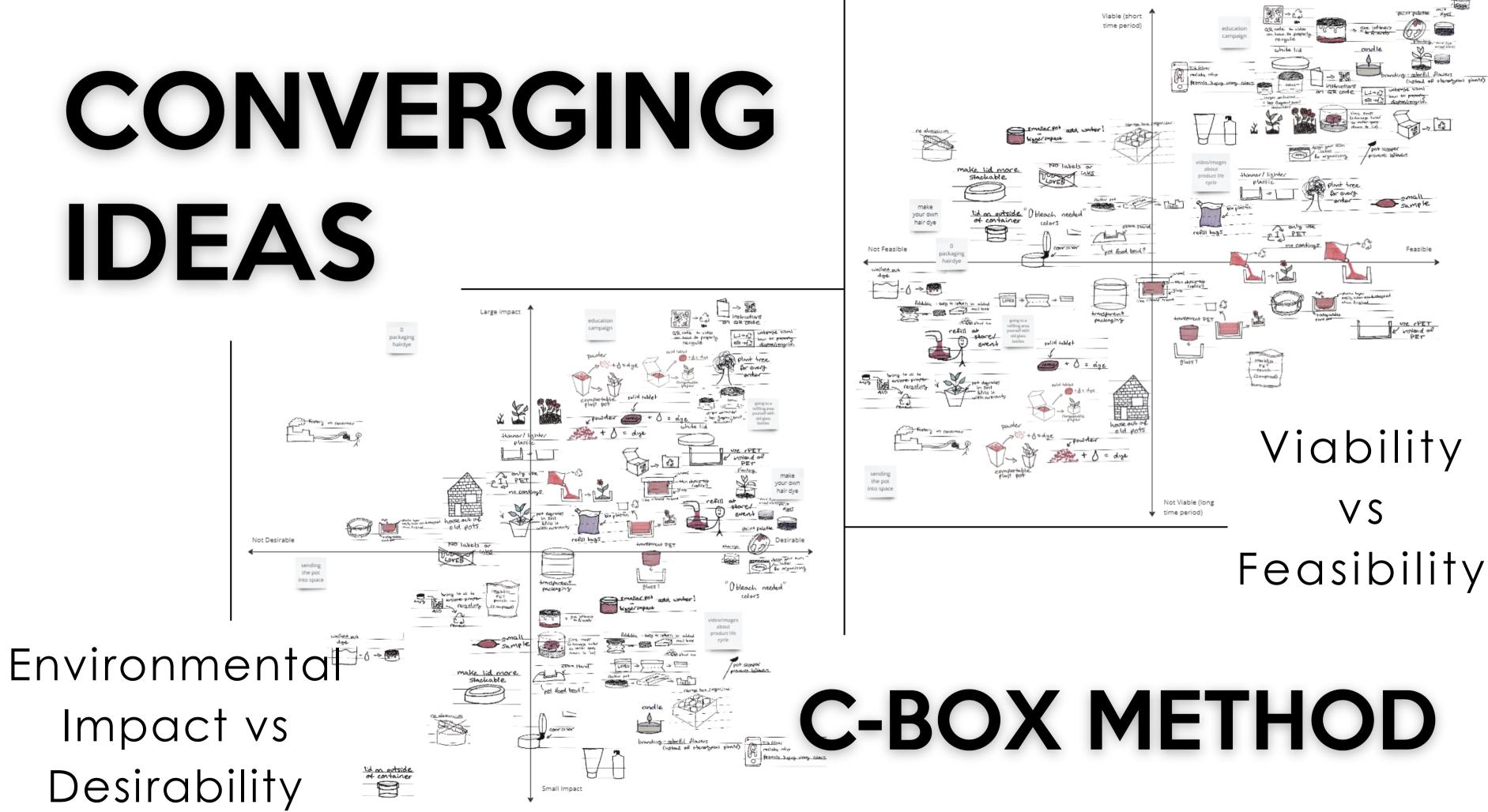


OTHER METHODS

Using a morphological chart and the disney method to create more out-of-the-box ideas





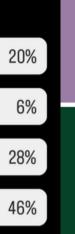


S

| SMALL SAMPLE SIZES TO AVOID WASTE | REFILL BAGS MADE FROM A MORE RECYCLABL MATERIAL |
|--|--|
| Poll results 🛈 | |
| Sample sizes (6 votes) | 9% |
| Refill bags (14 votes) | 21% |
| IG filter (5 votes) | 7% |
| Larger container options (| 43 votes) 63% |
| IG FILTER TO HELP YOU CHOOSE YOUR NEXT COLOUR | LARGER CONTAINER FOR LONG HAIR / FREQUENT USE |

WEBPAGE **QR CODE TO** WITH A VIDEO ON **VISUALS ON** HOW TO HOW TO RECYCLE RECYCLE **EACH PART EACH PART** Poll results 🛈 Webpage recycling (13 votes) 20% 6% Video recycling (4 votes) Custom labels (18 votes) 28% 46% QR code instructions (30 votes) **DESIGN YOUR INSTEAD OF OWN LABEL** PAPER DYEING **TO REUSE** INSTRUCTIONS, POTS FOR USE A QR STORAGE / CODE ORGANIZING





FILL YOUR **OWN OLD** GLASS BOTTLES WITH HAIR DYE

BRING ATTITUDE PACKAGING TO AN EVENT / **STORE FOR** REFILLING

| Poll results ① | |
|----------------------------------|------------|
| Glass jars/bottles (11 votes) | 16% |
| Refill at events (21 votes) | 30% |
| Plant a tree / donate (23 votes) | 33% |
| Solid version (15 votes) | 21% |
| FOR EVERY | SELL SOLID |

POT YOU BUY, WE PLANT A TREE / DONATE

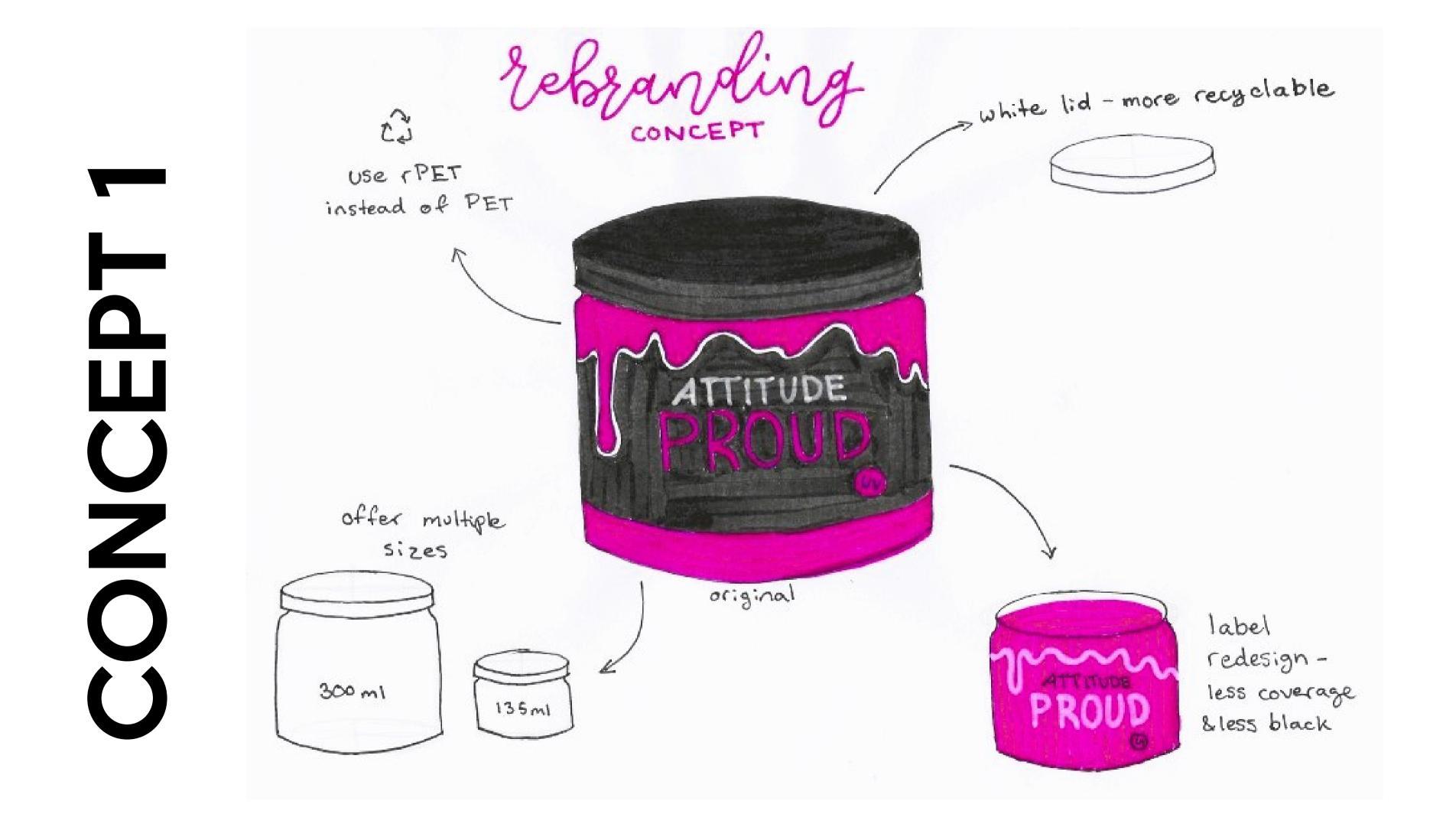
THAT YOU MIX WITH WATER TO **CREATE DYE**

| Idea | Advantages | Limitations | Interesting/Unique | |
|--|---|---|--|----------------------------------|
| Plant free. | can be automized combats our carbon footprint | can seem effortless make sure to pick the right charity how to keep track / know it's really happening? | make a tracker of how many plants you've planted around the world and stats (in AH app) | PRO |
| - Harrison - Harr | customers already asking for it easy to produce | how much plastic/hairdye does it save? | unique on semi-permanent market helps in expansion to hairdressers & businesses | |
| -> 20 instructions on connecter | saves paper & is more modern | country-specific rules for instructions & languages - some don't allow non-text | | m |
| rackil attactor | increase interaction with customers | logistics - how to properly dispense and how many colours to offer? | use old AHD packaging or glass containers unique in beauty r | Top 12 ideas fr |
| Card to any trans | fun & customizable accessory to sell encourages reusing | non-bulk printing how much does this improve sustainability? | • unique in market | Attitude Poll w Advantages, L |
| Coptin St. | accessory to sell less hard plastic sold | product safety measures shipping? is this really practical? Why not only sell these then? production possibility? | • unique in hair dye | idea. |
| entsi kehat J George + & = diga | light & small packaging = low transport emissions zero-plastic | extreme change - will take long to develop is it even possible? how will this change the quality? portion size? | zero-plastic packaging user-interactive pr unique in hair dye | Best 4-5 ideas These have be |
| arhite lid | simple shift removes majority black plastic | rebranding/redesigning required | | limitations that |
| Lange watering to and | easy to understand good marketing | depends on country/area | education | further develo |
| small shripte | new thing to sell allows users to test color without wasting a pot | previously tested - very high MOQ | • unique to market | |
| 2 and a war 2 1 - 9 ET an Londings | simple for users | current design - lid can't be PET | catering to plastic sorting systems | - |
| The Incomparent about the genuture the guite with should reages, or social reages, or social reaction | marketing campaign | getting production factories to be transparent | unique to hair dye market transparency is appreciated education | |

S & CONS

from C-Box -> IG Polls -> were analyzed with Limitations, and USPs of each

s chosen to continue with. est advantages and USPs, with at can be adjusted through opment.



Ш い 2 O



Instagram stories with facts & education

+ interractive?

Reels & YouTube videos about production process & transparancy



Sefill stations - EVENT CONCEPT

Ω ш U Ζ O • >



-invest in a few refill containers - send to production factory to fill with specific colours -label containers with color stickers Locar be changed between events - create station to store & use containers (ex. table/stand) - bring to any event (ex. DCC, Harxperience AHD day) -market to customers to bring their empty containers to refill with the colours we offer that event

(ex. pastels, 5 bestsellers, halloween etc)

- lower price or free for I pot, price for more

WHAT DO YOU THINK?

Let us know if you have any ideas or would like to help us develop this project. All help is welcome!

Questions? Contact events@attitudeholland.nl

