

# L'Oreal Brandstorm: Our approach to a plastic-less future.

## Executive Summary

In the era of a climate crisis, consumer products must leverage innovative materials and sustainable solutions to address our current problems. By utilizing bio-plastics and other sustainable materials, we have created a hair care experience that is both enjoyable and eco-friendly. Introducing eeco, a new shampoo and conditioner capsule system.

Open our convenient app to create your personalized hair formula by completing a curated quiz. Then, enjoy flawless hair made specifically for you!

Using algae plastic, space-saving packaging, and a customer-centered design approach we aim to decrease plastic waste and carbon emissions while improving appeal and ease of purchase.

## What is eeco?

eeco is a customizable shampoo and conditioner system created for the brand color&co. By manipulating algae bioplastic, seaweed film, and mycelium, eeco is designed to be 100% eco-friendly and biodegradable.

Contains thirty dissolvable seaweed capsules that will lather and dissolve in the user's hands.

30 capsules are packaged in stackable algae bio-plastic containers designed to save space in the shower.

Containers are 100% biodegradable in 3-5 months.

Shipped in a mycelium packing material which is all natural, efficient, eco-friendly, and biodegradable.

Simply download the App, enter your profile and begin personalizing. It's as simple as that!

# How's that for a shower thought? Introducing eeco.

## Shampoo Cartridge

Container Material: Algae Bio-Plastic  
Semi-transparent, All natural dye  
(Pantone P 49-8 C)

10 cm

8cm

Top Container

30 capsules fit each container

Back label, describes footprint of eeco and lays out disposal instructions

Through engineering precision, the top and bottom would click together using draft angles and tolerance.

## Conditioner Cartridge

Semi-transparent, All natural dye  
(Pantone 7415 U)

Logo

Formula capsule made from a thin seaweed film

Customized elements listed

Bottom Container

Interlocking containers

Latch, opaque, harder bio-plastic

Color: Determined by Customized Elements  
Material: Seaweed Film, Dissolves in Water  
Weight Claim: 10ml

&color  
co.

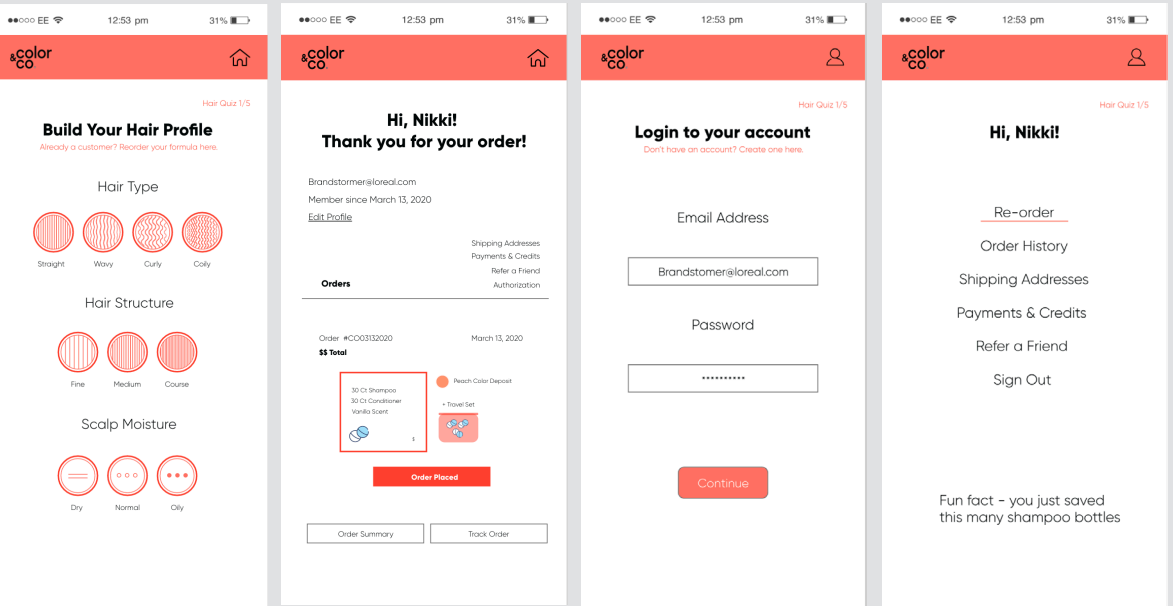
## App Feature

Personalized Quiz

Order Confirmation

Sign Up

Account Info/Re-order



## Secondary

Mycelium box grown to fit eeco's structure

Durable, Ships as is

Label printed on algae paper

Extruded parts and cutouts in mycelium mold firmly holds product. Uses durable, all natural, eco-friendly glue to tightly secure both halves.



# From Discovery to Loyalty

