RE-CAP

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THE GRAB

To give you an idea of how it works, you place the plastic cap on the outlet of the outer container of your cosmetic product so that the pouch goes inside the container, and you place the cosmetic solution inside.
Then, close the cap to use it as a one-piece container.

When the viscous residual contents have been mostly pumped out and become difficult to use, the plastic cap can be removed from the container body.
The lid at the top of the plastic cap can be used by fitting it into the separate plastic cap outlet, which ensures a tight seal for longer use.

All in all, this is a new kind of cosmetic container idea that allows you to hygienically use leftover contents that would otherwise be thrown away.

THE PROBLEM

First of all, when I use cosmetics in my daily life, I have always felt that it is not easy to use the last of the cream products. The small amount of cosmetics left in the container is thrown away, polluting the environment and causing a lot of difficulty in recycling. Therefore, I wanted to think of an idea that can easily use the contents of cosmetics without leaving any.

Secondly, as part of eco-friendly consumption, more and more people are purchasing refillable detergents and shampoos. However, Pseudomonas aeruginosa, which thrives in warm and moist places, grows in watery detergent and shampoo containers when they are refilled without drying the container well. An infection accident caused by a single mismanagement can ruin the image of a product company, so a proper refill solution seemed necessary.

Finally, when I researched for refilling cosmetic containers, while there were ideas such as changing the functional design of the solid container, I did not find any examples similar to the Re-cap idea.

YOUR SOLUTION

The idea is to use a combination of regular plastic containers and special vinyl caps to ensure that cosmetics are used up without residuals.

Since we need to consider using a material that can prevent deformation and oxidation of cosmetics during the storage process, we did some research on which vinyl is best suited for use as a cosmetic refill container.

And found LDPE (low-density polyethylene) to be the most environmentally friendly type of vinyl, as it is recyclable and requires less energy consumption and carbon dioxide emissions during production.

THE FEASIBILITY #1

First, the idea encourages refilling of the contents, which reduces plastic consumption and reduces environmental pollution. By using Re-cap, the contents of the cosmetic container can be fully used, reducing waste. Businesses love it because they can demonstrate their commitment to ESG, which is a hot topic in business, and consumers love it because they can pay the same amount of money and use what's left hygienically.

Instead of producing new containers when a product is re-purchased, we aim to build a system that allows customers to refill their products in stores using refillable plastic packs. We found that the refill culture has not been widely adopted in the past due to the inconvenience of visiting stores with heavy cosmetic containers. However, the use of refillable plastic caps can solve this problem because they are highly portable. This could encourage the existing refill culture and help it spread.

Recently, Greenpeace has been emphasizing the need for a strong international plastics agreement to reduce plastic production and introduce reuse and refill systems to address plastic pollution. This is also in line with the direction of the Re-cap idea.

THE FEASIBILITY #2, #3

Secondly, Re-cap allow consumers to use the contents without leaving a residue, which means less frequent product purchases and economic benefits.

Third, the demand for eco-friendly containers has been increasing in recent years.
Almost all cosmetics companies(ex: Korea base), including Amorepacific Group, Innisfree, and LG Household & Healthcare, are making efforts to use eco-friendly containers, but they are not able to easily change their product containers. Therefore, the plastic cap idea provides a new solution to complement their efforts and meet the market demand.

THE FEASIBILITY #4

Fourth, the idea provides differentiation from other cosmetic containers. As mentioned earlier, there are several inventions that have designed the structure of the solid container (the plastic tub itself) to prevent wastage of cosmetics, but there hasn't been an idea for a removable refillable cap. This Re-cap idea is a different product form from the existing one-piece containers, and we believe it can provide more value to consumers.

OPPORTUNITY&IMPACT

THE OPPORTUNITY

This is a practical idea that can be applied to a wide range of products, not just cosmetics, but shampoos, conditioners, detergents, and various sauces.

IMPACT

What's more, when consumers need a refill, they can use the outer solid container as it was purchased and only purchase the product in the plastic cap as a refill.
In this way, we aim for a virtuous cycle where consumers naturally practice environmental protection and conservation, and companies can build eco-friendly product lineups.

Our Mission

In this way, we aim for a virtuous cycle where consumers naturally practice environmental protection and conservation, and companies can build eco-friendly product lineups.

THANK YOU