

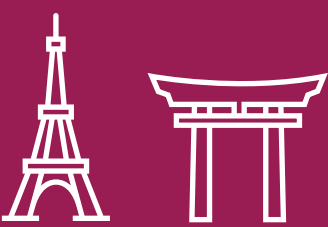
# Stimulating the senses of premium

How sensory cues can heighten consumer perception of premium skincare dispensing



To gain greater insight into what premium skincare looks and feels like to consumers, Silgan Dispensing Systems conducted in-depth research that reveals how powerful emotional drivers can be triggered with specific sensory experiences. Those skincare ritual insights provided a direct path to our premium skincare dispenser.

## Our path to premium skincare consumer insights



We conducted focus groups in Paris and Chengdu with premium-product consumers to learn what “premium” really means to them.

### Demographics



Generation X



Millennials



Baby Boomers

### Consumer products



Foundation



Serum



Moisturizer

### Areas of focus

HAPTICS



OPTICS



FULL IMMERSION



# Global research reveals the key drivers that illuminate premium

## The perfect touch

Tactile interactions can quickly alter the consumer's initial impression. Best-in-class ergonomic design is strengthened through comfort, cleanliness and control.



### Comfort

- Pump is the right size and proportion to the bottle
- Pump features rounded shapes with no hard angles



### Cleanliness

- Length of nozzle properly facilitates product being dispensed, especially for foundation
- Secure locking system for safe transport \*

\*Denotes a regional preference difference



### Control

- Sturdy pump for stable and smooth actuation
- Intuitive landing pad provides sense of precision
- Combination of materials and shape provides secure grip

## The look of premium

Consumers react positively when an integrated, upscale appearance is presented across all components of premium skincare packaging.



### Materials

- Metal finishes are preferred
- Pearlized and frosted effects are highly appealing
- All white or pearlescent white are preferred colors for plastics because they appear smoother



### Output

- Dollop-shaped output is overwhelmingly preferred
- Product should come out in a smooth, controlled manner



### Profile

- Pump and bottle should have a well-integrated, uniform appearance
- Feminine characteristics are preferred
- Pump should not feel large or clunky
- Spring should never be visible

## The fully immersive experience

Consumers go through three distinct stages when determining their overall opinion of a skincare product:



**Optics:** An immediate visual assessment occurs upon viewing the product.



**Haptics:** After touching the product, consumers make an ergonomic assessment that can impact the original visual impression.



**Usage:** The dispenser's actuation—a result of the pump's engineering—finalizes the overall impression. When it fails to satisfy consumers' expectations, the impact of even the most pleasing look and feel is diminished.

## Introducing Aria® Luxe

Its timeless elegance and proven engineering meet luxury skincare consumers' exacting standards.

### Features Include:

- Innovative actuator with comfortable, intuitive finger groove, allowing optimal control when dispensing
- Fully metallic pump or metalized finishes to meet consumer preference
- Based on popular Aria® engine

## Introducing Lyric™

Its versatile design allows you to customize according to your needs, while still supporting the preferences of your customers.

### Features Include:

- Highly customizable engine, designed to support rapid launch timelines
- Fully metallic pump or metalized finishes