

Packaging & Format Selection Guide for SPF & After-Sun

Overview: Guide to help brands choose appropriate packaging formats for SPF and After-Sun products, ensuring usability, stability, and market compliance.

Checklist / Content
Tubes — Lightweight, portable, suitable for creams and lotions.
Jars — Rich texture products, premium presentation.
Airless Pump Bottles — Controlled dispensing, hygiene, supports shelf-life.
Sprays / Mists — Fast application, even coverage.
Sticks — Solid, targeted application, sweat-resistant.
Mini / Sample Sizes — Trial packs, promotions, subscription options.
Label Compliance — Check for EU/US/AU labeling rules and print clarity.