

RESOURCE 3

Haircare Packaging Selection Guide

A guide for comparing bottles, tubes, jars, pumps, droppers, cartons, sample packaging, and filling compatibility for dry and frizzy haircare products.

Purpose: Help haircare brands prepare clearer project details before discussing formula development, sampling, packaging, and production with Zerun.

Best used for: dry hair, frizzy hair, smoothing care, moisturizing haircare, anti-frizz styling, leave-in treatment, mask, serum, oil, and full routine planning.

This resource is designed for B2B product planning. It does not replace formula testing, claim review, label review, or market-specific regulatory evaluation.

Packaging Selection Logic

Packaging should be selected together with formula viscosity, product format, usage scenario, order quantity, channel positioning, and filling requirements. A strong dry and frizzy haircare project usually needs packaging that supports both performance and user experience.

Bottle Options

Packaging Type	Suitable Products	Key Notes
PET Bottle	Shampoo, conditioner, leave-in lotion	Common choice for daily-use products; supports many sizes and label styles.
Pump Bottle	Shampoo, conditioner, leave-in lotion	Good for controlled dispensing; formula viscosity and pump output should be checked.
Airless Bottle	Leave-in cream, treatment lotion, premium formulas	Supports cleaner dosage and premium presentation, but compatibility and cost should be reviewed.
Spray Bottle	Leave-in spray, smoothing spray, lightweight care	Best for low-viscosity formulas; spray pattern and clogging risk should be checked.

Tube Options

Tube Type	Suitable Products	Key Notes
Soft Tube	Conditioner, leave-in cream, hair mask	Convenient for medium-rich textures and daily use; squeeze feel should match viscosity.
Wide-Mouth Tube	Hair mask, rich conditioner	Useful when product pickup needs to feel easy and controlled.
Travel Tube	Trial size, gift set, salon test kit	Good for sampling and e-commerce starter kits.

Jar Options

Jar Type	Suitable Products	Key Notes
Standard Jar	Hair mask, rich treatment, butter-like formulas	Works well for thicker products; inner seal and pickup experience matter.
Airless Jar	Premium mask or leave-in cream	Creates a cleaner and more premium user experience, but should be tested with formula viscosity.
Sample Jar	Lab samples, trial kits	Useful for early texture review and fragrance confirmation before full packaging selection.

Pump and Dropper Choices

Component	Suitable Products	Key Notes
Treatment Pump	Serum, leave-in lotion, lightweight oil	Helps control dosage; output volume should match product usage.
Dropper	Hair oil, scalp serum, concentrated treatment	Suitable for controlled application; leakage and viscosity should be checked.
Disc Cap	Shampoo, conditioner, travel products	Simple and cost-effective; works best with moderate viscosity.
Flip-Top Cap	Conditioner, mask tube, daily products	Convenient for bathroom use; closure strength should be reviewed.

Carton and Set Planning

- Single product carton for retail-ready presentation
- Multi-SKU routine carton for shampoo, conditioner, mask, and leave-in sets
- Insert tray for premium gift sets or salon kits
- Shipping carton planning for export and e-commerce logistics
- Label and carton artwork review before mass production

Sample Packaging

Sample Format	Best Use
Lab Sample Jar	Texture, fragrance, color, and first sample review.
Mini Bottle	Shampoo, conditioner, lotion, spray, and travel-size testing.
Mini Tube	Leave-in cream, conditioner, mask, and retail sample kit.
Sachet	Mass sampling, e-commerce inserts, trial packs, and promotional kits.

Filling Compatibility Checklist

- Formula viscosity matches filling and dispensing method
- Pump output works with shampoo, conditioner, serum, or oil texture
- Tube squeeze feel is comfortable for the selected formula
- Jar opening supports easy product pickup
- Dropper or pump controls dosage without leakage
- Label area and carton structure match final brand presentation
- Packaging is reviewed before bulk production confirmation

Visual Positioning Notes

Brand Direction	Packaging Style
Daily Moisture	Clean bottles, practical sizes, simple cartons, soft color direction.
Salon Smoothing	Premium bottles, refined colors, pumps, jars, and professional visual presentation.
Curl Moisture	Cream jars, tubes, oils, richer color language, routine set logic.
Lightweight Smooth	Sprays, pumps, slim bottles, transparent or minimal packaging styles.

Next Step

Share your preferred product formats, target sizes, visual direction, and order quantity with Zerun. We can help review packaging feasibility together with formula viscosity and filling requirements.