

PACKAGING GUIDE

# Scalp Care Packaging Guide

A practical guide for comparing bottles, pumps, nozzles, sprays, tubes, and jars across different scalp care textures, application methods, and MOQ routes.

Use this document before contacting Zerun to prepare a clearer project brief, reduce back-and-forth, and make sample development more focused.

Prepared for scalp care, haircare, salon, DTC, ecommerce, and private label brand projects.

# How to Use This Guide

Use this guide before choosing packaging for scalp care products. Packaging should not be selected by appearance alone. It must match the formula texture, viscosity, application method, label space, filling suitability, MOQ, shipping protection, and channel positioning.

Recommended use: review packaging after the formula route is clear but before final artwork, component order, and bulk production planning.

## 1. Packaging Route Overview

Packaging Route	Suitable Products	Selection Focus
Shampoo bottle	Daily scalp cleansing, dandruff-prone shampoo, itchy scalp shampoo	Viscosity, cap style, capacity, foam positioning, label space
Pump bottle	Salon shampoo, conditioner, larger capacity scalp care	Controlled dispensing, bathroom use, premium shelf feel
Nozzle bottle	Scalp tonic, pre-wash care, direct scalp application	Applicator length, formula flow, scalp access through hair
Spray bottle	Scalp mist, refreshing tonic, lightweight leave-on care	Spray pattern, viscosity limit, leakage risk, user handling
Tube	Scalp mask, scrub, pre-wash cream, conditioner	Squeezability, viscosity, cap fit, shower use
Jar	Rich scalp mask, weekly treatment, premium care format	Texture visibility, hygiene expectation, seal, shipping protection

## 2. Match Texture to Packaging

Formula Texture	Common Packaging Options	Development Reminder
Clear liquid	Spray, nozzle, pump, slim bottle	Check leakage, sprayability, and product flow
Low-viscosity serum	Dropper, nozzle, pump, small bottle	Review dispensing control and residue around cap
Shampoo gel	Bottle, pump bottle, disc-top bottle	Match viscosity with filling and consumer squeezing behavior
Cream conditioner	Bottle, pump, tube	Confirm flow, squeeze force, and rinse-off user experience
Scrub texture	Tube, jar, wide-mouth packaging	Check particle suspension, filling, and cap closure
Rich mask	Jar, tube, wide-mouth bottle	Review density, scooping or squeezing, and seal quality

### 3. Product-by-Product Packaging Notes

Product Format	Recommended Packaging	Project Planning Notes
Dandruff-prone shampoo	Bottle or pump bottle	Needs enough label space for scalp positioning, usage, ingredient highlights, and claim-safe language
Itchy scalp shampoo	Bottle, pump, low-fragrance line packaging	Visual style should support comfort, mildness, and professional scalp care
Scalp serum or tonic	Nozzle, spray, dropper, pump	Application route is critical because users need to reach the scalp through hair
Scalp conditioner	Bottle, tube, pump bottle	Packaging should communicate conditioning without implying heavy scalp residue
Scalp mask	Jar or tube	Better for weekly routine positioning, but hygiene and texture density should be considered
Pre-wash scalp care	Nozzle bottle, tube, jar	Packaging should support targeted application before washing and easy removal during shampooing

### 4. Packaging Selection Checklist

#### Packaging Details to Confirm

- Product capacity and fill volume
- Formula viscosity and flow behavior
- Application method: rinse-off, leave-on, direct scalp, or pre-wash
- Cap, pump, nozzle, spray, or actuator compatibility
- Component MOQ and lead time
- Label size and available claim space
- Outer box requirement
- Shipping protection and carton arrangement
- Channel: ecommerce, salon, professional, retail, or distributor
- Sample packaging versus final retail packaging route

### 5. MOQ and Component Planning

Component Type	MOQ Consideration	Planning Recommendation
Standard bottles	Often more flexible	Good for testing common shampoo or conditioner formats
Special pumps	May require higher MOQ	Confirm early if the product needs premium dispensing
Spray components	MOQ and spray performance vary	Test spray pattern with the actual formula viscosity

Component Type	MOQ Consideration	Planning Recommendation
Nozzle applicators	Component choice affects user experience	Useful for direct scalp application but must match flow
Tubes	Often higher component MOQ	Useful for thicker masks, scrubs, and treatments
Custom molds or special finishes	Higher MOQ and longer lead time	Best for mature projects with clearer volume plans

## 6. Channel-Based Packaging Considerations

Channel	Packaging Priorities	Project Recommendation
Amazon / ecommerce	Durable packaging, clear front panel, leakage resistance, image-friendly layout	Prioritize shipping protection and clear product role communication
Shopify / DTC	Brand consistency, premium appearance, strong product story, routine pairing	Coordinate bottle, label, and outer box as one system
Salon / professional	Premium feel, controlled dispensing, service compatibility, shelf consistency	Consider pump bottles, tonic applicators, and routine packaging coherence
Distributor / retail	Carton logic, barcode area, label clarity, multi-language planning	Confirm artwork and carton requirements before production
Spa or scalp service line	Treatment-style packaging, professional feel, easy application	Use packaging that supports service routines and retail follow-up

## 7. Packaging Brief Worksheet

Planning Item	Notes
Product format	
Formula texture	
Capacity	
Preferred packaging route	
Cap / pump / nozzle / spray requirement	
Label or outer box requirement	
Target channel	
Estimated order quantity	
Packaging references	
Questions for Zerun	

## 8. Final Packaging Review

### Before Final Confirmation

- Formula texture is compatible with selected packaging
- Component MOQ is acceptable for the order plan
- Label space is enough for required information
- Outer box plan is aligned with the product line
- Filling method has been reviewed
- Leakage and shipping protection have been considered
- Sample packaging differences are clear if final retail packaging is not yet used

- Packaging style supports the target channel and brand positioning