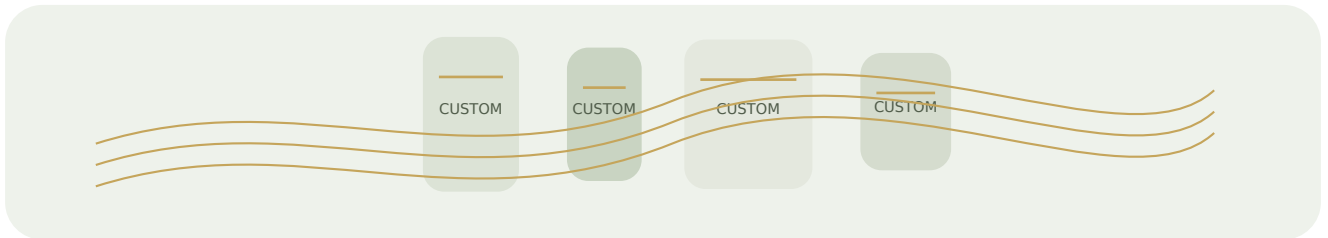


Volume Haircare Packaging Guide

A packaging guide for bottles, pumps, sprays, mousse packaging, droppers, nozzles and tubes used in volume and thickening haircare projects.



How to use this resource

Use this document before sending a product brief. It helps organize product goals, formula expectations, packaging direction, claim boundaries, sample feedback and production planning questions so the development discussion can move faster.

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Volume Haircare Packaging Guide

A packaging guide for comparing bottles, pumps, sprays, mousse packaging, droppers, nozzles and tubes across different volume and thickening haircare product formats.

1. Packaging Route by Product Format

Product format	Common packaging route	Selection focus
Volumizing shampoo	Bottle with pump, disc top, flip cap or slim cylindrical bottle.	Enough front label space for product benefit and hair type.
Lightweight conditioner	Tube, bottle or pump bottle depending on viscosity.	Easy dispensing and clear routine match with shampoo.
Root lift spray	Trigger spray, fine mist spray or directional nozzle.	Spray pattern, root targeting and salon-use feel.
Mousse	Foamer pump or aerosol route depending on formula and market.	Foam quality, transport requirements and component compatibility.
Thickening serum	Dropper, pump, scalp applicator or nozzle bottle.	Controlled application, scalp access and lightweight appearance.
Fine hair treatment	Jar, tube, pump or lightweight mask packaging.	Avoid visually heavy packaging if the product is weightless.

Packaging Comparison

2. Component Comparison Table

Component	Best for	Advantages	Reminder
Pump bottle	Shampoo, conditioner, leave-on lotion	Premium look, controlled use, good for bathroom routine	Pump compatibility and MOQ
Disc top / flip cap	Shampoo, conditioner	Simple, cost-efficient, easy for ecommerce sets	Viscosity and leakage testing
Trigger spray	Root lift spray, styling spray	Professional salon look, direct root application	Spray pattern and cap protection
Fine mist pump	Blowout mist, volume mist	Elegant finish, light application	Mist output and clogging risk
Foamer pump	Mousse-like products	No pressurized can route, easier sampling discussions	Foam texture and formula compatibility
Aerosol can	Professional mousse	Classic mousse experience	Regulatory, transport and filling review
Dropper	Scalp serum	Premium care story, controlled dosing	Viscosity and breakage risk
Tube	Conditioner, cream, treatment	Good squeeze control, ecommerce-friendly	Sealing and decoration limitations
Jar	Hair mask, texture paste	Premium care or styling product image	Hygiene perception and inner seal

Ecommerce and Production Planning

3. Ecommerce Image-Friendly Packaging

- [] Front label can be read clearly in product photos
- [] Product role is obvious in a 3-5 second scan
- [] Routine set looks cohesive across bottles, tubes and jars
- [] Color direction supports a lightweight, fresh, premium story
- [] Outer box or carton can support gift-set or bundle presentation
- [] Component shape is stable for photography and shipping
- [] Label area supports benefit, product type, hair type and size

4. Capacity Planning

Format	Common capacity range	Planning note
Shampoo	250-500 ml	300 ml is common for a premium daily-use route; 500 ml can fit salon or value set positioning.
Conditioner	200-300 ml	Match shampoo visually, but allow lower capacity if usage amount is smaller.
Root spray	100-250 ml	Depends on salon use, spray type and shipping considerations.
Mousse	150-250 ml	Confirm foamer/aerosol route before label and carton planning.
Scalp serum	30-100 ml	Dropper or applicator packaging changes the perceived product value.
Hair mask	150-300 ml	Jar or tube route depends on viscosity, routine and premium positioning.

MOQ and component reminder

Packaging MOQ, color customization, decoration method, bottle availability, pump matching and carton printing should be checked early. Delayed packaging decisions can slow sample approval and production planning.

Packaging Brief Template

5. Packaging Requirements to Confirm

Product format:		Preferred component:	
Capacity:		Bottle or tube color:	
Cap or pump color:		Label or printing method:	
Outer box needs:		Ecommerce photo needs:	
Target MOQ:		Special shipping concerns:	

6. Component Testing Checklist

- Formula viscosity matches dispensing route
- Pump, spray or nozzle output is acceptable
- Leakage risk is checked
- Cap and closure feel premium enough
- Label space is sufficient
- Bottle color and formula color look compatible
- Carton protects the product for ecommerce shipping
- The full set looks cohesive in product photography
- Component MOQ and lead time are clear
- Final packaging is approved before bulk production

7. Open Notes

Packaging preferences, references or questions:

Next step

Share your preferred component type, capacity, launch channel and visual direction. Zerun can help review suitable packaging options for volume and thickening haircare formulas before final sampling and production.