

PACKAGING CONCEPTS



## DESIGN SPECIFIC PROPOSALS/QUESTIONS

- PROPOSING A SINGLE LABEL FOR CONSISTENCY, HALF PRINTED/ HALF LABELED MAY NOT LOOK GREAT AND WE HAVE CONCERNS ABOUT SMALL TYPE ON WAXY CONTAINER/INKS MATCHING, ETC.
- WHAT IS THE PURPOSE OF THE WHITE SCREENPRINT?
- PROPOSE A CLEAR LABEL FOR THE OUILA.
- WHAT IS SUSTAINABILITY STORY?
- "IT'S ALL GOOD HAIR" ON ALL ASSETS?
- SIZE OF QR AND UPC CODES?
- CANNOT FIT INGREDIENTS ON SOME ASSETS, WOULD WE DO A FLYOUT OR POP UP LABEL?
- COBRAND WITH OUILA ON DIRECTIONS FOR USE?
- WHAT ARE ALL ICONS NEEDED ON PRODUCTS?

**DELIVERABLE:**  
**OUILA CAPSULE/CARTON**  
FIRST CONCEPTS

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## DELIVERABLE: OUILA CAPSULE

Vertical Label with trademark and website.

Dimensions 3" H x 1.9019" W

Brown Pad Print



### Resin Chip

PURE WHITE

Pantone:000C

CMYK:0.0.0.0.

RGB: 255.255.255

HEX: #FFFFFF

# MOCK 1

OUILA CARTON



# MOCK 1

## OUILA CARTON FLAT ART



original  
**MOXIE**®

# EVERYDAY LEAVE-IN™ Moisturizing Cream

With Shea Butter &  
Pumpkin Seed Oil

FOR NORMAL TO  
DRY HAIR

16.9 FL OZ (500 ML)

*It's all  
good hair™*

Keep your hair moisturized all day,  
every day with this rich leave-in, specially  
designed for coarse, resistant hair types.

Shea Butter & Pumpkin Seed Oil, excellent  
sources of Essential Fatty Acids and Vitamins,  
melt into the hair, providing long-lasting  
softness and sheen. Use it on wash day as  
a once-and-done and all-in-one detangler  
and moisturizer. You can believe in  
**EVERYDAY LEAVE-IN™!**

**Hot Tip:** A dab of **EVERYDAY LEAVE-IN™!**  
instantly revives second-day waves.

**Instructions:** Apply to wet hair after  
shampooing and conditioning. Keeping the  
hair wet and working in small sections, use  
just enough to coat each strand and easily  
rake your fingers through from root to tip.  
For best results, follow with the defining or  
sealing product of your choice.

Ingredients: Aqua (Water), Behentrimonium Methosulfate  
(and) Cetearyl Alcohol, Aloe barbadensis Leaf Preserved With  
Potassium Sorbate\*\*\* & Citric Acid\*\*\*, Virgin Cucurbita Pepo  
(Pumpkin) Seed Oil, Virgin Butyrospermum Parkii (Shea) Nut  
Butter, Caprylic-Capric TG (Fractionated Coconut Oil), Ricinus  
communis (Castor) Oil Triglyceride, Sodium Lactate, Hydrolyzed  
Rice Protein, Polyquaternium-10, Phenoxyethanol (and)  
Caprylyl Glycol (and) Sorbic Acid, Sclerocarya Birrea (Marula)  
kernel oil, tetradecane\*\*\*, Hydrogenated ethylhexyl olivate\*\*\*,  
hydrogenated olive oil unsaponifiables, Sorbitol\*\*\*,  
Tocopherol\*\*\* (Vitamin E), Acacia Gum, Rosa damascena (Rose),  
Cananga odorata (Ylang Ylang), Salvia sclarea (Clary Sage),  
Mentha spicata (Spearmint), Styrax benzoin (Benzoin),  
Pogostemon Cablin (Patchouli), Syzygium aromaticum L.  
(Clove Bud), & Vanilla Planifolia (Vanilla) Fruit Extract.  
\*\*\* Natural Source



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### Hi, I'm a Ouifill!

Use me with any Ouila capsule for a better  
way to wash.

### How to use:

- STEP 1:** Flip Ouifill over so pointed end  
faces down.
- STEP 2:** Drop Ouifill into capsule.  
**If Ouifill doesn't drop in all the  
way, rotate it and drop in again.**
- STEP 3:** Puncture perforated  
opening with your finger.
- STEP 4:** Replace capsule lid,  
inserting pump into the center  
of your Ouifill.
- STEP 5:** Prime the pump 2-3 times until  
the product comes out.

**Once Empty:** Carton recycling is  
available in most U.S. Communities. to  
check carton recycling in your area,  
visit [recyclingcartons.com](http://recyclingcartons.com)

**To Recycle:** Drop into your mixed bin or  
plastics recycling ( do not add to your "paper  
only" recycling). No need to rinse or flatten.



Here at Original Moxie, we are dedicated to  
sustainable practices. Our sustainability initiative  
includes partnerships that enable us to offer  
reuseable and recycleable containers for our  
products. We feel better knowing that our  
products are not causing more harm then good.

TAKE YOUR HAIR TYPE  
QUIZ HERE



# MOCK 2

OUILA CARTON



www.originalmoxie.com



# MOCK 2

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WITH SHEA BUTTER &  
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**FPO**

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