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/CARTONFIRST CONCEPTS

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

OUILA CARTON







OUILA CARTON FLAT ART



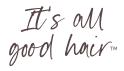
EVERYDAY LEAVE-IN[™]

Moisturizing Cream

With Shea Butter & Pumpkin Seed Oil

FOR NORMAL TO DRY HAIR

16.9 FL OZ (500 ML)



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-INTM!

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*** F 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) Capryly (Glycol (and) Sorbic Acid, Sclerocarya Birrea (Marula) kernel oil, tetradecane***, Hydrogenated ethylhexyl olivate***, hydrogenated olive oil unsaponifiables, Sorbitol***, Tocopherol*** (Vitamin E), Acacia Gum, Rosa damascene (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.



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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

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 sustainabilty 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



OUILA CARTON







OUILA CARTON FLAT ART



EVERYDAY LEAVE-IN™

MOISTURIZING CREAM

FOR NORMAL TO DRY HAIR

WITH SHEA BUTTER & PUMPKIN SEED OIL

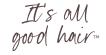
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FPO

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