

Before & After

Grossly overstated amount of plastic in the closure for purpose of distinction

Asymmetrical closure requires orientation and is challenging to handle and apply in high-speed high-volume manufacturing

Low waist profile manifests an awkward, top-heavy grip point and lacks stability in shower



Closure Contains

28%

Less Plastic

Two-shot closure more intuitive to open

Balanced design provides better handling and is easy to invert

Crisp, beveled edges add definition and provide better grip



100%

Recycled Plastic Bottle