



Stimulating the senses of luxury

How sensory cues can heighten
consumer perception of
prestige skincare dispensing



To gain greater insight into what luxury skincare looks and feels like to consumers, WestRock conducted in-depth research that reveals how powerful emotional drivers can be triggered with specific sensory experiences. Those skincare ritual insights provided a direct path to our luxury skincare dispenser.

Our path to luxury skincare consumer insights



We conducted focus groups in Paris and Chengdu with luxury-product consumers to learn what “luxury” really means to them.

Demographics



Generation X



Millennials



Baby Boomers

Consumer products



Foundation



Serum



Moisturizer

Areas of focus

HAPTICS



OPTICS



FULL
IMMERSION



ERGONOMIC
AUDIT



Global research reveals the key drivers that illuminate luxury

The perfect touch

Tactile interactions can quickly alter the consumer's initial impression. Best-in-class ergonomic design is strengthened through comfort, cleanliness and control.



Comfort

- Pump is the right size and proportion to the bottle
- Pump features rounded shapes with no hard angles



Cleanliness

- Secure locking system enables safe transportation
- Length of nozzle properly facilitates product being dispensed, especially for foundation



Control

- Sturdy pump for stable and smooth actuation
- Intuitive landing pad for finger provides sense of precision
- Combination of materials and shape provides secure grip

The look of luxury

Consumers react positively when an integrated, upscale appearance is presented across all components of premium skincare packaging.



Materials

- Chrome metal overshells are preferred
- Decorated finishes, such as metalization, are popular
- All white or pearlescent white pump and collar are perceived as more premium than any other plastic colors



Output

- Dollop-shaped output is overwhelmingly preferred
- Product should come out in a smooth, controlled manner



Profile

- Pump and bottle should have a well-integrated, uniform appearance
- Feminine characteristics are preferred

The fully immersive experience

Consumers go through three distinct stages when determining their overall opinion of a skincare product:



Optics: An immediate visual assessment occurs upon viewing the product.



Haptics: After touching the product, consumers make an ergonomic assessment that can impact the original visual impression.



Usage: The dispenser's actuation—a result of the pump's engineering—finalizes the overall impression. When it fails to satisfy consumers' expectations, the impact of even the most pleasing look and feel is diminished.

Introducing Aria[®] Luxe

Our science-based approach to prestige skincare dispensing has resulted in a new luxury pump: **Aria Luxe**. Its timeless elegance and proven engineering meet luxury skincare consumers' exacting standards.

Features include:

- Innovative actuator with comfortable, intuitive finger groove, allowing optimal control when dispensing
- Fully metallic pump or metallized finishes to meet consumer preference
- Best-in-class engineering featuring our patented metal-free Pure Path™ technology to create a clean and consistent experience
- Easy locking mechanism for secure mobility

Give your customers the luxury skincare dispensing experience they desire. Visit westrock.com/AriaLuxe to learn more.





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