



Rhyme and Reason's breakthrough packaging combats 'wishcycling' | Photo source Rhyme & Reason

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100 PER CENT RECYCLED AND RECYCLABLE HAIRCARE PACKAGING



A haircare brand offers products in recycled and recyclable HDPE bottles with a first-of-its-kind recycled cap that does not need to be separated before recycling

Spotted: When it comes to being eco-friendly, we often think that recycling is the answer to all of our problems. However, this isn't always the case. In fact, many of us are guilty of what's known as 'wishcycling' – disposing of items in the hope that they will be recycled – even when we don't know if they can or will be.

Wishcycling causes problems for recycling plants as they're not able to recycle everything that comes in. This can lead to perfectly recyclable materials being sent to landfill because the plant isn't equipped to separate them from non-recyclable items. For example, if you put a plastic yoghurt pot in the recycling bin without removing the lid, it's likely that the whole thing will end up in landfill because most recycling plants aren't able to separate the two items. The same goes for shampoo and conditioner bottles. If you don't remove the pump before putting them in the recycling, chances are they'll end up in landfill too.

Eco-friendly British haircare brand Rhyme & Reason has been at the forefront of tackling this issue. With the company's breakthrough 100 per cent recycled and recyclable packaging, the bottle can be recycled without having to separate the label or cap. This not only makes recycling easier for consumers – it also means that more items are actually able to be recycled, as they don't have to go through a separation process first.

The collection is composed of products using 97 per cent naturally derived ingredients, making it an attractive choice for people with sensitive skin or those who wish to reduce their impact on the environment. The range includes various hair treatments from different categories, including colour

care, reconstructive treatments, relaxers, shampoos, conditioners, treatments for thinning and damaged hair, and additives for colour.

The bottles are made from high-density polyethylene (HDPE) that comes from a post-consumer waste source. Even the masterbatch that colours them is derived from recycled material. With bottles fitting together to minimise air transit, the unique bottle form further reduces plastic use and optimises transport efficiency.

Other packaging innovations for consumer products spotted by Springwise include a [packaging design that makes it easier to recycle drinks cartons](#), [refillable deodorant](#), and [cosmetics bottles with a removable inner layer](#).

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Takeaway:

According to the US Environmental Protection Agency (EPA), only 32.1 per cent of rubbish is recycled in the US, yet more than half (59 percent) of people believe that most things may be recycled. This indicates that over half of individuals are wishcycling on a regular basis. In addition to better education, innovations that make recycling easier for the consumer are crucial.