

Innovation Born from Co-Creation - The Bespoke EBM Airless Bottle for KAO, Curél Softening Lotion.

For the KAO Curél Softening Lotion, the project brief wasn't written by executives—it was a unique co-creation process. From formulation to packaging shape, these parents voted on every detail, resulting in a baby-safe, family-friendly product that prioritizes ease of use. Being part of this special development, SR Packaging provided the tailored curvy-shaped EBM Airless Bottle.



The bespoke EBM Airless Bottle is crafted specifically for this gentle, hydrating formula. Weighing just 23.4 g with an OFC of 219 ml, the chemically neutral Bag-in-Bottle design protects the delicate lotion from oxidation.

Recognizing the chaotic nature of parenting, the bottle is shaped for an easy one-handed grip and features residue-free, 360° dispensing—allowing it to work perfectly even when held upside down.

User-Centric:

Formulated for babies yet ideal for the whole family, the ergonomic bottle allows for one-handed usage, perfect for busy lifestyles.

360° Airless Dispensing:

Works from any angle, even upside down, ensuring carefree application.

Mess-Free Experience:

The back-suction pump guarantees precise dosage with zero dripping or residue.



Eco-Conscious Engineering:

With an OFC of 219 ml, this airless bottle is remarkably lightweight at just 23.4 g.

Superior Formula Protection:

The bag-in-bottle EBM (Extrusion Blow Molding) airless design creates a barrier protecting product against oxidation without the use of harmful chemical preservatives.

Dip-Tube Free:

A streamlined internal design ensures total product evacuation.

