

## Refillable Skincare

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153

Total Responses

153 Completed Responses

0 Partial Responses

374

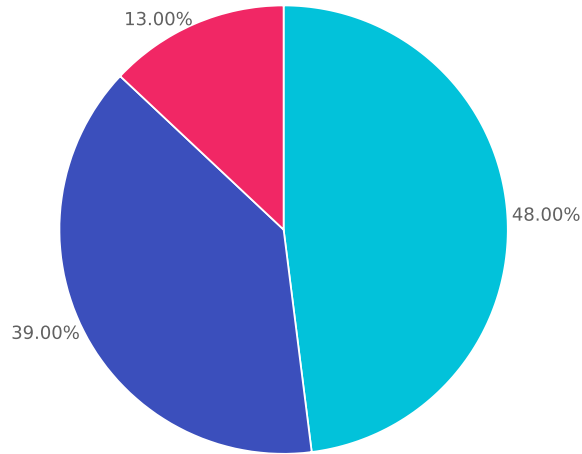
Survey Visits

Respondent Variables

RV1

US - Education

Answered: 100 Skipped: 53



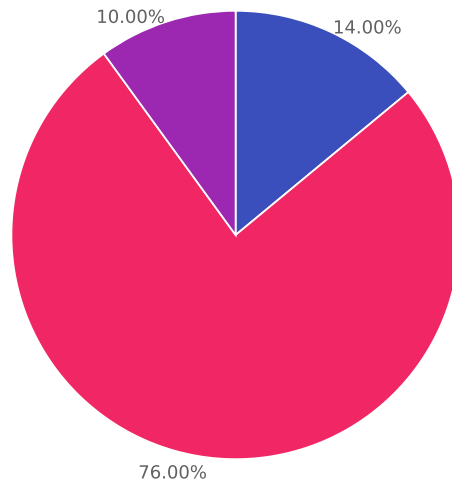
- Bachelors Degree
- Master's or professional degree
- Doctorate degree

Choices	Response percent	Response count
Bachelors Degree	48.00%	48
Master's or professional degree	39.00%	39
Doctorate degree	13.00%	13

RV3

### Age range

Answered: 100 Skipped: 53



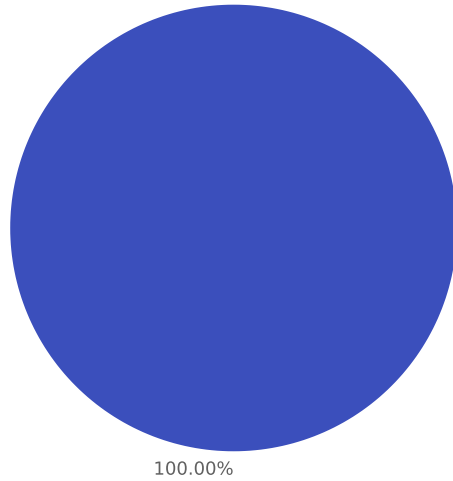
- < 18
- 18 - 29
- 30 - 44
- 45 - 59
- 60 - 75
- 75 +

Choices	Response percent	Response count
< 18	0.00%	0
18 - 29	14.00%	14
30 - 44	76.00%	76
45 - 59	10.00%	10
60 - 75	0.00%	0
75 +	0.00%	0

RV4

## Gender

Answered: 100 Skipped: 53



● Male

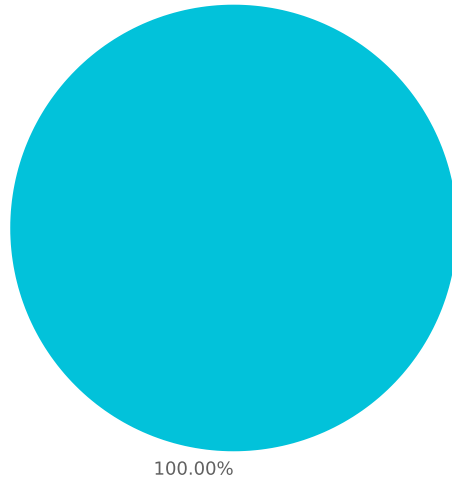
● Female

Choices	Response percent	Response count
Male	0.00%	0
Female	100.00%	100

RV5

## Country

Answered: 100 Skipped: 53



● United States

Choices	Response percent	Response count
United States	100.00%	100

Q1

How important is sustainability when shopping for skincare products?

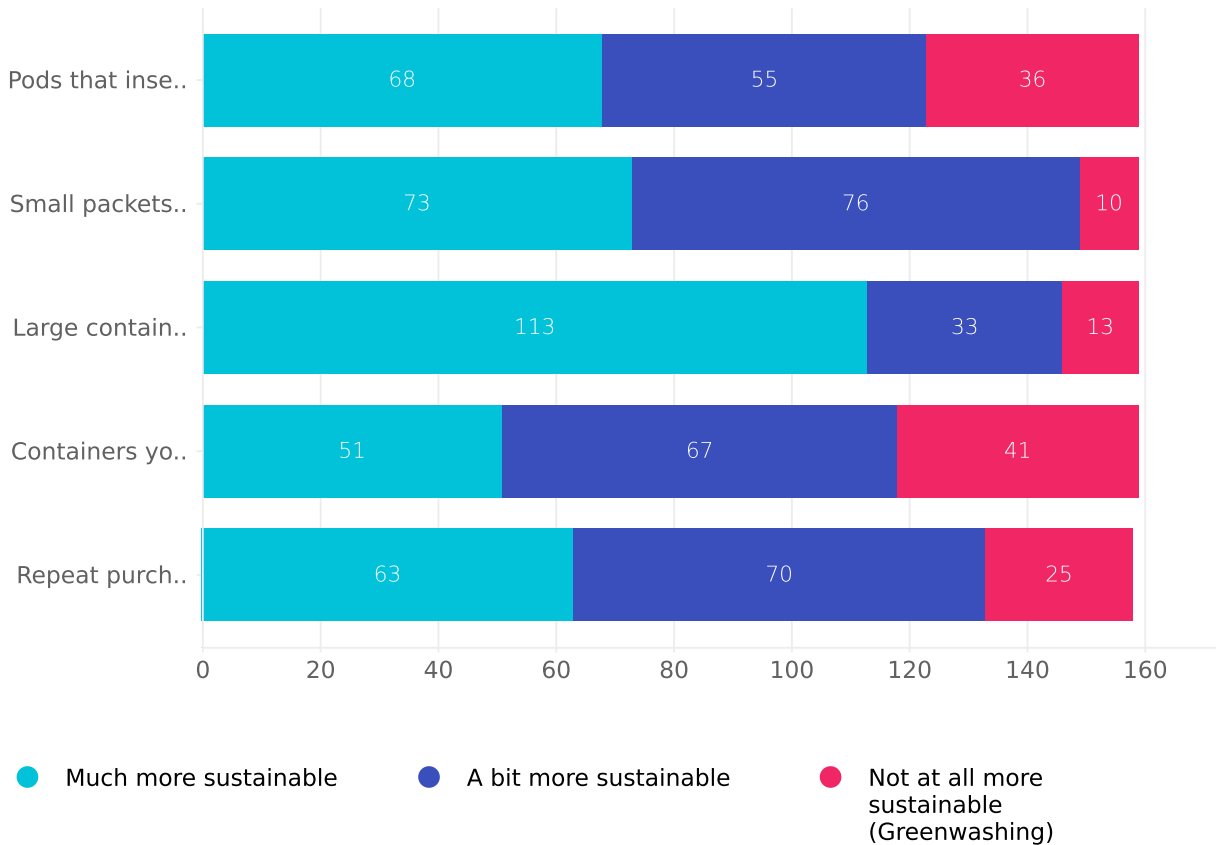
Answered: 150 Skipped: 3

Rating	Response percent	Response count
0 (Not at all)	1.33%	2
1	3.33%	5
2	16.00%	24
3	32.67%	49
4 (Extremely)	46.67%	70

Q2

There are different ways that brands can produce refillable products, what do you think about each option?

Answered: 153 Skipped: 0



Row	Much more sustainable	A bit more sustainable	Not at all more sustainable (Greenwashing)	Response count
Pods that insert into the original container (ie. like a coffee pod)	44.44% (68)	35.95% (55)	23.53% (36)	153
Small packets or pouches to pour the refill into the original container	47.71% (73)	49.67% (76)	6.54% (10)	153
Large containers that get refilled at a refilling station	73.86% (113)	21.57% (33)	8.50% (13)	153
Containers you mail back to the brand for refills	33.55% (51)	44.08% (67)	26.97% (41)	152
Repeat purchase comes in the same container, but without the plastic pump dispenser	41.45% (63)	46.05% (70)	16.45% (25)	152
Any other options that you've seen?				

Other Comments:

- Really like Blueland products where the pod packaging is compostable. Literally nothing goes into garbage or even recycling.
- Also like the Terracycle recycling program.
- I like the idea of buying reusable bottle, then getting a container or pod to refill.
- none

Q3

How likely are you to use refillable skincare products?

Answered: 152 Skipped: 1

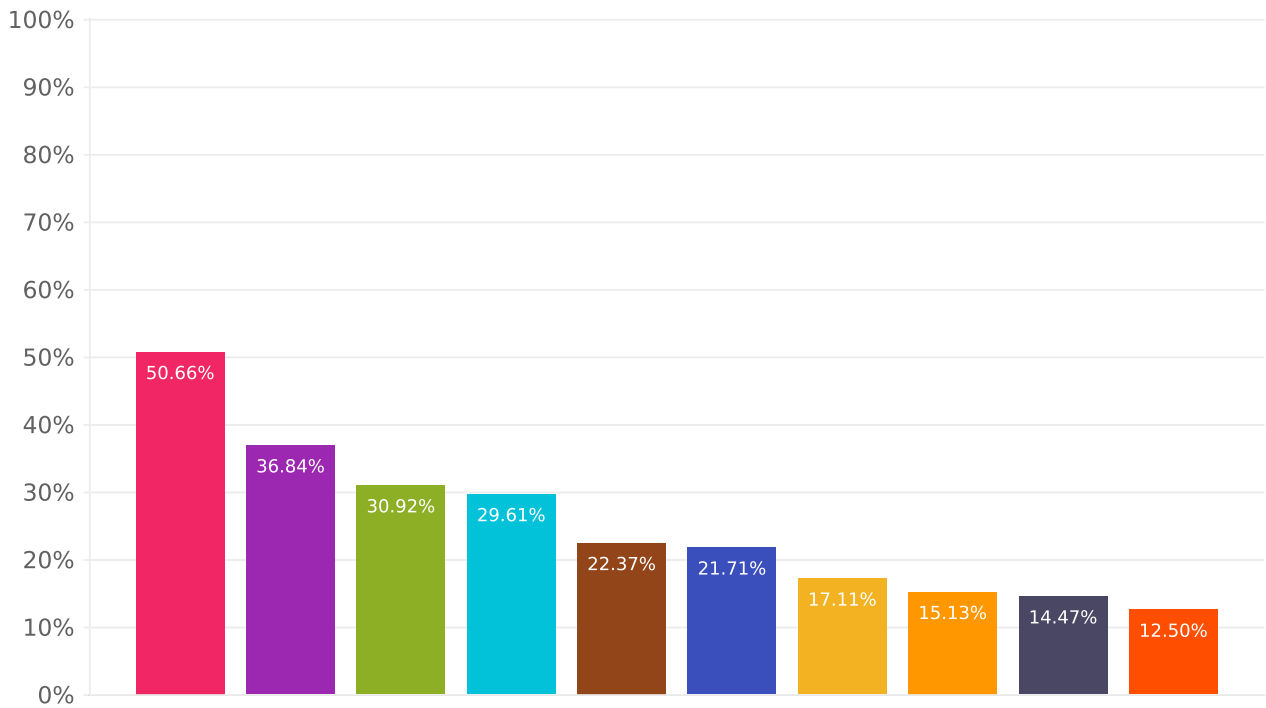
Rating	Response percent	Response count
0 (Not at all)	0.66%	1
1	5.92%	9
2	19.08%	29
3	32.89%	50
4 (Very)	41.45%	63



Q4

## What are the barriers to choosing refillable skincare?

Answered: 152 Skipped: 1



- Troubles finding available options
- My favourite brand doesn't sell them
- I'm worried about contamination/hygiene
- Messy/risk of spilling
- I love the rush I get from unboxing new products
- Too expensive
- I don't believe they're more sustainable
- I'm just one person and this is not an impactful change
- Too much work
- I don't believe they reduce amount of waste

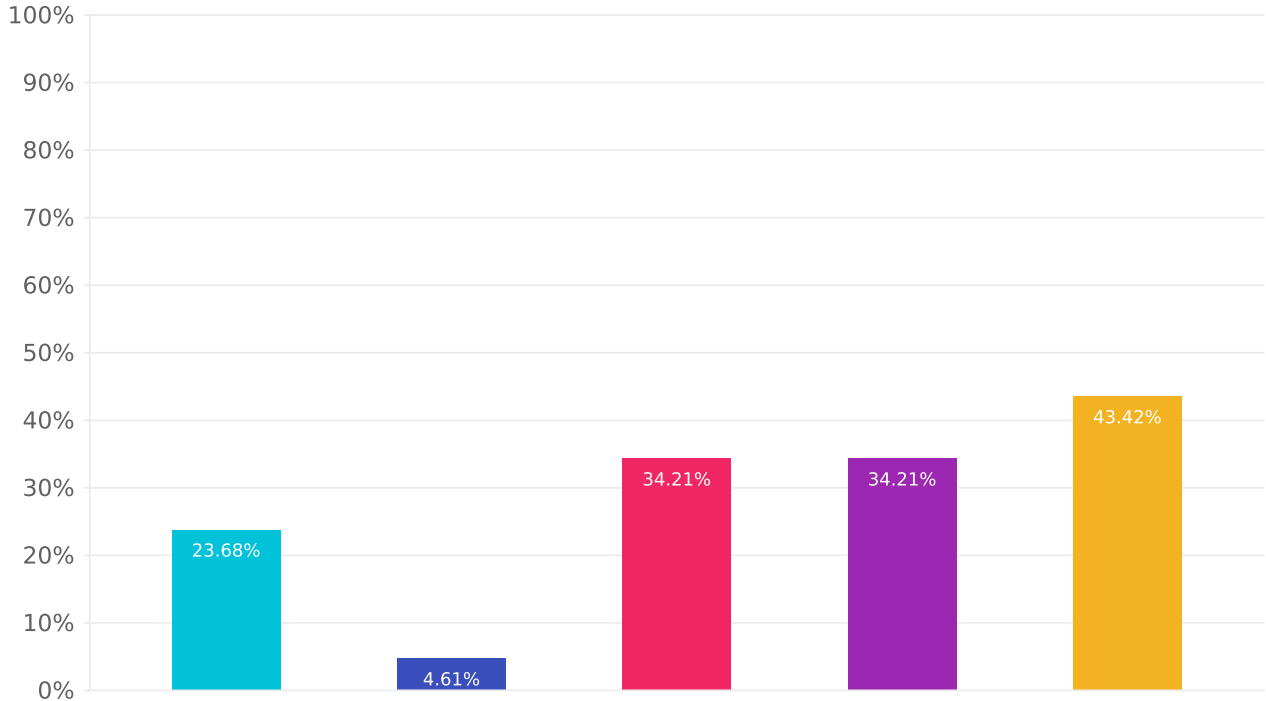
Choices	Response percent	Response count
Troubles finding available options	50.66%	77
My favourite brand doesn't sell them	36.84%	56
I'm worried about contamination/hygiene	30.92%	47
Messy/risk of spilling	29.61%	45
I love the rush I get from unboxing new products	22.37%	34
Too expensive	21.71%	33
I don't believe they're more sustainable	17.11%	26
I'm just one person and this is not an impactful change	15.13%	23
Too much work	14.47%	22
I don't believe they reduce amount of waste	12.50%	19
Other barriers?		

#### Other Comments:

- Those of us who live rurally have limited sources
- Very picky with products as sensitive skin
- I have a soda stream sitting on my counter that I love but I keep forgetting to bring the container to be exchanged. It's been like 2 years. I'm so busy please don't add more things to do on my plate.
- I think you often have to commit to using the same product for years to make the "refill original packaging" actually reduce waste. Having option to fill a container you already own at Central refill place or with pouches probably reduces packaging the most
- I think price, and a good brand, might be the barrier.
- My favorite brand doesn't do this

### What factors would convince you to choose refillable skincare products?

Answered: 152 Skipped: 1



- I already love and use them
- None, I'm not interested
- If the price is lower than the original product
- If the brand can prove why and how they are more sustainable
- If my favourite brand started selling them

Choices	Response percent	Response count
I already love and use them	23.68%	36
None, I'm not interested	4.61%	7
If the price is lower than the original product	34.21%	52
If the brand can prove why and how they are more sustainable	34.21%	52
If my favourite brand started selling them	43.42%	66
Other?		

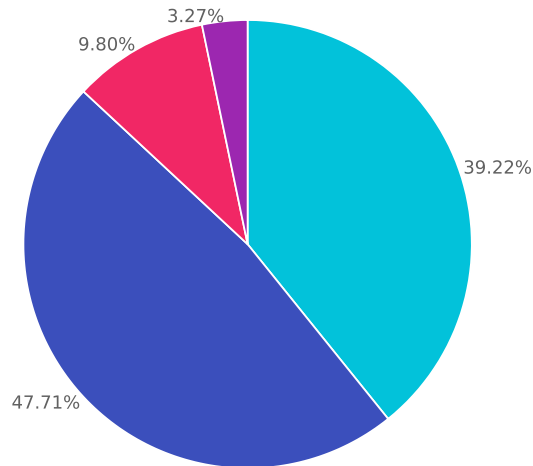
**Other Comments:**

- If readily available/easy to access
- If the product was actually good and it wasn't more work. I love the brand tru earth! Canadian, works great, less packaging, mailed to my door. Nothing to return or refill.
- Reward
- Incentive program
- If it meets hygiene standards and is convenient
- Incentive program

Q6

Would you be willing to switch brands if you found a comparable product that had refill options?

Answered: 153 Skipped: 0



- Absolutely, I'd even pay a bit more
- Yes, but only if the price was the same or lower
- No, because I'm loyal to my favourite brand
- Other (Please specify)

Choices	Response percent	Response count
Absolutely, I'd even pay a bit more	39.22%	60
Yes, but only if the price was the same or lower	47.71%	73
No, because I'm loyal to my favourite brand	9.80%	15
Other (Please specify)		

Other Comments:

- Thanks for asking this important question.
- I also consider the sustainability of the packaging the product is mailed in (if ordered online).
- I think it's a great idea for returning customers, but some people like trying different products so it doesn't really matter much about refillable.
- Refill packaging, in what I've tried has been good. I'm not interested in messy pouches or packets, I like pods. I am loyal to my brands that offer my favourite skincare. If they happen to offer sustainable options, I'd purchase those.
- I like the idea of refills coming without the pump (and with the option to order the pump if you need a new one).
- I like glass containers for the original product, but maybe aluminum could be used for refills since glass is not really recycled.
- I want the pouches to be sustainable or compostable, and I also want the original packaging to be the same way.
- They're often really ugly
- Use more quality products so that people will value it
- I love the survey