

# Case Study

**Client:** Contemplation

Contemplation produces waterless, multipurpose body and hair care products, driven by a strong ethos of nourishing people without depleting the planet's resources.

The brand is deliberately minimalist, dedicated to reducing the number of products sold and the waste created.

## Opportunity

- Protect heavy glass bottle in transit
- Design to fit existing shipping box
- Custom insert with minimalist aesthetic



"People are really curious and interested in the packaging. A lot of people haven't seen it before, and they love that it's compostable. They say, 'It makes it look very high end with your bottle.'"

— Ariane Noji, Founder of Contemplation

## Solution:

The Mushroom® Packaging team designed a custom part that has excellent cushioning and provides a beautiful unboxing experience. The look and feel of the packaging is consistent with Contemplation's messaging and principles, which makes it a perfect fit for the brand.