

what's in my products



Jenny Shirey, Master of Design // Communication, Planning, & Information Design // Social Impact by Design // Carnegie Mellon // Fall 2010

Project

This project encourages young women to pay attention to the ingredients in their personal care products and consider the benefits of choosing products without unhealthy chemicals. My goal is to empower women by helping them question product claims and pointing them toward resources to find out more.

Personal care product = anything a woman puts on her hair, face, or body

Target audience = 18- to 22-year old women who are currently unaware

Why is it social impact?

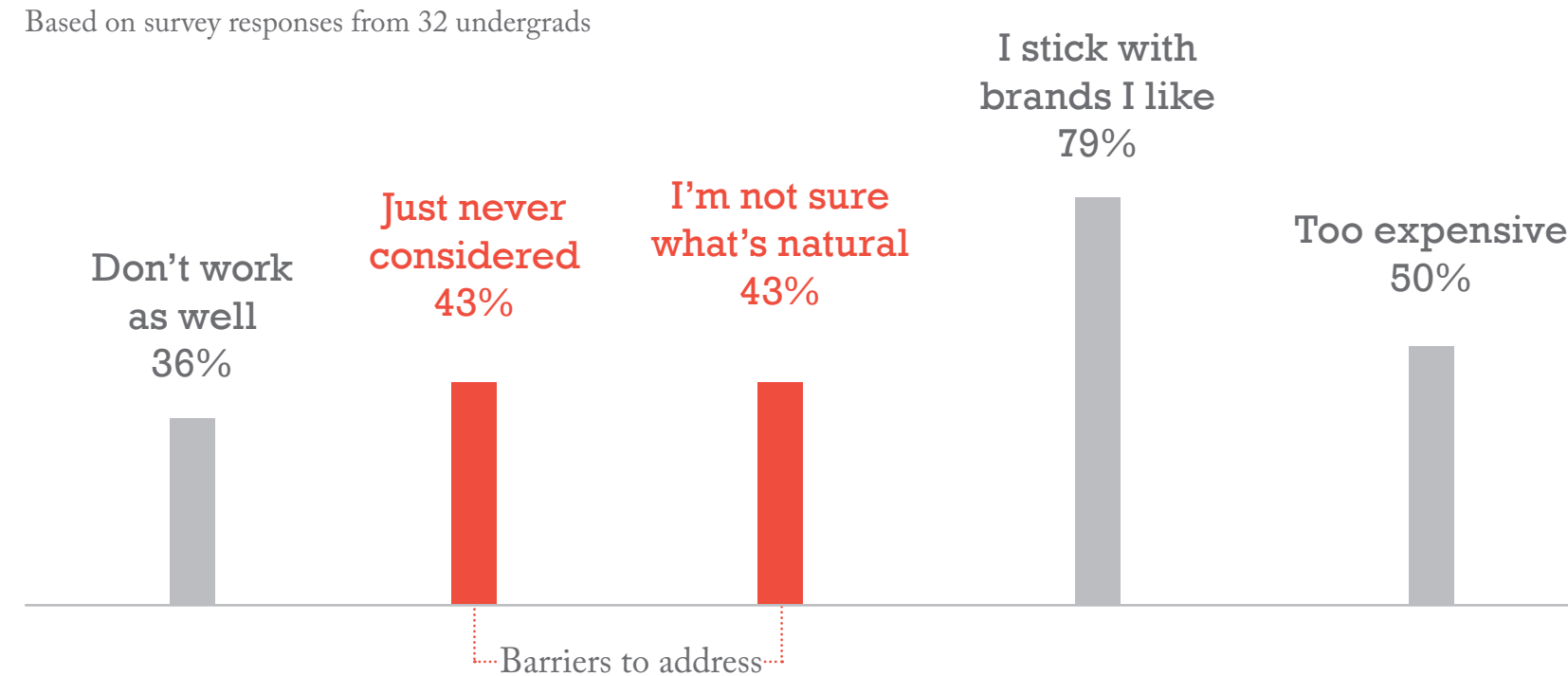
- The average woman uses 12 products a day; the average teen uses 17.
- A lot of what goes on our skin is absorbed into our bodies.
- **89%** of the ingredients used in our products have **not been tested for safety**.
- Some common ingredients are linked to cancer and other health problems.

Research

Survey & interviews

Barriers to choosing natural products

Based on survey responses from 32 undergrads



"There's so many ways you can interpret 'natural.' If it has extract of oil, it seems ok."

"I should start looking at ingredients... I just don't have time."

"I wouldn't know what ingredients to look for."

Key findings

"Natural" is under-considered

Confusion about ingredients

Perceived value trumps price

"The packaging has a lot to do with whether you think it's natural."

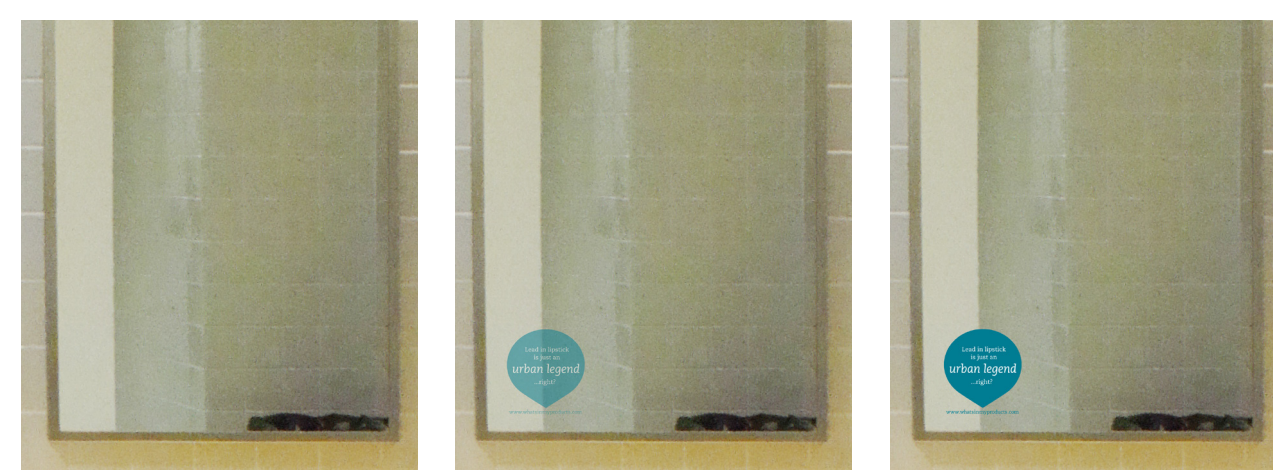
Design

An integrated campaign made up of 3 targeted messages

1 Appearing mirror message

AUDIENCE STATE: Uninformed
MESSAGE GOAL: Instill curiosity

Question and website appear over a bathroom sink



- 1 When no one is in front of the mirror, the message is invisible
- 2 As someone walks up to the sink to wash her hands, the message appears
- 3 The message stays visible until the woman walks away

Which message did women like best?

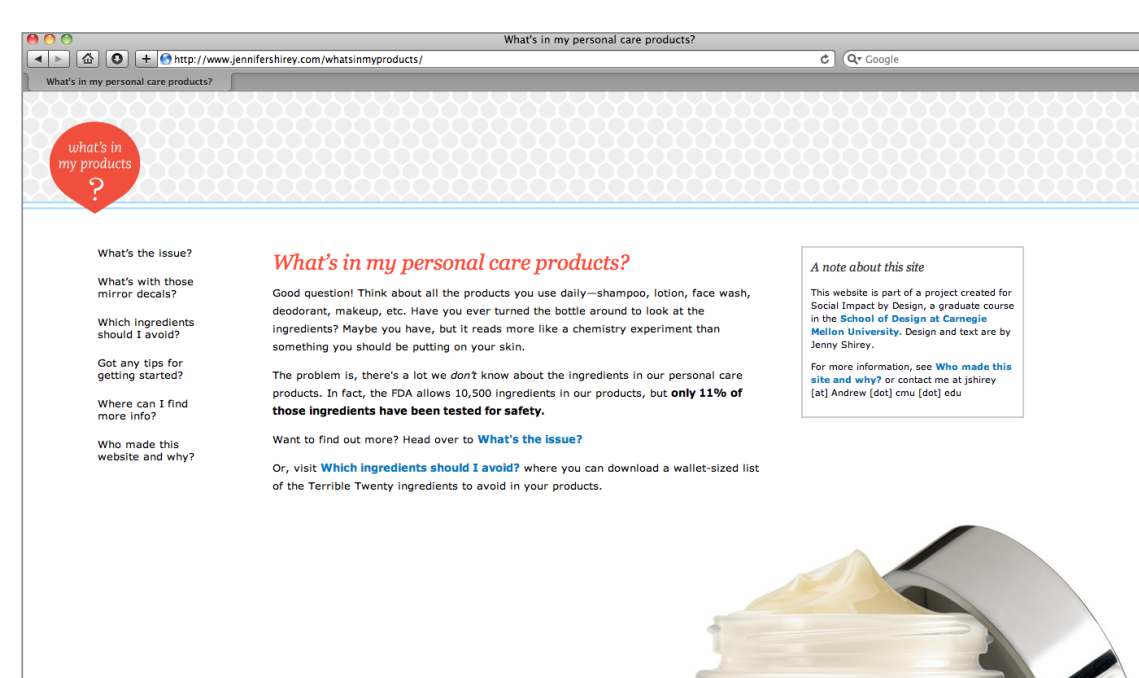


Survey-takers said it made them want to find out more.

2 Website

AUDIENCE STATE: Somewhat aware
MESSAGE GOAL: Inform and inspire action

In-depth information, tips, and resources



www.whatsinmyproducts.com

3 Terrible Twenty card

AUDIENCE STATE: Ready to take action
MESSAGE GOAL: Help women make good choices

Wallet-sized card with 20 ingredients to avoid

