

QUIP

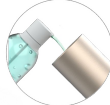
Our take on mouthwash



3 x 100



Just add water
Pour water up to the fill line in the cup and water can be used to adjust intensity of flavor.



Automatic pour stop
Add one pump of concentrate to the water.



Sustainable refill
Each refill is measured to one month and it fits hands as your bottle you use at home. It's just you.

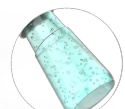
Pump dose



Just add water
Add water until you are able to see it through the clear portion of the cup. The amount of water can be adjusted for a mouthless intense flavor.

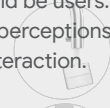


Single pump convenience
One pump will dispense the exact concentrate on top of the water. When you swirl the concentrate and water will mix.

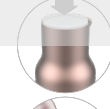


Click to refill
Push the refill into the premium dispenser until you hear a click. When the refill is empty simply pull the recycled plastic bottle to remove.

Click to dose



Just add water
Pour water up to the fill line in the cup. Less water can be used to adjust intensity of flavor.



Press the top
Clicking the top of the bottle once pushes the concentrate into the pour chamber.



Automatic pour stop
Pour into the top of water until concentrate stops flowing from the bottle.



Sustainable refill
Unlatch the bottom of the bottle to remove the aluminum refill, can be recycled just like a can of soda.

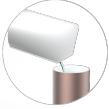
Bottom up



Press the cup
The cap acts as a dispensing button and fills from the bottom. This allows water in the cup to easily evaporate when not in use.



Just add water
The cup gets wider at the top to clearly show the fill line and makes it more easy to fill.



Sustainable refill
Each three month refill bottle is made from recycled plastic. Unlatch the bottom of the bottle and quarter turn the new refill in.

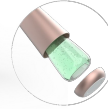
Controlled Pour



Just add water
Pour water up to the fill line in the cup and water can be used to adjust intensity of flavor.

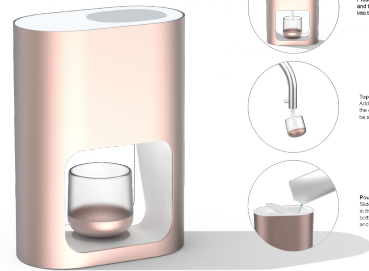


Automatic pour stop
Click the top open and pour into the bottle will stop pouring once you're done.



Sustainable refill
Unlatch the bottom of the bottle to reveal aluminum refill, can be recycled just like a can of soda.

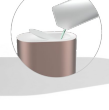
Auto Dose



Automated dosage
Press the green button on the top of the device and the concentrate is automatically delivered into the cup below.



Top off with water
Add water to the concentrate until it reaches the clear portion of the cup. More water can be added to adjust the intensity of flavor.



Pour in the refill
Slide the refill over off the opening and pour in the concentrate from the recyclable aluminum bottle. Rotate the refill to the lock it close back and it will lock it place magnetically.

One Pagers Concept testing

We created a range of refined concepts to put in front of would be users. This allowed us to test perceptions around size, complexity, and interaction.

Line Up

Form development

Concepts presented weekly to key stakeholders leveraged against findings from concept testing & manufacturing constraints developed the form along this path.





The dose cup

Clean storage

Intent

- The dose cup clicks into the dosing chamber of the dispenser, keeping the device clean
- The cup creates a seal around the dosing chamber keeping everything particle-free



Click to dose

Simple dosage

Intent

- A single press of the top button dispenses the total amount of concentrate into the pouring area.
- The top of the button has a TPR surface creating a soft touchpoint.



Pouring

Simple dispensing

Intent

- Plastic surfaces direct the concentrate to the cup ensuring no mouthwash leaks into device.
- A sharp plastic edge breaks the flow of liquid allowing for clean pouring.
- The form of the device guides the user to intuitively pour from the dispenser.



Add water

Dilute

Intent

- Water is added to the concentrate to make a full dose of mouthwash.
- The amount of water can be adjusted by the user to reduce or increase intensity of flavor.



The refills

Anti cavity & anti Plaque

Intent

- Quip will offer two formulations of mouthwash, a 45 day anti-cavity bottle
- Users will receive two bottles of anti-cavity for a 3 month subscription

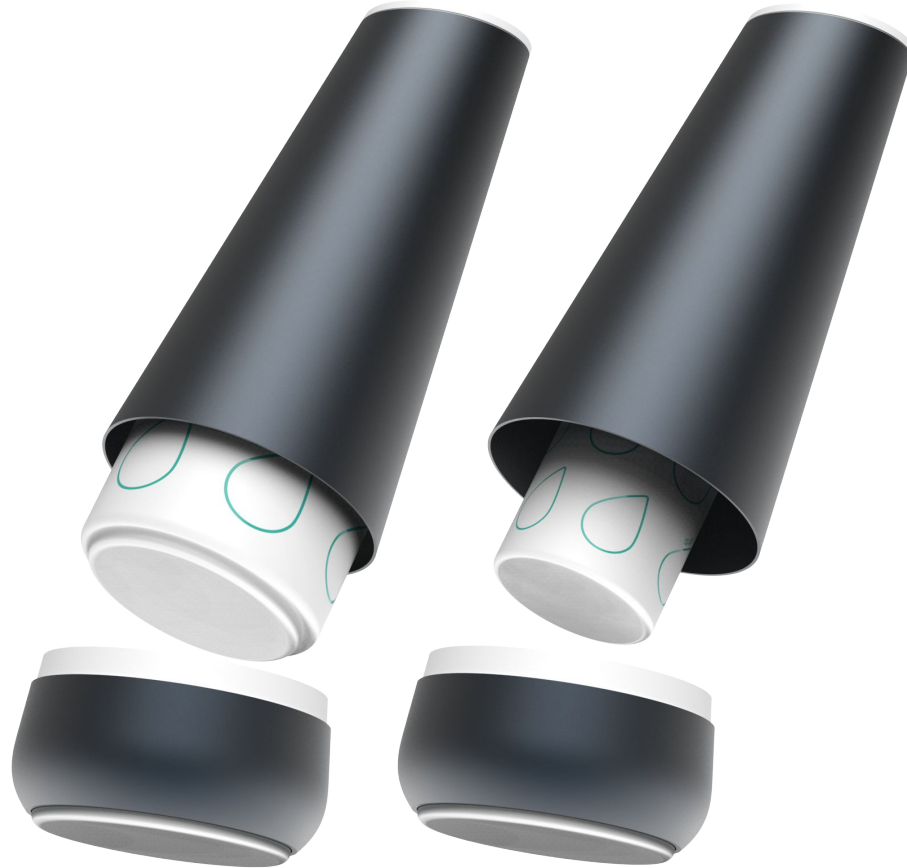


Refilling

Remove the base

Intent

- The refills are held neatly inside the dispenser
- The user removes the foot of the dispenser and screws in the new refill bottle.
- The bottle protrudes enough to make it easier to screw the bottle in.



Cleaning

Removable button

Intent

- The button can be unscrewed to clean out the pour chamber
- The user removes the foot of the dispenser and screws in the new refill bottle.
- The rubber top surface provides grip to unscrew the button



Dose cup

10 & 20 ml markings

Intent

- A frosted plastic cup with clear markings for fill lines in gloss finish
- 10 & 20 ml markings to future proof dispenser for anti-cavity and anti-plaque mouthwash



DTC packaging

Paper tube

Intent

- A paper tube protects the dispenser when shipped in the foil bag
- Refill bottles are placed in the foil bag without individual packaging



Retail packaging

All paper

Intent

- Each starter kit will come with a 45 day bottle of anticavity mouthwash
- The packaging will be made in our fold “paperfeller” approach

