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DESIGN & PRODUCT DEVELOPMENT

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JUPITER SCALP BRUSH

A Brush for Scalp Exfoliation
& Hair Detangling



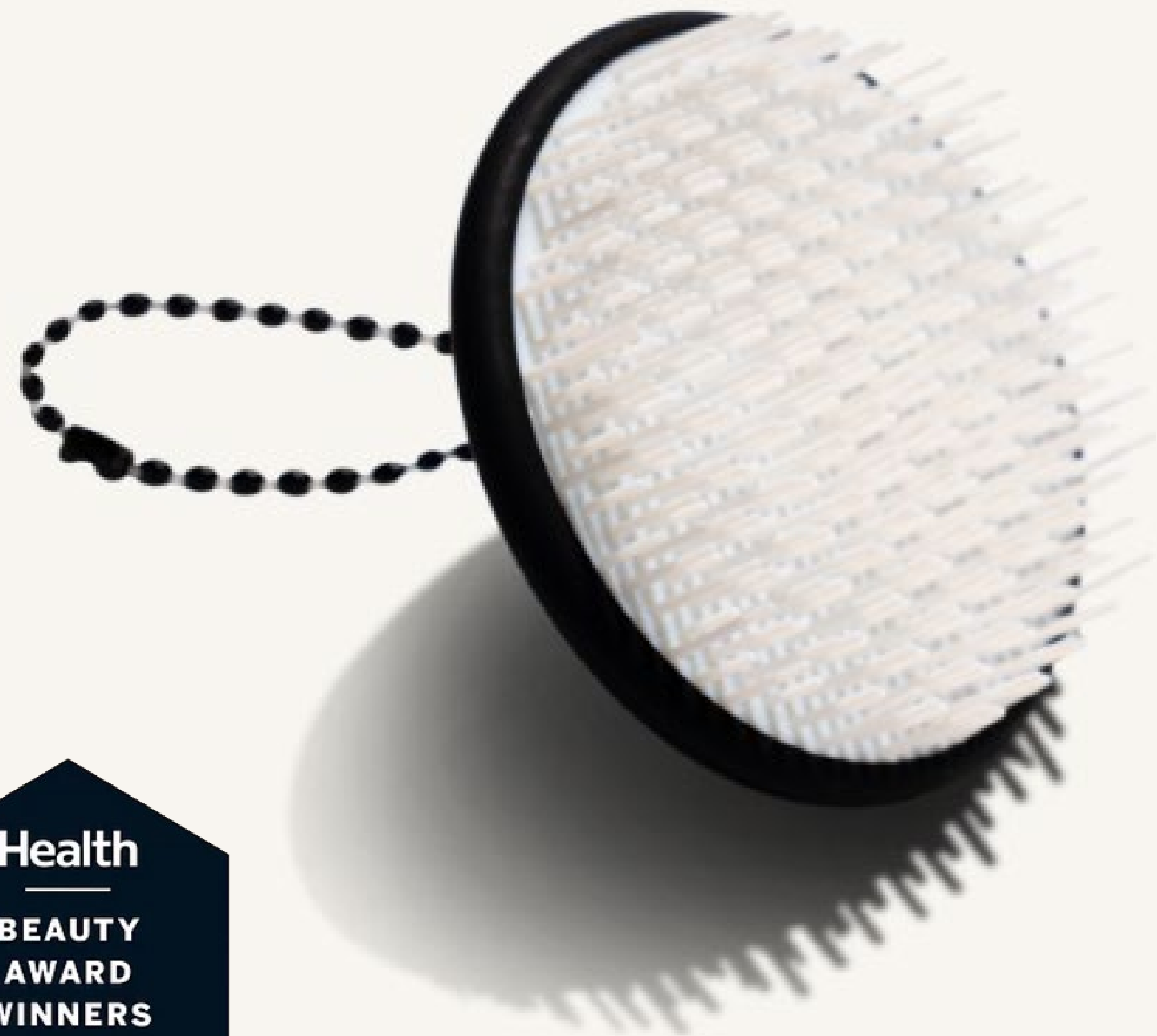
COSMA

Integrative Health Brand for
the Modern Woman



OTHER

The Menstrual Cup for
Anyone With a Uterus



JUPITER SCALP BRUSH

A Brush for Scalp Exfoliation & Hair Detangling

Role: Trend Identification, Market Research, Product Development, Design for Manufacturing, Project Management, and International Sourcing and Procurement.

Scope: As part of the initial product offerings, I personally designed and developed the scalp brush for the suite of products through prototyping and user testing. I worked with manufacturers and suppliers to create a custom tool mold for an award-winning scalp brush.

By Mary Suttle for Jupiter

Photography from Jupiter

Why is scalp health important?

Up to 75% of people experience dandruff at some point in their lives. 1 in 5 people experience dandruff chronically (all day every day). Even with such a large portion of the population experiencing dandruff, current solutions are outdated and rely on shame-based marketing.

Jupiter's line of dandruff products tackles both the root of dandruff and alleviates the symptoms. **The Exfoliating Scalp Brush is one of the six products in the debut line of the brand.**



Existing Scalp Brushes & User Testing



ABS Plastic Scalp Brush

A cult favorite scalp brush is a simple design with few frills. It is a size that can be easily held, and the bristles are thin and flexible enough to be gently exfoliating. **The feedback from the testing participants was generally positive.**

Pros: Bristles were **firm but flexible**. The weight of the brush was lightweight and not cumbersome.

Cons: Some of the **bristles were scratchy** due to flaws in the manufacturing process. Depending upon the handle style, there was no way to store in the shower.



Silicone - Hollow Bristles

This style of scalp brush is usually used for massaging the scalp rather than exfoliating. The bristles are usually incredibly soft and not very stimulating. **The feedback from the testing participants was generally negative.**

Pros: The shape was easy to grip.

Cons: This style of brush has an ABS top, with a pressure fit silicone bristle portion. This style of assembly allows for **water and mildew to collect** in the cavity between the top and the bristle base. The bristles are also prone to tearing.



Silicone - Solid Bristles

This style of scalp brush has an ABS top and solid base of silicone bristles. This brush is usually permanently assembled via ultrasonic welding. This ensures a water-proof assembly. **The feedback from the testing participants was generally neutral.**

Pros: The shape was easy to grip.

Cons: The brush was heavy. The bristles were solid, which meant they could be **painful on the scalp**.

Necessary Design Features



Comfortable Size & Diameter

Jupiter's customer base does not skew to one gender in particular. Because of this, it was important the brush was easy to hold for many different hand sizes.



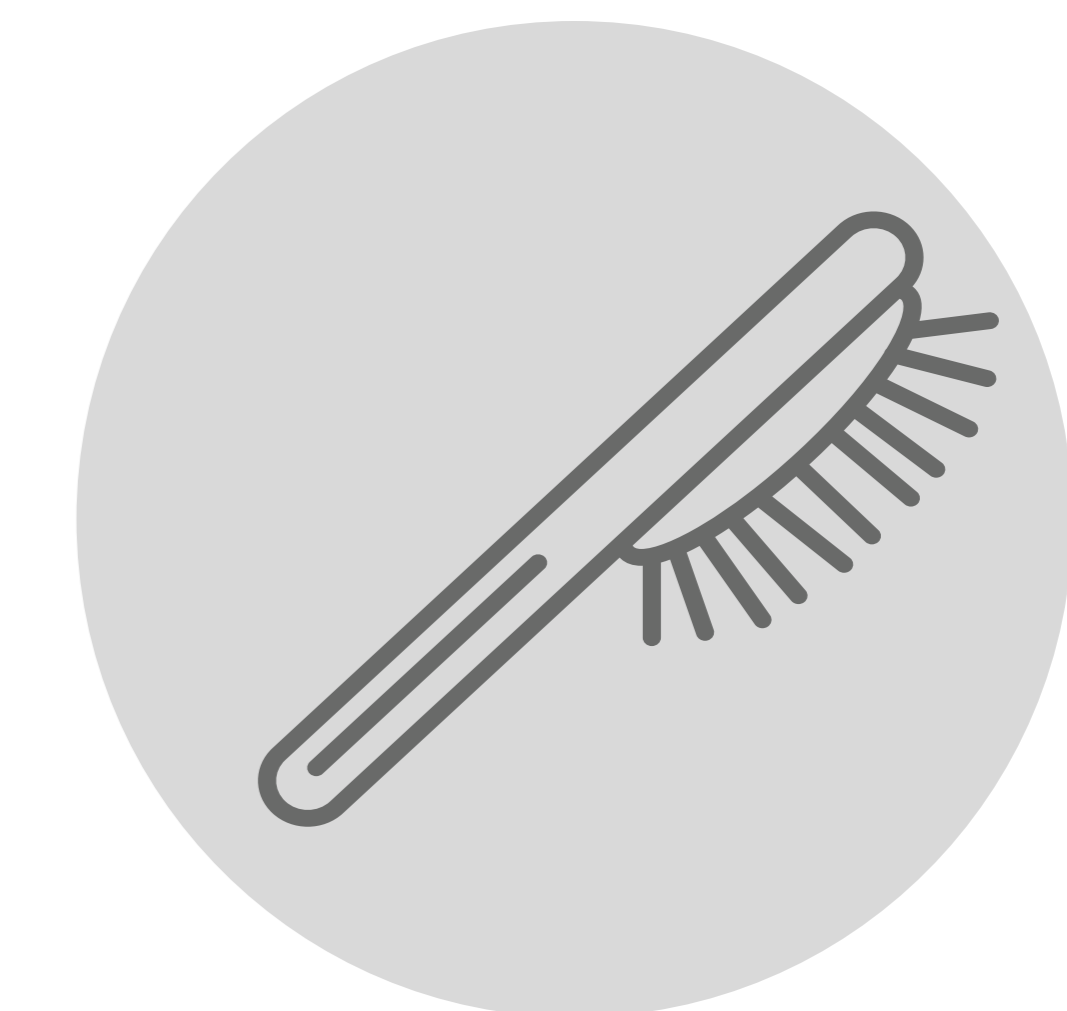
Matches Jupiter's Brand Language

Like all of Jupiter's products, the brush needed to be attractive and not look medical, clunky, or like a typical dandruff product.



Built in Hook or Storage Feature

After testing competitive products, many of our participants had issues with storing the products in their limited shower space or did not want to store the brush on the edge of their shower in a puddle of still water.



Effective & Gentle Bristle Design

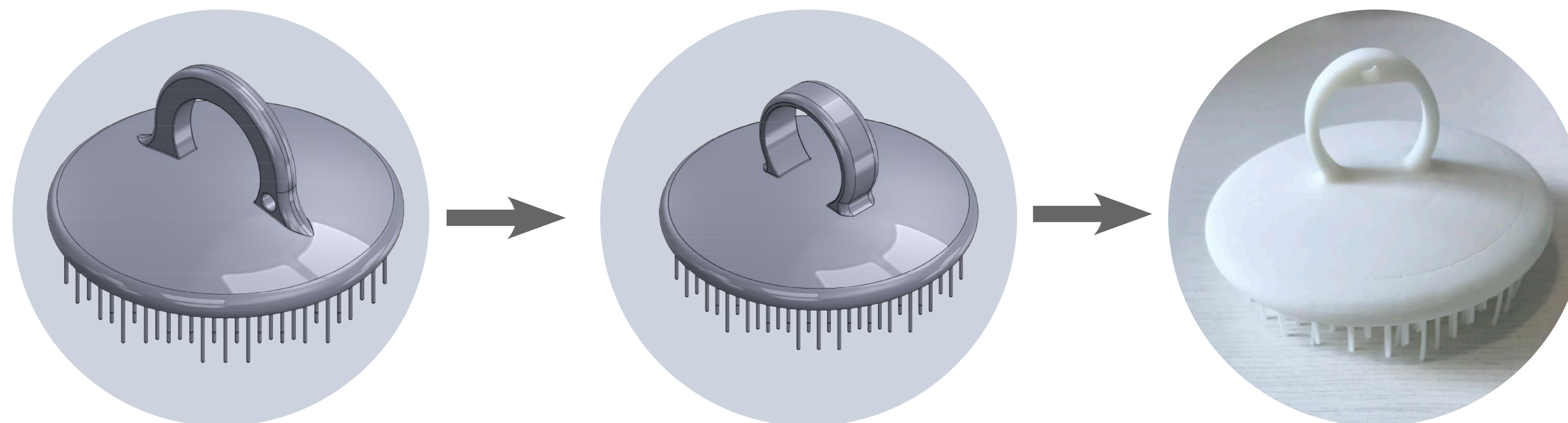
Bristles need to be soft but not ineffective. The bristles need to be carefully molded to avoid any potential sharp points or flaws during the manufacturing process.



Version 1

Version 2

Version 3



Version 4

Version 5

Final Version
& 3D Print

3D Form Development

After determining all of the features we wanted in the brush, I began rough form exploration. We went through several rounds of refinements and physical mockups.

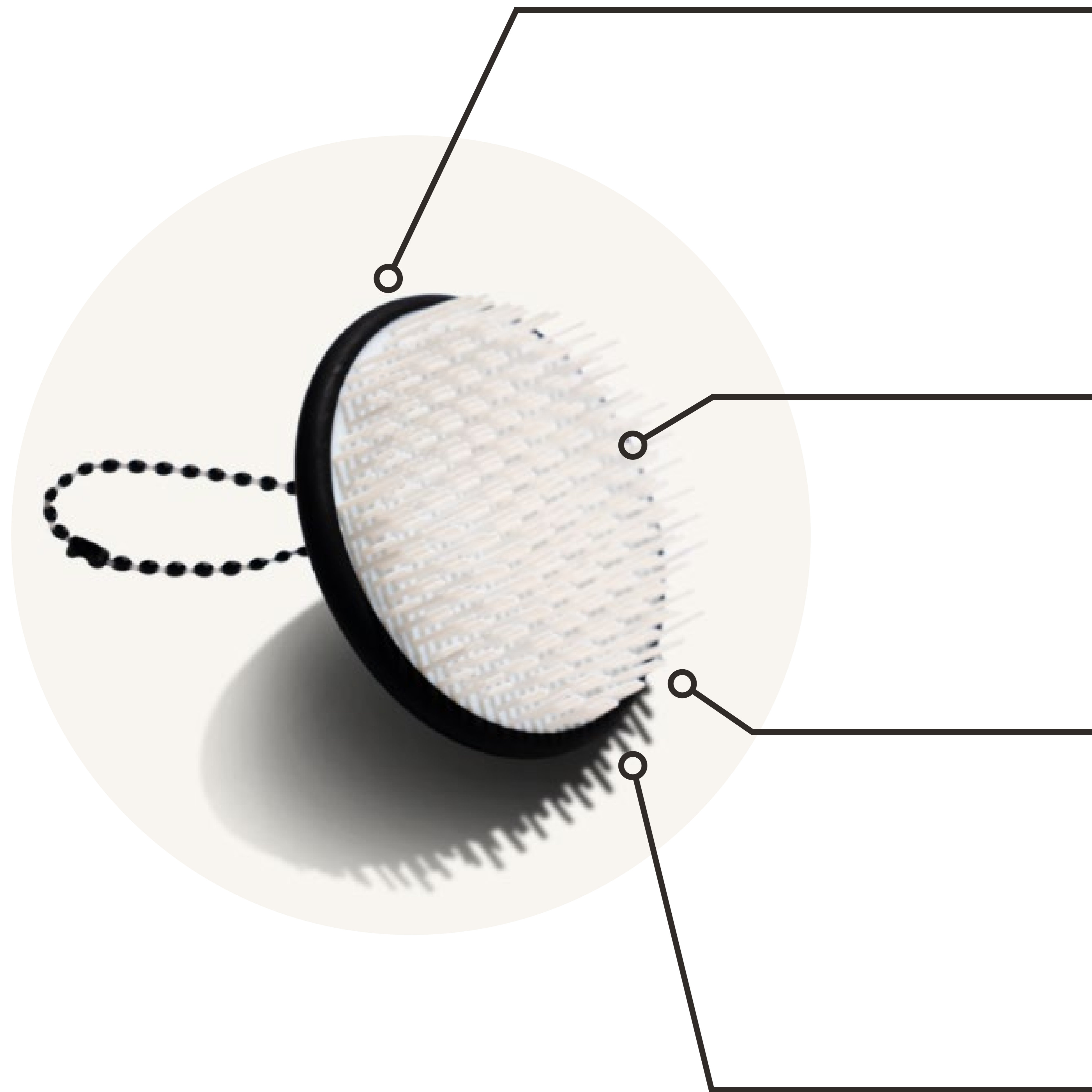
I ultimately 3D printed two versions of the final form to test the shape and size of the brush. After developing **production ready CAD files**, I worked with the factory and their engineer to **tool a custom mold** for injection molding.

Exfoliating Scalp Brush

As part of a holistic dandruff solution, **the Jupiter Exfoliating Scalp Brush helps loosen scalp build up, so it can be washed away by shampoo.** It also allows the active ingredient of the anti-dandruff shampoo to **penetrate the scalp** more effectively. It can be used in and out of the shower!

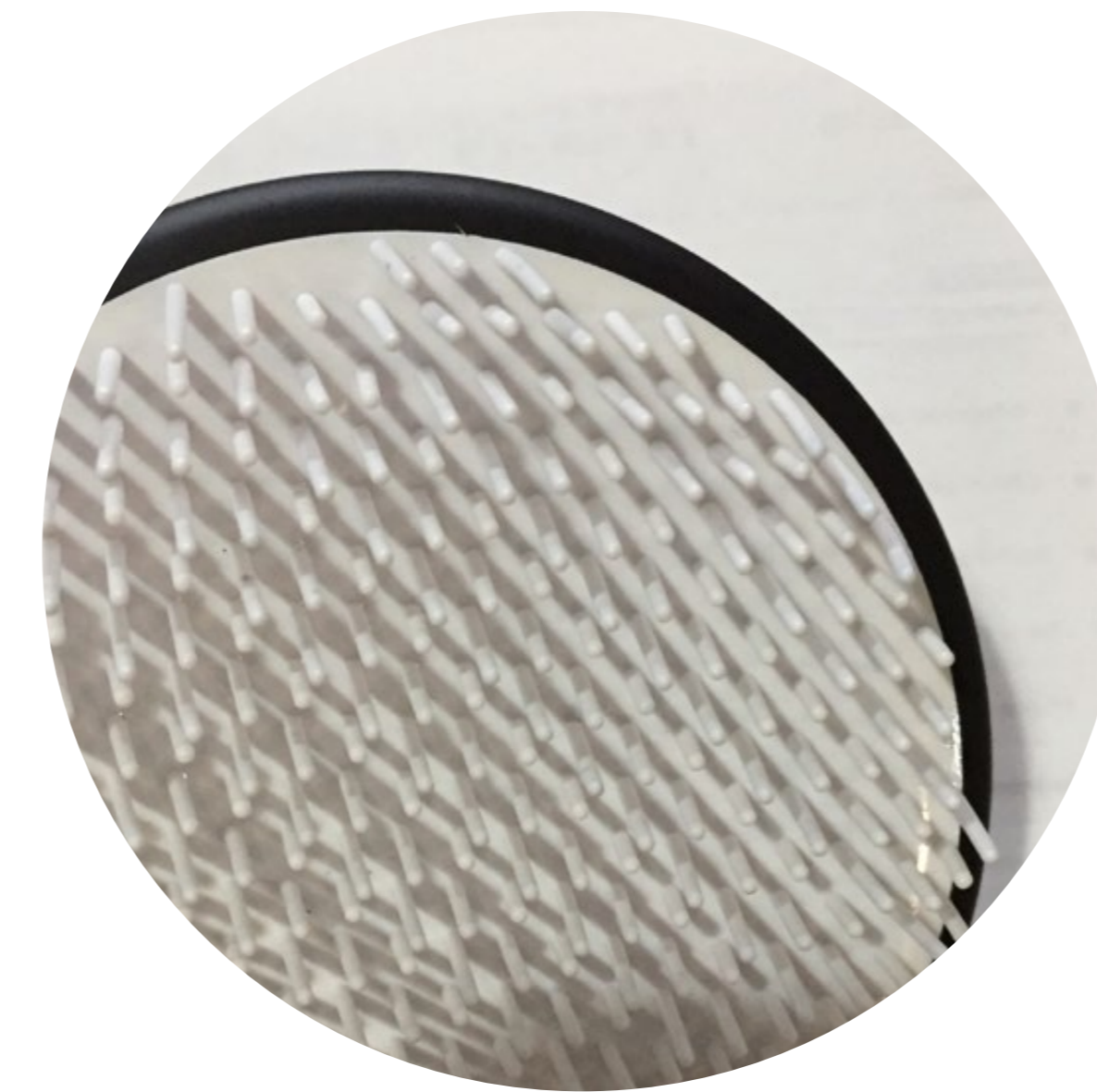


Product Features



Materials

The brush is a two part assembly. The top portion is **ABS plastic with a soft touch finish**. The bristles are **PPE**, which allows them to be firm but flexible.



Bristles

The bristles were designed to have round edges to avoid any sharp edges. **I also designed the bristles to be multi-functional: both exfoliating and detangling.** The multi-tiered bristles allow for detangling while you are in the shower.



Gates

I designed the brush so **the gates were on the rear of each part**. I wanted the surface of the brush to be as smooth as possible. It was important to me and the Jupiter team that **the surface not show any evidence of the injection molding process.**



Watertight Feature

In order to have a soft touch finish (which was applied post molding), we could not ultrasonically weld the top and base together. This would have damaged the finish. **I worked with the factory and engineers to develop an unique mechanical locking feature.** This mechanically fastened the top and bottom together and made the brush **watertight.**





COSMA

Integrative Health Brand for the
Modern Woman

Role: Trend Identification, Market Research, Product Development, Design for Manufacturing, Brand Design, Packaging Design, Website and Graphic Design, Project Management, and International Sourcing and Procurement.

Scope: New direct-to-consumer brand centered around wellness for a 2020 Holiday Season launch. Using my own health journey as inspiration, I developed and launched the brand Cosma and the initial product offerings.

By Mary Suttle for ROHEGO

What is Integrative Health?

Integrative health is integrating the **best of traditional medicine** with a broader understanding of the **nature of illness, healing and wellness**. It uses conventional and complementary therapies in a coordinated way. Examples of this are coupling anti-anxiety medication and traditional talk therapy with meditation and mindfulness.

After analyzing the current market opportunities and performing market testing, I launched **Cosma, a health and wellness brand under the ROHEGO umbrella**, that is focused on providing complementary wellness solutions for the modern woman.



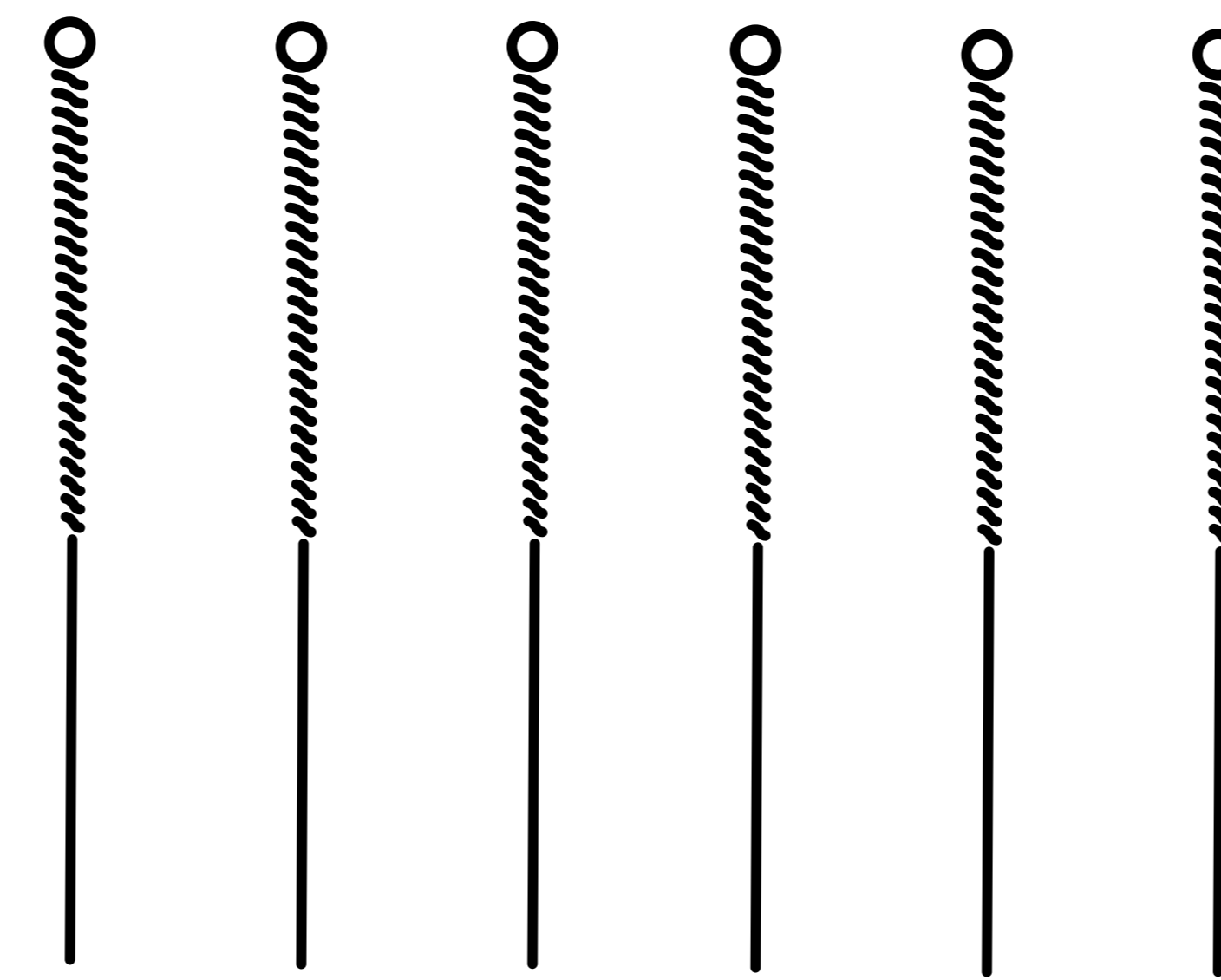


\$296.3 BILLION

The global complementary and alternative medicine market size is projected to reach \$296.3 billion by 2027.*

\$576

Consumers who rated integrative health as important spent \$576 annually on treatments and products.



Following meditation, people were most eager to try acupressure and acupuncture.

Secondary Research

Integrative health and wellness is not just a trend, it is here to stay. Using the Mindbody Wellness Index (a 15 minute online survey of 50,000 people in all 50 states, ranging from 18 to 65) and market analysis, I was able to weave together health and wellness trends in the integrative health industry.



69%

of the respondents felt an improvement in their mood after receiving an integrative health treatment.



68%

of the respondents felt that integrative treatments were a good compliment to traditional medicine.

Unless otherwise noted, statistics are from the 2019 and 2020 Mindbody Wellness Index.

* Grand View Research, Inc.

Insights From Research



People are Eager to Try Acupuncture

Of the more popular integrative health treatments, people seemed **most curious and interested in acupressure and acupuncture.** In-office treatments can be pricey which excludes potential consumers.



Spending More on Health

Consumers who prioritized integrative health were willing to pay for it. Of the individuals who prioritized integrative health treatments, they spend **\$576 annually** on these product and service categories as opposed to the **average consumer who spends \$268 annually in comparison.**



At-Home Experiences

Even before the necessity of at-home solutions in 2020, it was extremely viable to take a traditional experience and make it **accessible to a larger customer base at home.**

While analyzing the current wellness trends, I made sure to consider which options would be **feasible in an at-home setting and direct-to-consumer eCommerce model.**

What are Ear Seeds?

Based on my research, consumers seemed most eager to try **acupressure and acupuncture**, and I wanted to accomplish that in an at-home setting. I narrowed the field to **ear seeds, a type of acupressure treatment**.

Ear seeds are small beads with adhesive stickers that are used to **stimulate pressure points** in your ear. They are non-invasive and **require no needles**.

They are now made of stainless-steel, ceramic, or other non-reactive metals, but they used to be actual seeds from the flowering herb *vaccaria*. Some ear seeds feature crystals for a more decorative and glam effect.



Fake Brand Test

We developed a test brand with similar messaging and product offerings, and ran ads to a landing page to **validate the concept**.

Once the customer tried to purchase, they were notified that we were pre-launch but they could enter their email to purchase when we launched.

This allowed us to gain data on the **target customer demographic, cost per acquisition, average order value, and the types of ads that performed best**.





233

conversions (deemed as add to cart for this test) in 30 hours of running ads.

\$2.70

Add to Cart Cost



Fake Brand Test Results

We launched our ads on Instagram and Facebook, which drove to a landing page. We set a benchmark of **200 conversions** in order to consider the data significant. We were able to achieve this within 30 hours of running ads.

From these results, **we determined the opportunity was viable** and we moved forward with a full scale brand launch.

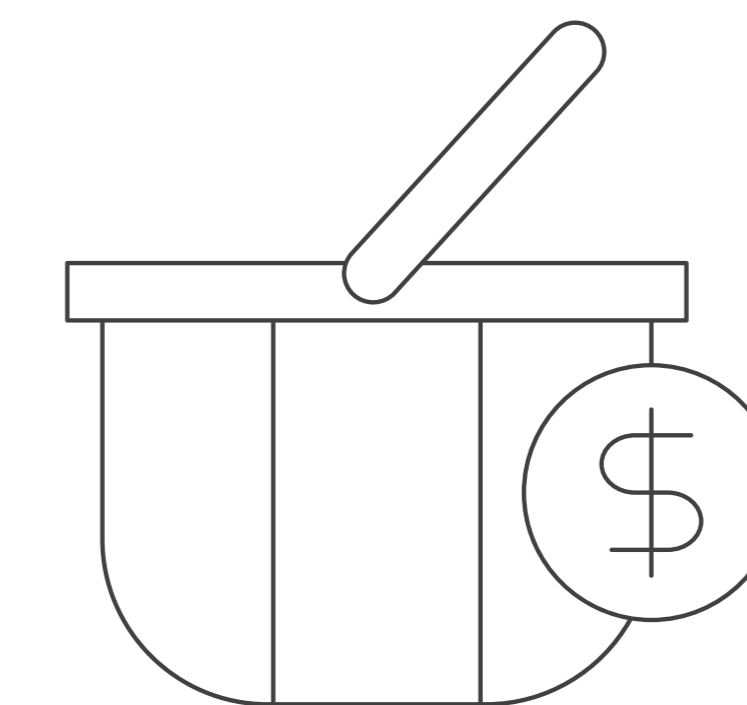
\$40.28

Average Order Value



4,821

online store sessions in the first 30 hours.



4.8%

conversion rate (conversion was deemed as Add to Cart for this test).

Cosma

We launched with an initial product offering of two starter sets that included **24k gold plated stainless-steel ear seeds, tweezers, an easy to use placement chart, and a storage pouch.** Unlike current competitive offerings, the Cosma Starter Kits **include everything you need to get started** in a non-wholesale quantity.

The Cosma Starter Kit **feels premium and is very giftable.** The storage pouch serves as a brand awareness opportunity as it could be reused as a cosmetic case, toiletries storage, or as storage for the extra ear seeds.



cosma

Header Font - **Raleway SemiBold**

Body Font - PT Sans Regular

Primary Colors



Secondary Colors



Brand Development

I developed the brand guidelines, name, logo, packaging, email marketing and social media graphics, website design, and took all product photography.

Cosma is a feminine play on “kosmos” which means balanced universe or harmony.

The typefaces I chose were **friendly and casual**. The brand colors were selected to evoke a **warm and cozy feeling** with cooler secondary color options for a **gentle contrast**.



Messaging & Tone

The brand was **based on my own wellness and health journey**, as **authenticity and a genuine voice** were important to the brand.

The brand **emphasized benefits of ear seeds that were studied** and did not bill itself as a universal cure-all. Benefits and mechanisms were explained in a **straight-forward and factual manner**.

Photography was **warm, inviting, and friendly**.





1K

Instagram followers
after 40 days.

10 DAYS

Profitable after 10
days of actively
running ads.



47.5%

ROI on initial inventory
purchase.

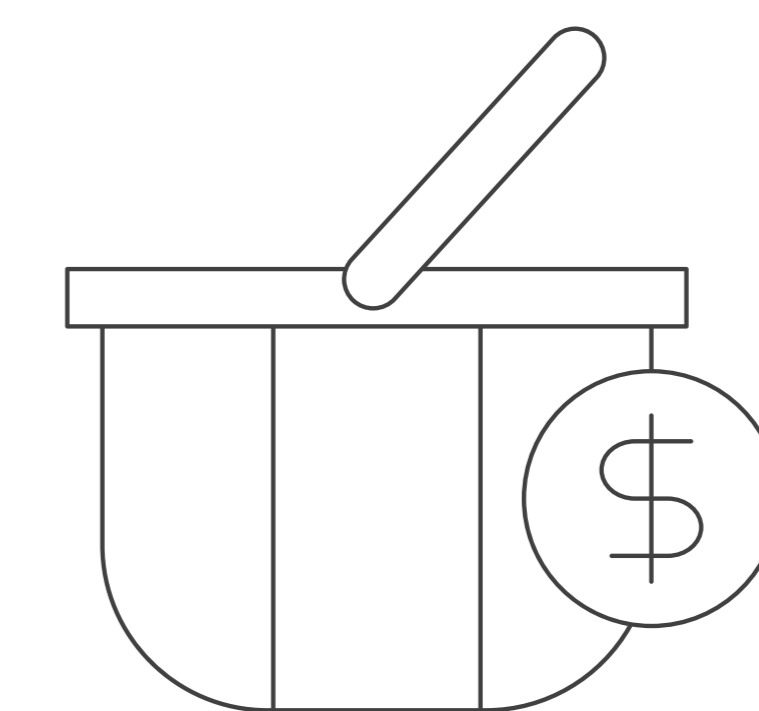
Product Launch

Cosma launched prior to the 2020 Holiday Season with two product offerings. The success of the initial launch allowed the brand to expand to new planned product offerings.



57.3K

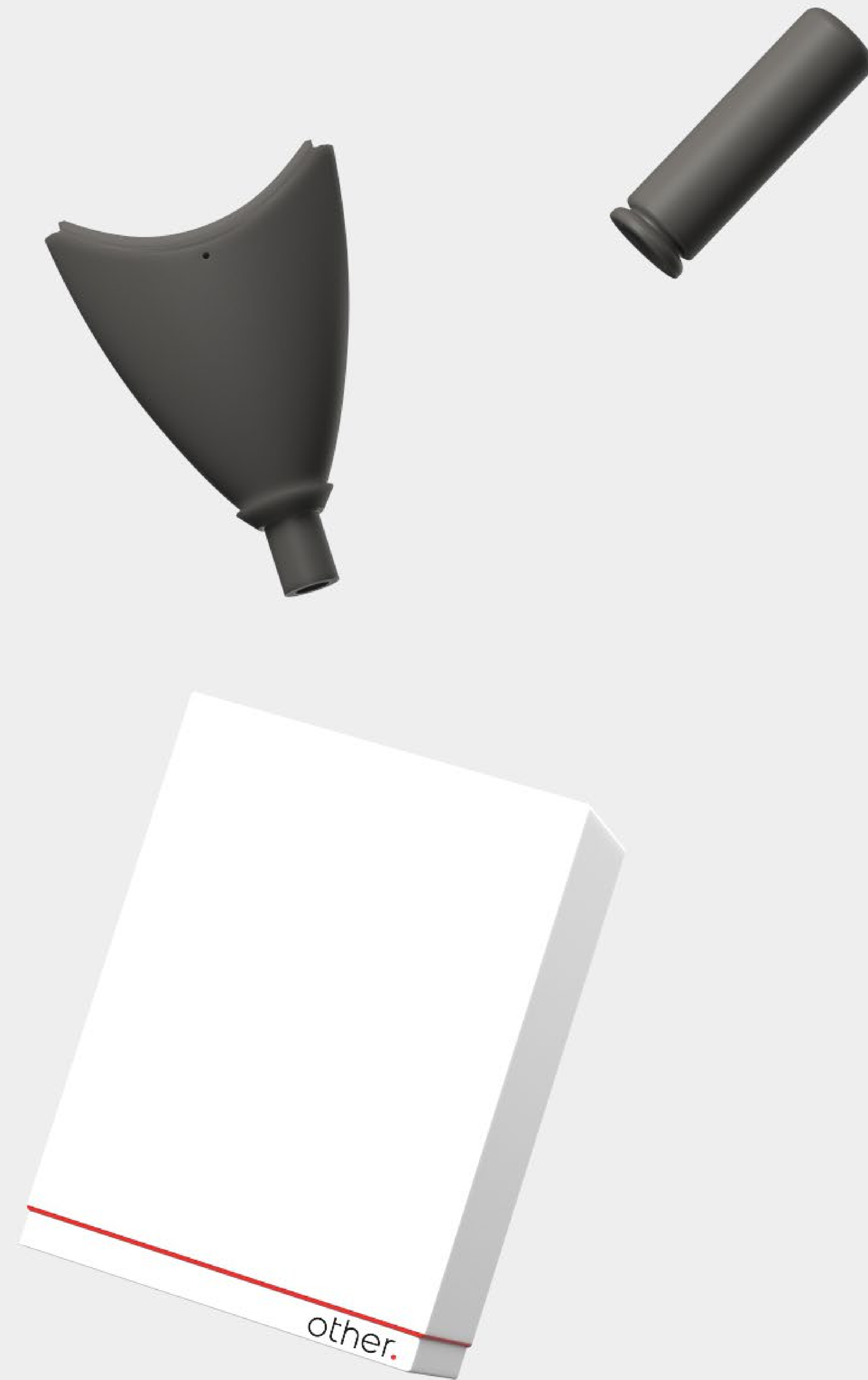
online store sessions in the first 40 days.



2.8%

conversion rate





OTHER

The Menstrual Cup for Anyone With a Uterus

Role: Trend Identification, Market Research, Primary Research and Interviews, Product Development, Design for Manufacturing, Prototyping, Packaging Design, and Branding.

Scope: Menstrual care is usually very feminine-normative. I set out to develop a menstrual solution that not assume gender of the person using it. I created an entirely new menstrual experience that does not require the user to interact with their genitalia or their menses.

By Mary Suttle

What's up with the term "feminine hygiene"?

When I began this project, I wanted to tackle the social issues surrounding menstruation. I specifically focused in on the term "**feminine hygiene.**" Not everyone who menstruates is a woman, so the term "feminine hygiene" can be alienating and dismissive of other genders. If you have a uterus, and are not taking hormones to suppress menstruation, you can menstruate regardless of your gender identity.

Other is a menstrual product that does not assume the gender of the person using it. Regardless of your gender, the Other Cup is a new menstrual experience. The Other Cup is designed to minimize the interaction with menstrual fluid, both physically and visually.



Primary Research

I interviewed and surveyed over **two hundred people** to find out how they feel about their periods. The number one used period product was tampons (58%), followed by pads (23%), and menstrual cups (13%).

In both my survey and interviews, I heard overwhelming negative things about currently available products and the experience surrounding them.



Standout Quotes

"Tampons were always uncomfortable or painful despite being very careful to put them in properly. Due to dysphoria I also couldn't handle sticking my hands around or up that area, which is why I never tried cups."

- Anonymous Survey Respondent



"I hate my period and cannot wait for menopause."

- Helen (she/her)



"One time I had to change my tampon in a public bathroom, but there was no place for me to put it. I had to wrap it up in a wad of toilet paper. I waited, like, fifteen minutes until everyone left the bathroom to leave the stall."

- Case (he/him)



"It's incredibly gender dysphoric when they aren't discreet. They (pads and tampons) don't feel discreet, they're loud to open particularly in a men's bathroom, they're overly feminine in packaging (pinks/purples and traditionally feminine patterns)."

- Anonymous Survey Respondent

Secondary Research

I dug deeper into the technical problems surrounding the current period products, their branding, and their history. Aside from being extremely gendered, alienating, and sexist; menstrual products pose a danger to an individual's health and the health of our planet.



\$18,000

The average cost for someone's period over their lifetime is \$18,000. This does not include cost of doctor visits or insurance.

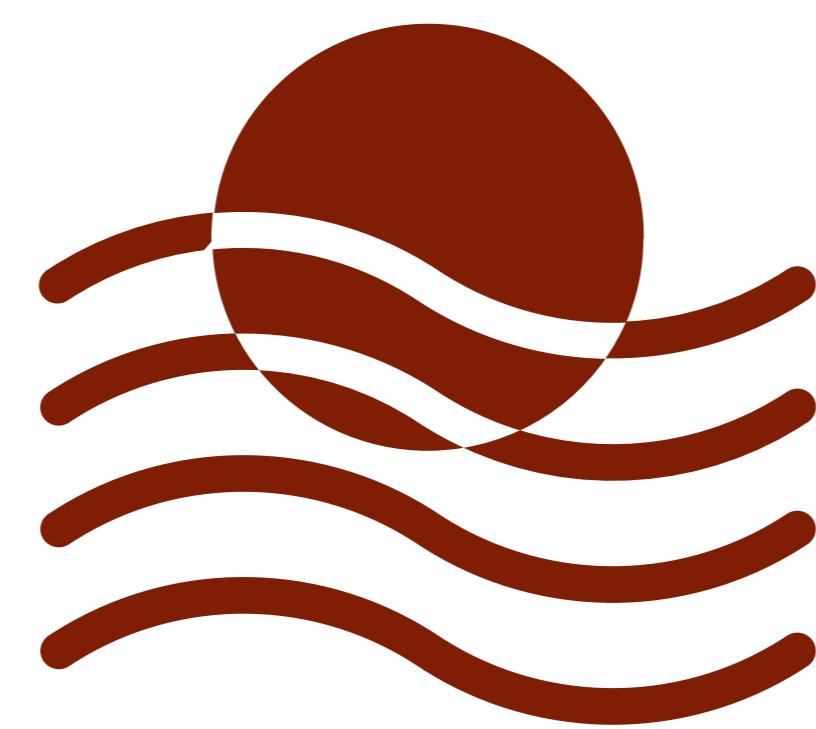
16-25%

Conventional menstrual products use cotton. Cotton uses 16-25% more pesticides than any other crop.



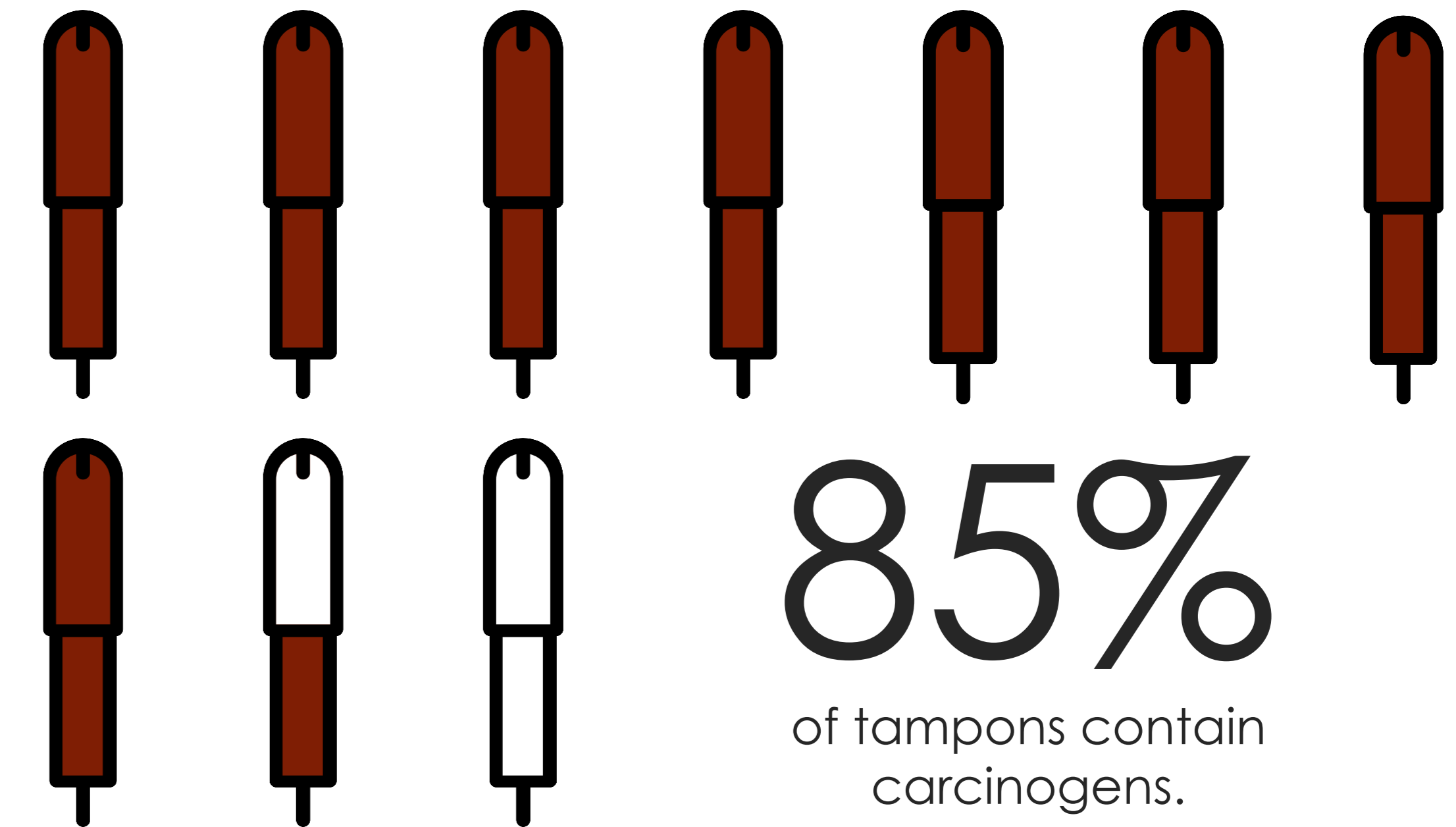
20 BILLION

disposable menstrual products are put into North American landfills every year.



10x

The vagina absorbs chemicals at 10 times the concentration than if a chemical was taken orally.



85%

of tampons contain carcinogens.

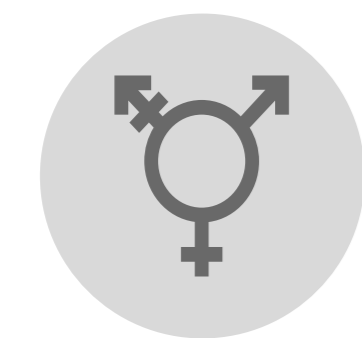
Design Objectives



Change pre-conceived notions about menstruating and who is able to menstruate.



Create a new color palette and design language for menstrual products.



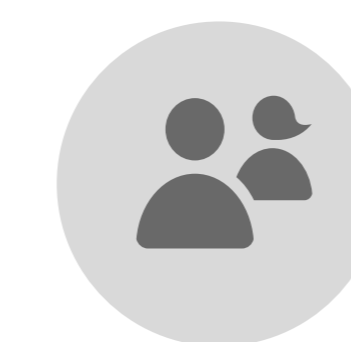
Validate everyone who menstruates with gender neutral and inclusive product/branding/experience.



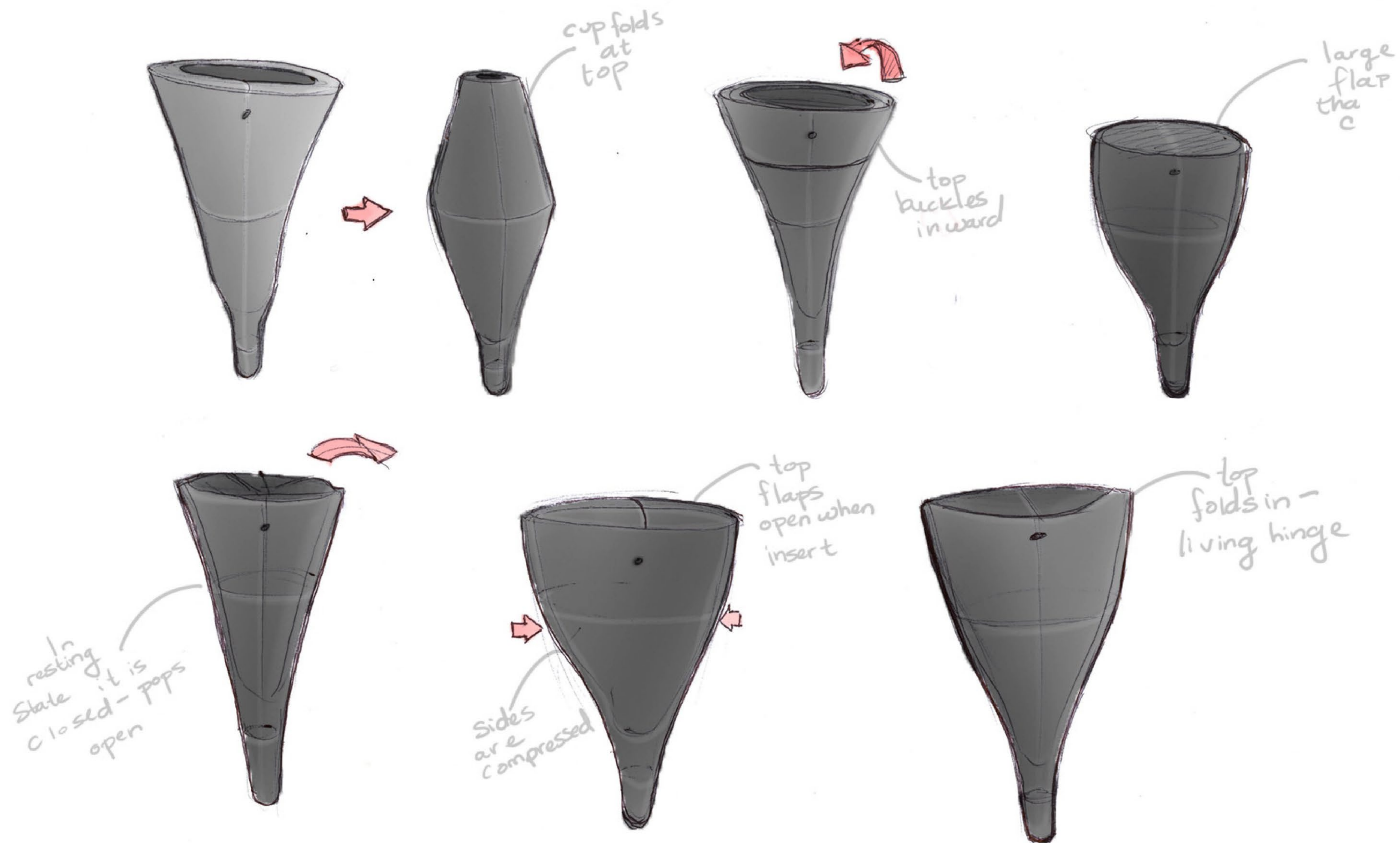
Design a reusable product that is appealing.



Design packaging that is efficient, can multi-task, and is user friendly (not loud, can be used for disposing used products, and is eco-friendly).



Design a product that does not involve excessive physical contact with genitalia to insert or use.



Concept Development

Taking all of the pain points and problems into consideration, I wanted to design a menstrual product that would **reduce the physical confrontation to blood and one's genitalia**, have materials that do not **pose a danger to one's health**, had discreet secondary packaging, and had **branding that was not "feminine"** or dismissive of other genders aside from "female."



Prototyping

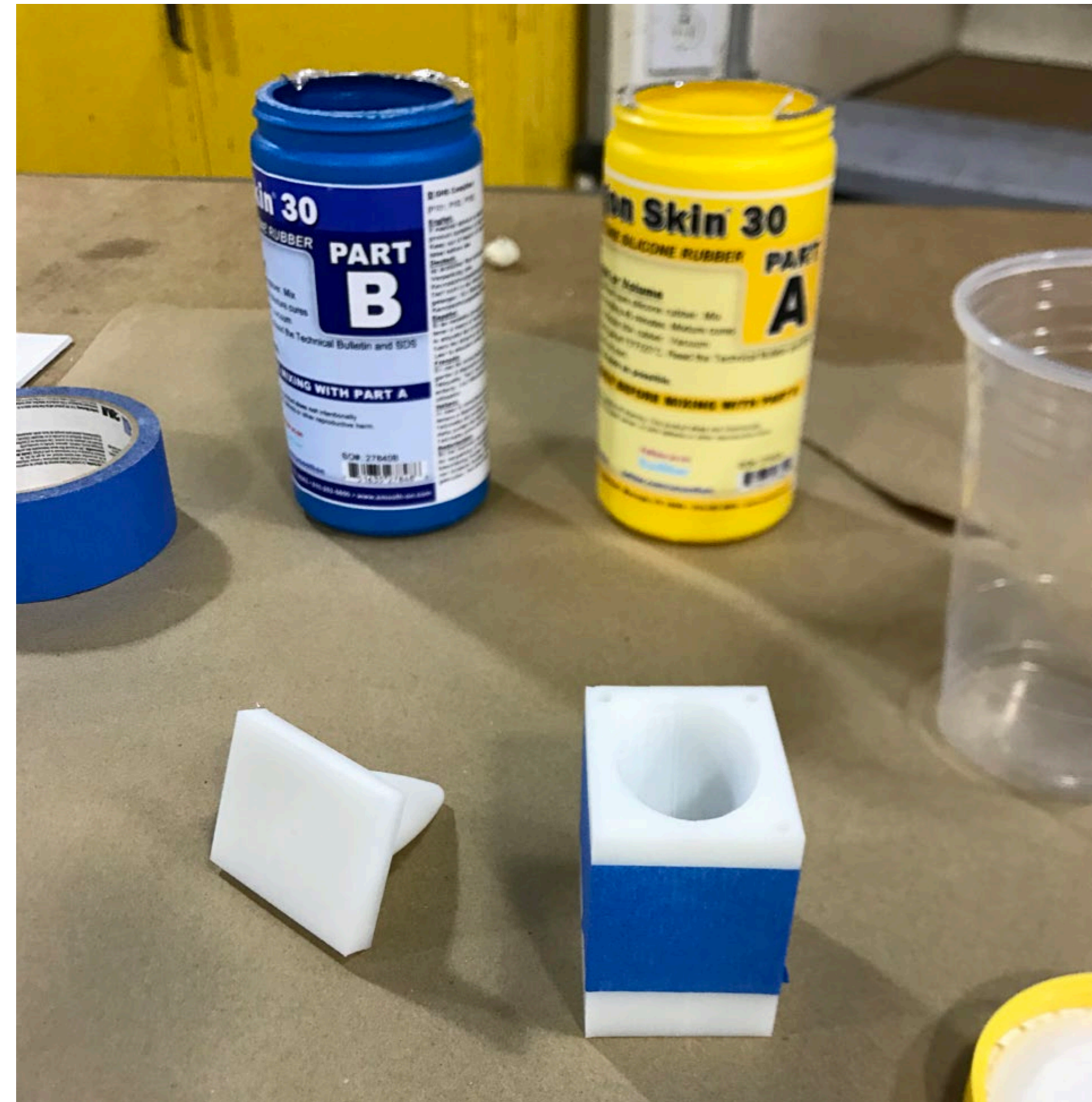
After testing a variety of menstrual cup 3D mockups, I **developed molds** based on the CAD model I developed. In total I printed 8 low fidelity FDM molds to **test the functionality of the cup and refine the features of the mold.**

Each mold was a slight adjustment based on refining the capacity, shape, and functionality. Once final specs were determined, I printed a high fidelity mold for final prototype production.

Prototyping



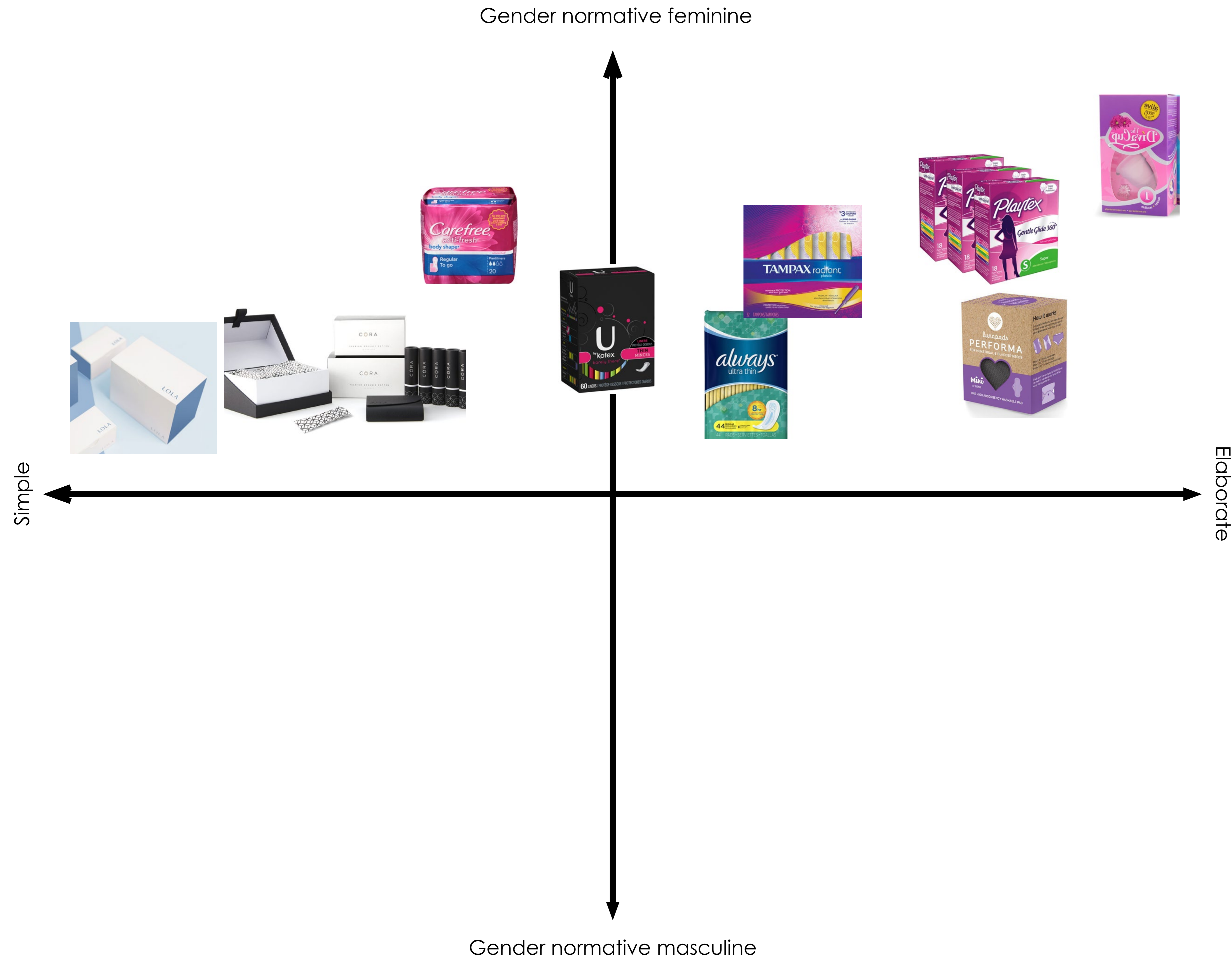
Menstrual cups are usually made of **medical grade silicone**. I used silicone designed for special effects to test the cup designs. I selected 20A, 30A, and 40A durometer silicone for testing.



The prototype molds were manually filled and allowed to cure in a pressure pot for the best results. In the end I **cast 37 cups** across the various molds.

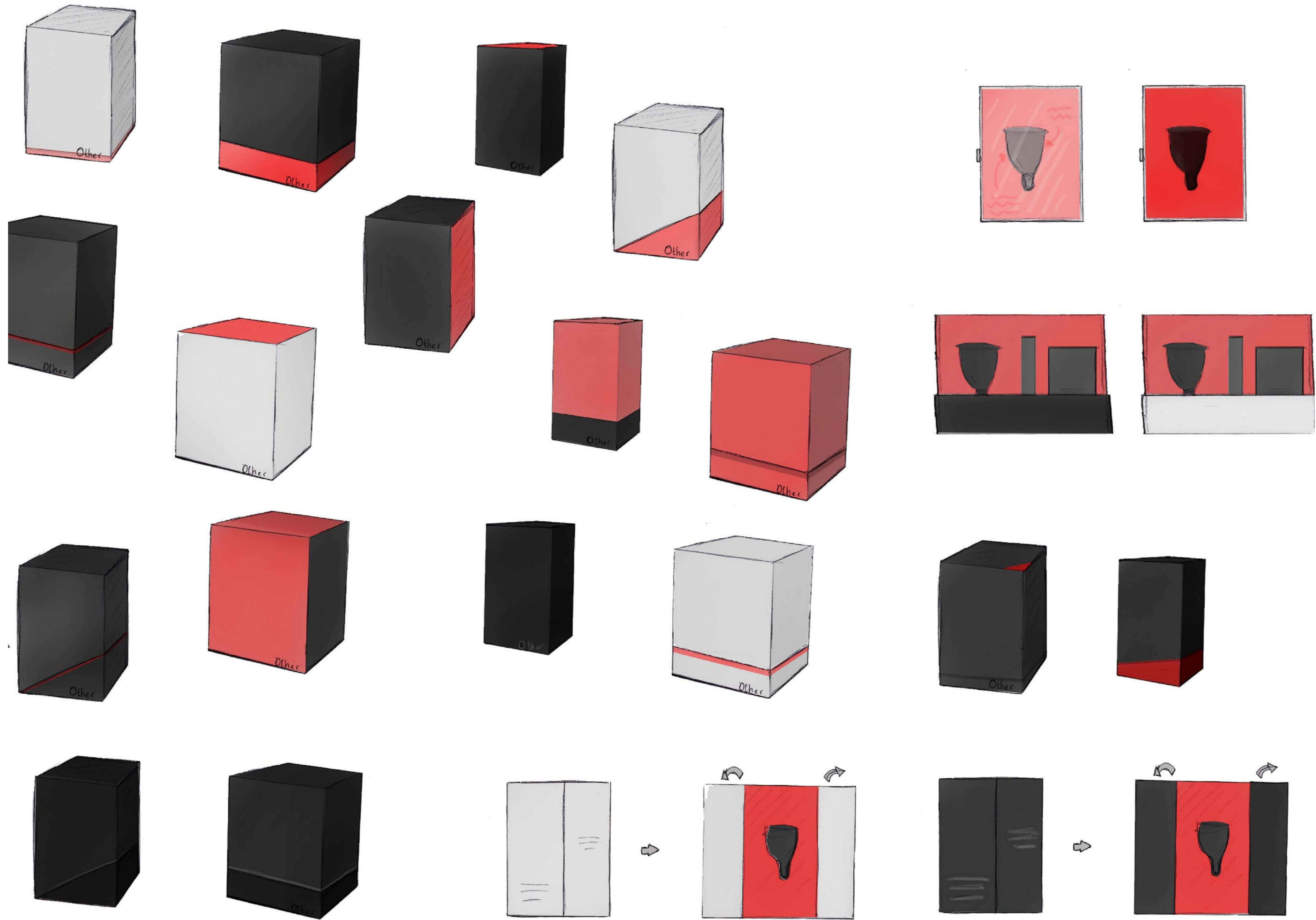


After testing the different durometers of silicone, I settled on 30A. **30A silicone allowed for the cup to deform** while still being “springy” enough to open when inserted.



Packaging Development: Market Analysis

Of the major brands analyzed, **most had feminine-normative colors.** Many companies used colors like pink, purple, and turquoise. The more gender neutral packaging utilized shades of blue, or black and white.



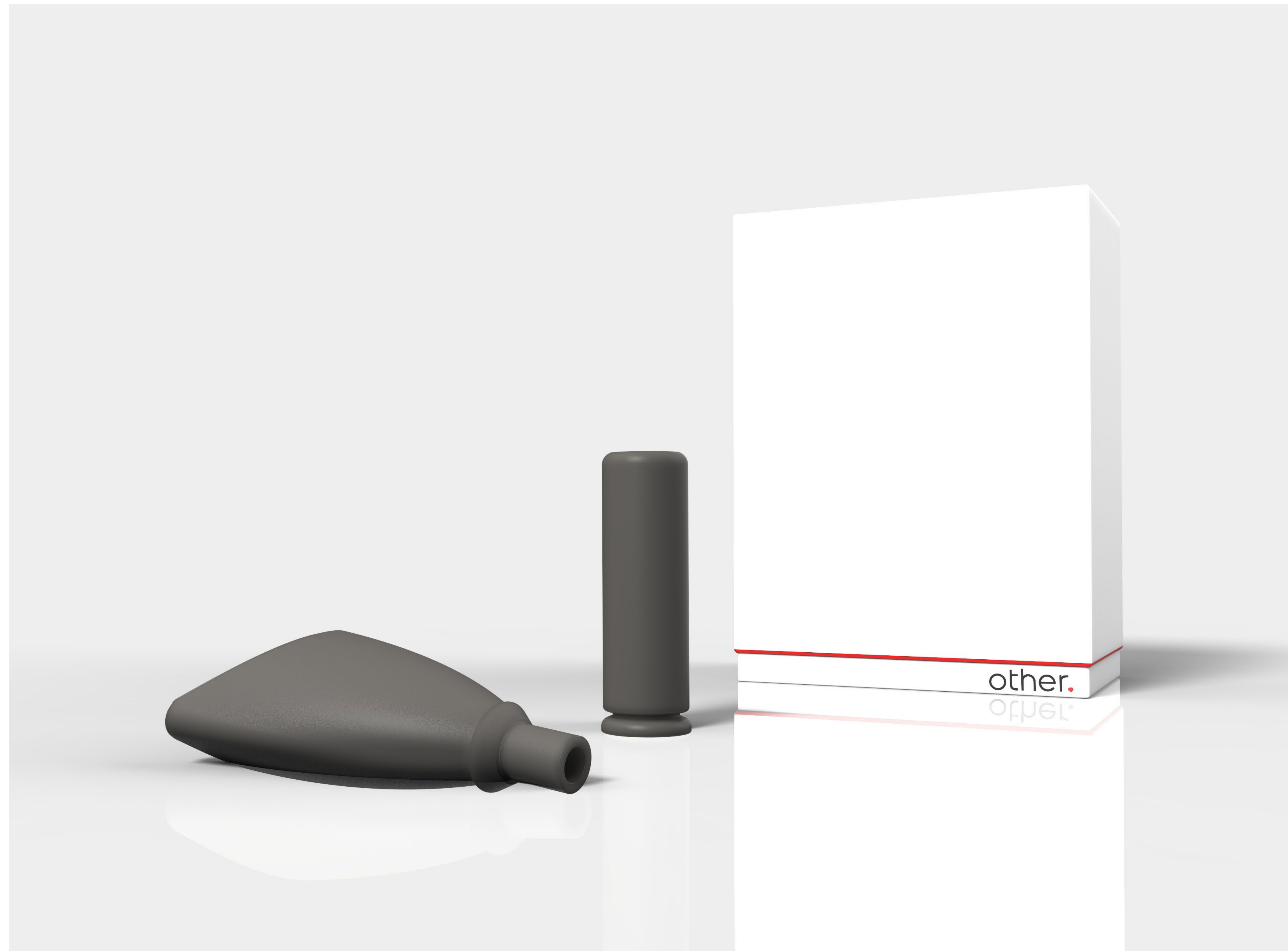
Packaging Concept Development

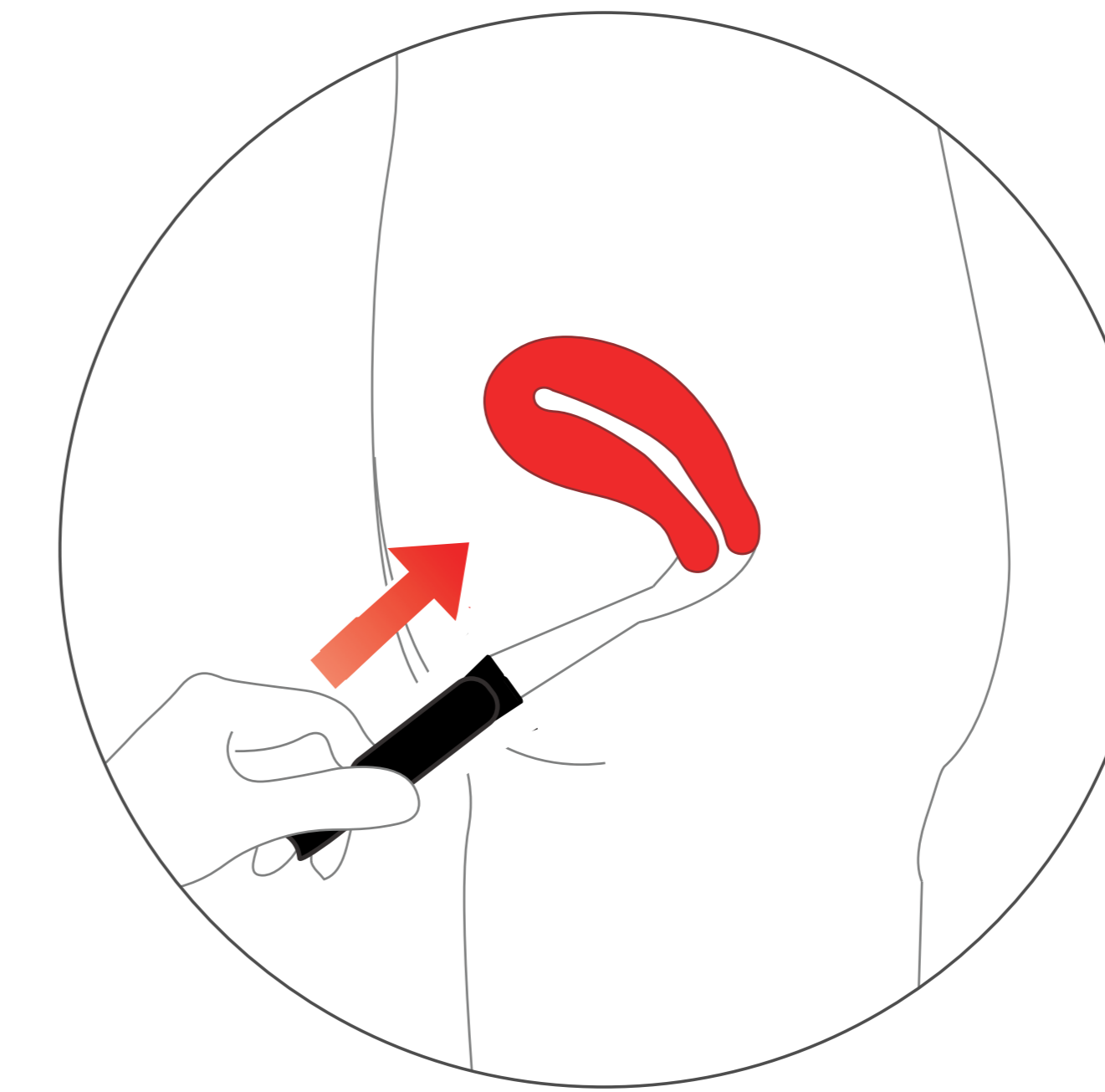
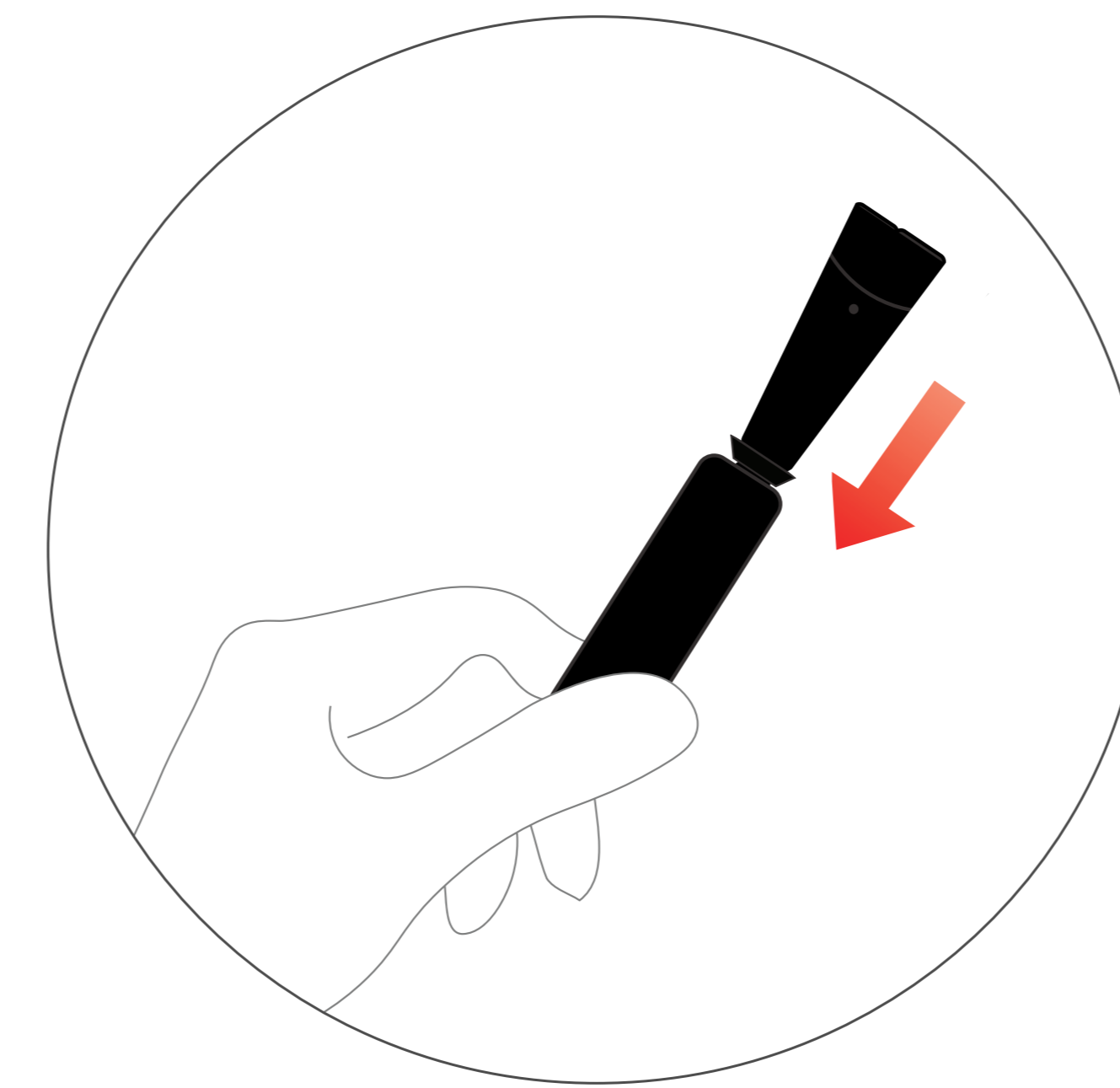
The packaging concepts were designed to be **completely unrecognizable as menstrual care packaging**. The experience of opening the packaging and interacting with it was to **feel luxurious and high end**, rather than cheap and disposable like current interactions with existing menstrual care packaging.

other

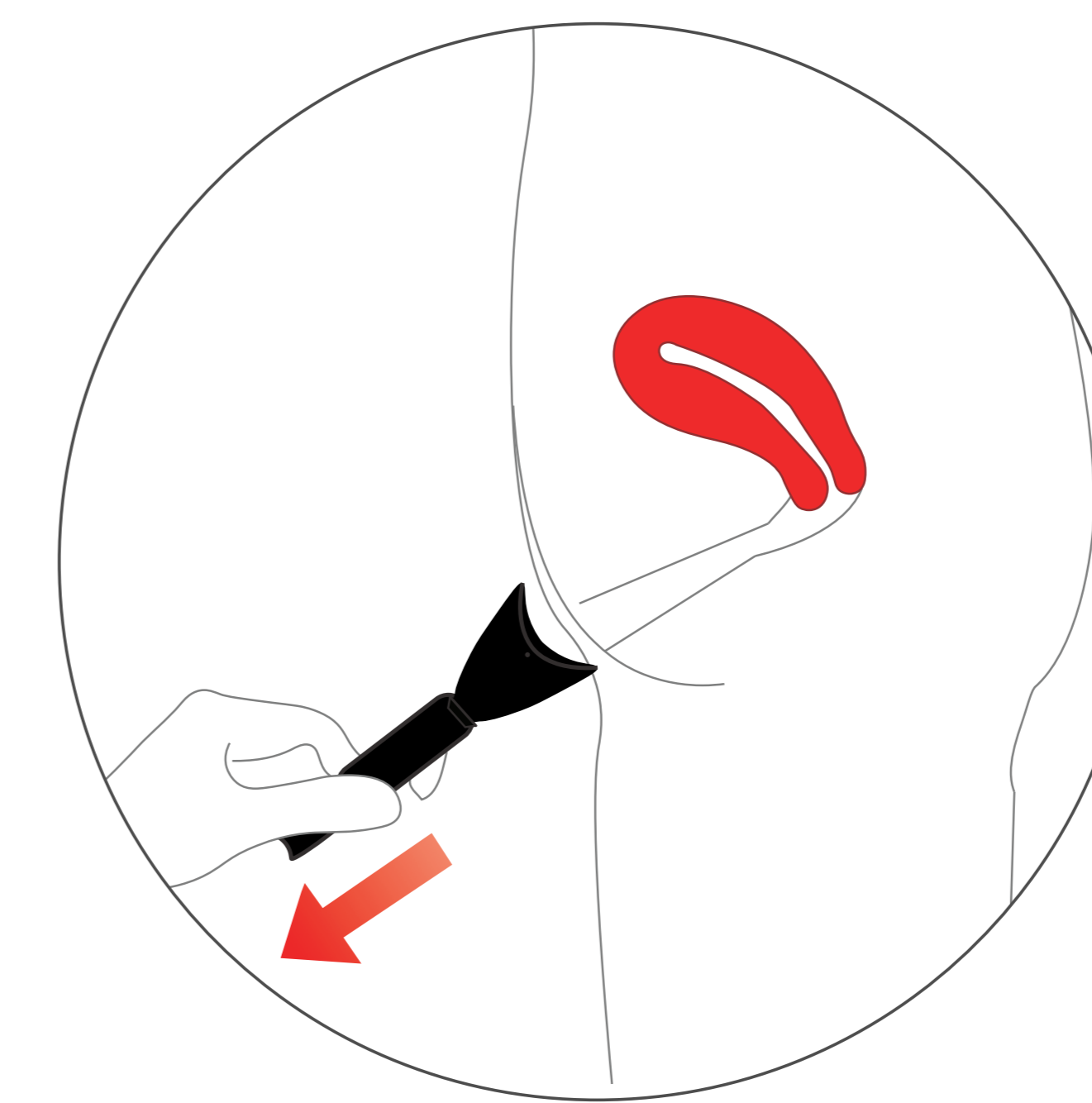
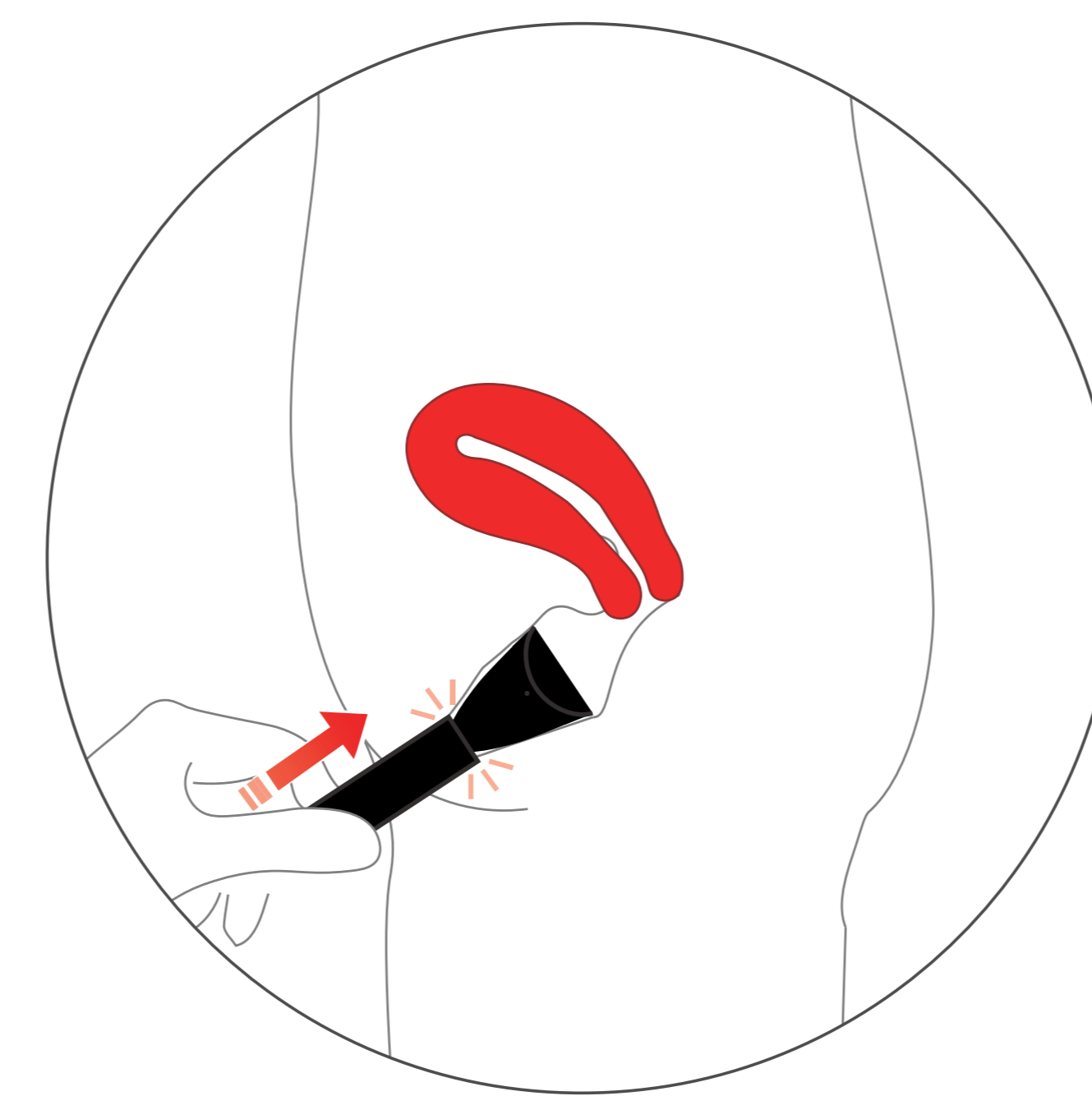
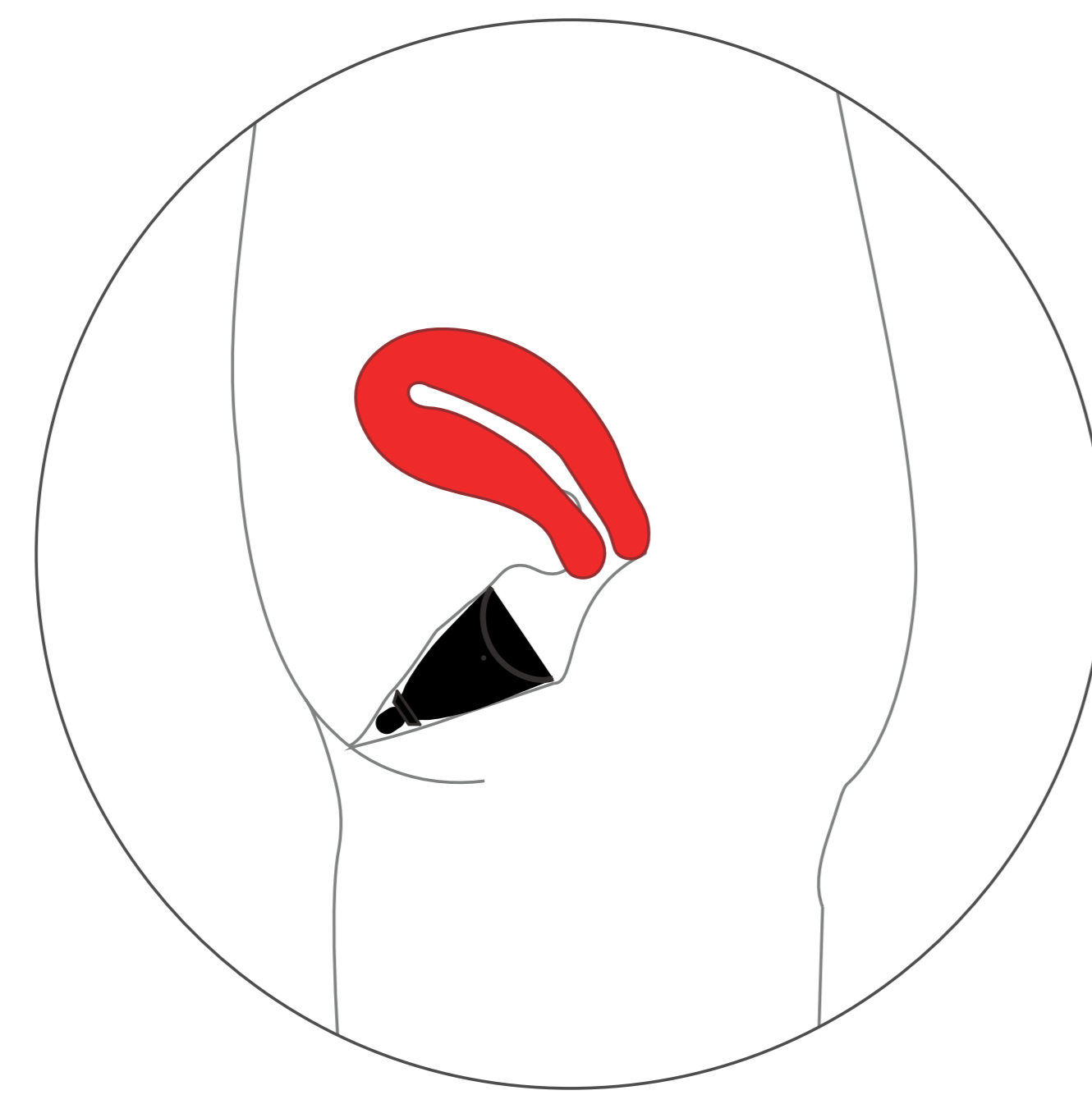
The Other Cup is **designed to minimize the interaction with menstrual fluid, both physically and visually.**

The Other Cup is inserted with an applicator, then opens to collect menstrual fluid once inserted, after twelve hours the cup is removed with the same reusable silicone applicator, and a new clean cup is inserted. The Other Cup comes in a two cup pack.





The menstrual cup is rolled up, inserted into the applicator, and the applicator is inserted into the vagina. The plunger on the applicator is pressed, and the cup stays inserted in the vagina for up to 12 hours.



The top of the applicator is inserted into the vagina and pressed against the rib on the stem. The applicator snaps onto the cup, and the cup can be removed. The dirty cup and applicator are placed in disposable packaging and a fresh cup is inserted.

Secondary Packaging

Most menstrual products have very bright, loud, and colorful packaging. This packaging is designed to be subtle with a playful invitation to open the box.

The disposable packaging functions as a **carrying case** for the clean cup, and it is the disposable packaging for the blood. The cup and applicator are then deposited into **hemostatic packaging** that absorbs the menstrual fluid as you go about your day. The cup can be rinsed later at your convenience at home.



other.



THANK YOU!