

New Approach to Baby Care



MJS PACKAGING

About Our Customer

ěleeo brands is a CPG company that develops and grows trusted family wellness brands. Their Boogie® line of baby and kid products are designed to simplify everyday parenting.

Challenges

Our customer developed a new paste formulation and wanted a fully non-touch dispensing solution. Instead of relying on spatulas commonly included in the category, they desired a package capable of delivering the thick paste directly without clogging.

Solution

ěleeo partnered with MJS Packaging to create an innovative tube format with a unique silicone brush dispensing tip capable of delivering the high-viscosity paste. After several iterations to perfect the flow, the tube was paired with a folding carton featuring a windowpane so consumers could see and touch the applicator.

Results

The final package helped bring a first-of-its-kind, touch-free diaper rash paste to market. The product is sold in major retail channels and on Amazon, has gained organic viral attention online, and received a Silver Award for Health & Beauty Primary Packaging at the NJPEC Package of the Year Awards.

“The team at MJS Packaging has been an incredible resource for us, providing innovative solutions and allowing us to offer our product in a breakthrough format to our consumers.”

*Kelly Brown
Demand Planner
ěleeo brands*

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