

# Excessive Packaging Violating Design Ethics -- Taking Cosmetic Package as an Example

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**Abstract:** This paper takes a cosmetic package packaging as the research object, analyzes the excessive packaging performance of cosmetic package, as a starting point to understand the general situation and harm of excessive packaging, and gives corresponding solutions to these problems, in order to provide reference for moderate packaging design.

**Keywords:** Design ethics; Packaging design; Excessive; Moderate

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With the prosperity and development of the consumer market, overcapacity and the pursuit of interests have prompted many businesses to sell goods often do not pay attention to the product itself, but to give up the end of the energy spent on packaging design. Nowadays, excessive packaging is popular, and gorgeous packaging is not uncommon, which has a profound impact on the environment and resources.

## 1. Design Ethics and Degrees of Design

To study excessive packaging, we must first reasonably control the degree of design. The degree of design is limited by time and space. A qualified packaging design should not only meet the three design principles of practicality, beauty and economy, but also pay attention to the ethical principles of design. The so-called design ethics, is the requirements of the design must be reasonable consideration of human, environment, resources factors, so that the design can be healthy, long-term development. This concept was first proposed by the American design theorist Victor Barbanak, who believed that design should seriously consider the protection and use of the limited resources on the earth. Incorporate design ethics into packaging design, and control the direction of packaging design from the perspective of sustainable development, so that packaging design returns to nature, environmental protection and the true nature of life.

## 2. Taking a cosmetic suit as an example to analyze the phenomenon of excessive packaging design

At present, the phenomenon of excessive packaging in the domestic market is very serious, and the excessive packaging of cosmetics is the most common. In this paper, through the analysis of specific cases, it is concluded that the excessive design of cosmetic package packaging is reflected in the following aspects.

### 2.1 Too many levels of packaging

As early as 2010, China's General Administration of Quality Supervision, Inspection and Quarantine and the National Standards Committee issued specific regulations restricting excessive packaging of cosmetics, that is, the number of packaging layers shall not exceed three layers, the packaging void ratio shall not exceed 60%, and the packaging cost except for the initial packaging shall not exceed 20% of the selling price of the goods. After investigation, it is found that a brand of Shuiguang Elastic Runzhi Yue Suit has 5 layers of packaging in addition to the independent initial packaging container of the product. From inside to outside, they are respectively: zipper soft bag lining box, zipper soft packaging, packaging lining paper, outer packaging and handbag. The overall 6 layers of packaging layers are more than double the legal limit, and the packaging is "complicated" and unreal and has serious protection functions, lost the fundamental purpose of packaging.

From the user's point of view, if you want to use the product, you have to go through 6 steps to open the package, resulting in opening the package is too cumbersome, causing inconvenience in use and carrying. In addition, the extra packaging level also increases the weight and volume of the overall packaging, which increases the production cost and transportation cost of enterprise packaging, and wastes valuable natural and social resources. However, the various costs caused by these multi-level packaging are ultimately borne by consumers, which also increases the cost of garbage disposal and the burden of environmental protection.

## **2.2 Packaging volume and packaging porosity is too large**

After converting the volume and mass of the actual products, it is concluded that the total volume of all products of a brand suit is 245, the volume of elastic water and essence milk is 90, the volume of essence cream is 50, and the volume of eye cream is 15. The volume of cosmetic cotton is measured and calculated, and the volume of cosmetic cotton is about 506, which is twice the volume of the product. From the internal distribution of the zipper soft bag lining box, it can be seen that the volume of a brand suit giveaway on the right is larger than the volume of the products sold, and the packaging layout is not clearly divided, which means that a guest is usurping the host.

After investigation, it was found that the total volume of the initial packaging containers of products other than gifts in a brand set was about 764, of which the volume of elastic water and essence milk packaging containers was about 256, the volume of essence cream packaging containers was about 164, and the volume of eye cream packaging containers was about 88. The volume of the inner lining box is about 4004, the volume of the soft packaging is about 5054, the volume of the outer packaging is about 5684, and the volume of the handbag is about 6588. The volume of the initial packaging container is nearly three times the volume of the product, and the remaining volume of about 519g after removing the product is the thickness of the packaging container or the gap of the packaging. The volume of the outer packaging alone is about more than 20 times the total volume of the product and 8 times that of the initial packaging container. After comparing the initial packaging volume with the sales packaging volume, it was also found that the packaging void rate of the brand cosmetic package was as high as 81%.

In summary, it can be seen that a certain brand package has excessive packaging phenomenon of excessive volume and excessive porosity. These excessive packaging is likely to be unable to achieve the purpose of effective protection of the product, but also cause excess protection and waste of resources. According to the definition of excessive packaging by the Consumer Association, the packaging volume exceeding 10% of the volume of the goods themselves can be judged as "commercial fraud."

## **2.3 The packaging weight is too heavy**

In addition, the increase in the volume of packaging, packaging material selection of improper will also increase the weight. According to the survey, the total weight of a brand package is 1370g, of which the weight of the inner packaging container and the outer packaging are 810g and 560g respectively, while the total weight of all products is only 285g, and the total weight of the packaging is 4.8 times that of the product. This reflects the unreasonable choice of packaging materials for a certain brand of products, both quality and quantity exceed the functional needs of the packaging. Although packaging can increase the added value of products to a certain extent, consumers will eventually buy products instead of product packaging. This kind of "putting the cart before the horse" packaging is likely to cause consumers' misunderstanding of products, and it will also lead to transportation and The burden of carrying is increased, which is not conducive to resource conservation and environmental protection.

# **3. The Solution to the Problem of Excessive Packaging of**

## **3.1 Implementation and implementation of design ethics**

The implementation of design ethics depends on the joint efforts of many parties. Business operators in the pursuit of interests at the same time, but also should consider the environment and resources. For designers, the education of design ethics is brought into the stage of training designers, and designers are called on to take the responsibility of design ethics reflection and value reconstruction. While the design caters to the consumer's emotional appeal and consumer psychology, it should also actively guide the consumer's consumption concept and value orientation, so as to curb the phenomenon of excessive packaging.

## **3.2 Improve packaging laws and strengthen supervision**

In addition to the anomie of people's moral concepts, another important reason for the phenomenon of excessive packaging is that the legal system of packaging is not perfect and the market supervision is not strict enough. Therefore, it is not enough to rely on the guidance of moral level, but also to formulate strict and unified legal standards to restrict people's behavior. As

early as 2010, China's Quality Supervision Bureau formulated restrictive laws on excessive packaging, but compared with the packaging laws and regulations of other countries, it is still not perfect. Here, we can look for reference and reference from Japan's packaging law.

## **Conclusion**

Excessive packaging extreme pursuit of exquisite and gorgeous appearance, not only increased the economic burden of consumers, but also contributed to the luxury of society, resulting in waste of resources and even environmental pollution. Conveying the concept of saving resources and protecting the environment to consumers with moderate and green packaging, and achieving a beautiful vision of coexistence between man and the natural environment. Only moderate packaging and green packaging is the inevitable choice for the sustainable development of human society.

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