

2025-DEC-03 SR Packaging Brand Focus

OXY Men's Skincare, a Rohto-Mentholatum (Vietnam) brand for men's acne and oil-control solutions, has selected a seamless pump bottle with a flush-fit cap from SR Packaging for OXY Hydrating Gel and OXY Brightening Gel.

The "Seamless Monolith" reflects the premium efficacy of OXY Men's Skincare products, the packaging has been reimagined to merge functionality with a sleek, masculine aesthetic.

Rectangular Pump Bottle, a bold departure from standard cylinders, offers a stable base and an ergonomic grip for larger hands.

Flush-Fit Cap aligns perfectly with the bottle, creating a seamless, continuous silhouette from top to bottom. This "flush" design eliminates visual clutter and catches, making it ideal for gym bags and travel kits.



Key Benefits of this Design

- Hygienic, precise dosage dispensing.
- Maximizes shelf-facing space and easy to grip.
- Stands out against round competitors on shelf.
- Seamless Integration. Minimalist. Easy to wipe clean.

The selection of the rectangular pump bottle with a flush-fit cap elevates OXY Hydrating and Brightening Gels from simple commodities to premium grooming tools. This design reinforces Rohto-Mentholatum's commitment to quality, offering the modern man a product that looks as sharp as it makes him feel.

