

## ABSTRACT

*This project is based on the condition where most of the skincare packaging circulating the Indonesian market is disposable packaging and the increasing phenomenon of men's interest in skincare or men's grooming. This project focuses on refillable packaging designs specifically for men and uses the brand Kahf as the main reference for this design, especially face wash, sunscreen-moisturizer, and serum products. In collecting the data needed for the design using a questionnaire distributed to users to determine preferences, then a literature review of journals, books, and articles, and an interview with PT. Paragon Technology and Innovation with their Product Manager (PM). This design uses the SCAMPER method where the packaging is designed to adapt the features commonly found in other products as part of the packaging itself. The results obtained are that using a refill system in skincare packaging can reduce the amount of plastic waste produced by around 68%. Implementing this system can help reduce waste generated compared to using disposable skincare packaging.*

*Keywords: Refill, Packaging, Men's Skincare*