

soluTM

The Sunshine Solution.
The Refillable Sunscreen.
The Friend for your skin.



About Us



Benedict Jones



Alex Burgstaller

Ben and Alex are students from the design products course at the royal college of art.

With backgrounds in Civil engineering and Industrial Design they aim to provide the sunscreen market with a innovative refillable solution!

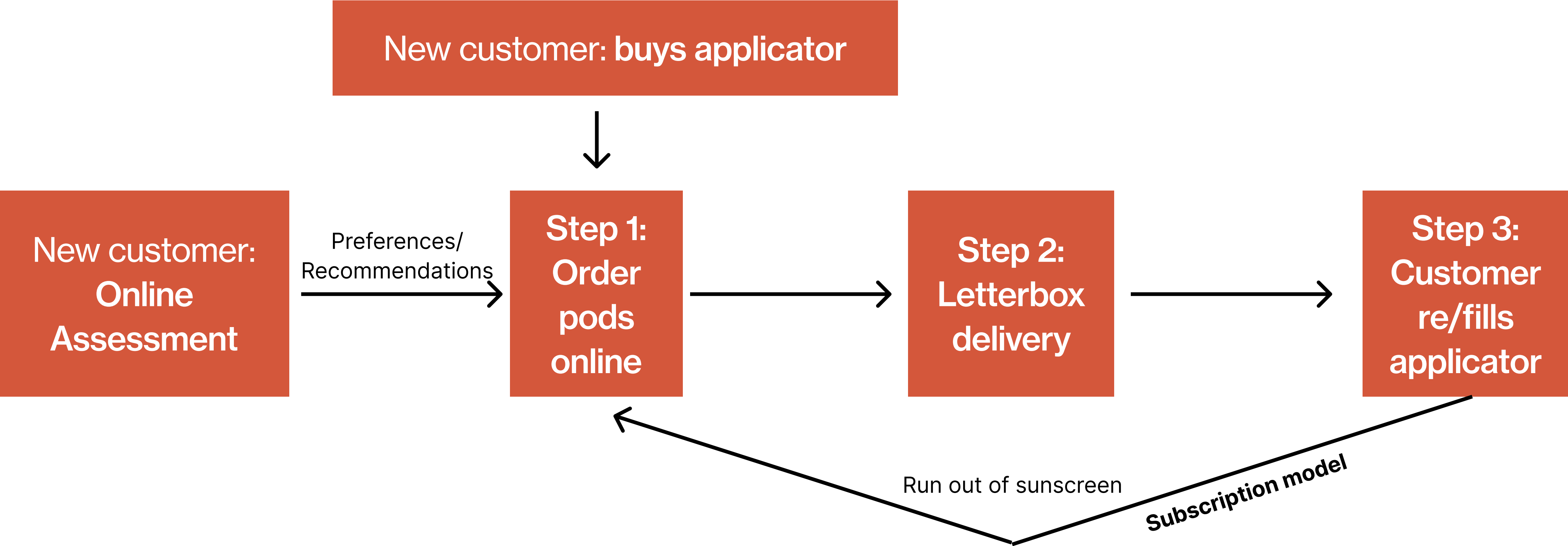
What is solu?

Solu is a refillable, sun care system that delivers clean, effective protection through concentrated single-use doses.

Designed for minimal waste and maximum ease, each Solu Dose dissolves into a smooth, reef-safe sunscreen – no mess, no plastic, just sun protection that fits your routine and your values.



How solu works.



The future of solu.

Aug/ Sept 2025

- Launch Instagram, website landing page, and waitlist sign-up
- Start teasing the brand story via social + email
- Collect user feedback from early testers & iterate product

Jan/ Feb 2026

- Finalize manufacturing based on campaign success
- Begin production of Solu applicator and refill doses
- Fulfil early Crowdfunder orders
- Onboard initial customer support processes

June/ July 2025

- Finalize hydrogel or dry puck formula with lab/formulator
- Lock in packaging suppliers (applicator, wrapper, dose materials)
- Finish visual identity (logo, color palette, website skeleton)
- Begin user testing of prototype applicator

October 2025

- Go live on Kickstarter or Indiegogo with a powerful video & refined pitch
- Offer early access bundles with applicator + 3–6 Solu Doses
- Collaborate with eco-conscious influencers & press outlets
- Build momentum and gather feedback during campaign

March/ April 2026

- Launch official D2C store (Shopify or equivalent)
- Begin direct sales via web and selected boutique retail
- Expand product line: tinted SPF or SPF 50 dose variant
- Plan for B2B pilot partnerships (hotels, resorts, gyms)