

Traya engaged Cirkla to assess their packaging portfolio and help them achieve their sustainability goals. Cirkla’s holistic approach evaluated each SKU by analyzing its materials, design, manufacturing and waste management to find sustainable alternatives. The result is a clear action plan that leads Traya on a phased transition away from virgin plastic, first through the use of post-consumer recycled plastic and then by eliminating plastic entirely.

About Traya

Traya is India’s leading D2C brand for hair loss treatment. Traya combines the goodness of Ayurveda, Dermatology and Nutrition to create personalized plans for treatment, delivering assured results.

Traya’s Packaging Goals

Traya has embarked on a journey to have 95% of packaging that is recyclable, compostable or made from recycled materials by weight by 2024.



Cirkla’s Approach

Cirkla has an in-house team of packaging engineers, NPD, R&D and sustainability experts. We conducted a deep-dive into Traya’s existing packaging products.

Portfolio Assessment

Detailed assessment of Traya’s existing packaging portfolio to identify opportunities

Benchmarking

Compared Traya’s packaging products with peers across parameters such as weight and material of packaging.

Action plan

Detailed action plans with roadmaps & “quick-wins” for each SKU to help Traya meet their goals in phases.

SKU Categories Assessed

Traya uses HDPE bottles, Glass bottles and Paper Mono Cartons for their primary packaging. Cirkla conducted a detailed benchmarking study of these categories vis-à-vis Traya’s market peers.



Pills, Shampoo & Oil Bottles



Serum Bottles



Mono Cartons

Cirkla Action Plan: HDPE Bottles

Traya currently uses 100% virgin plastic (HDPE) bottles. Cirkla conducted an in-depth study to identify opportunities, and built a phase-wise roadmap for Traya to go plastic-free:



- PHASE 1: Quick Win (~1 month)**
 Reduce Plastic: *Optimize weight of the bottles by 1-1.5g (6-10%) without impacting performance*
- PHASE 2A: New Materials (2-3 months)**
 Recycled Materials: *Switch to rHDPE to reduce virgin plastic by ~50-60%: Cirkla uses GRS certified rHDPE*
- PHASE 2B: New Materials (6-9 months)**
 100% Plastic-free: *Develop and switch to air-tight fiber cans*

Cirkla Action Plan: Mono Cartons

Traya currently uses 100% virgin paper Mono Cartons. Cirkla recommended that Traya introduce recycled materials, and then eliminate redundant packaging altogether, to save costs and reduce environmental impact:



- PHASE 1: Quick Win (~1 month)**
 Recycled Materials: *Switch to White Back Board containing recycled materials to reduce costs by ~15%*
- PHASE 2: Reduce Packaging (3-4 months)**
 Eliminate Packaging: *Eliminate non-functional mono-cartons because bottles are shipped direct to consumers in the form of kits and not sold in retail on shelves*

Key Results



148k
Kgs of plastic
avoided by 2024



\$113k
cost saving
by 2024



425k
Kgs CO2 emissions
reduced by 2024