



## WHAT IF WE STOPPED SHIPPING WATER?

From creams to cleaning agents, most of our household products contain more than 80% water. What if that water is left out and added later? Easy, since we all have water at home. It would save an 80% of unnecessary transport, CO<sub>2</sub> emissions, packaging and waste. With this in mind, Twenty is a brand forecast setting an example for the industry. In the proposal a cleaning detergent, dish soap and shampoo are concentrated into a granules, bars and liquid capsules. This shows how different products could end up differently, while still applying the concept of zero water.

## TWENTY



### MAKER PROFILE

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