

# Bringing Accessibility To Your Products and Packaging



Arthritis is the #1 cause of disability and nearly 20% of the worlds population live with chronic pain which and has a severe impact everywhere:<sup>1</sup>

**60 million**

people in the U.S.

**83 million**

people in Europe

**212 million**

people in Asia

These numbers are expected to increase **41% by 2030.**

## Bringing Accessible Design Into Your Products And Packaging Becomes A Market Differentiator

With more than 1.5 billion<sup>2</sup> people living with chronic pain, ease of use isn't just nice, it's necessary. Brands should recognize that there is a significant market opportunity to reach these consumers with accessible products and packaging.



The buying power of the age group 45-60+ is currently:<sup>3</sup>

**\$8.3 trillion**

people in the U.S.

**\$2.3 trillion**

people in Europe

**\$2.3 trillion**

people in Asia

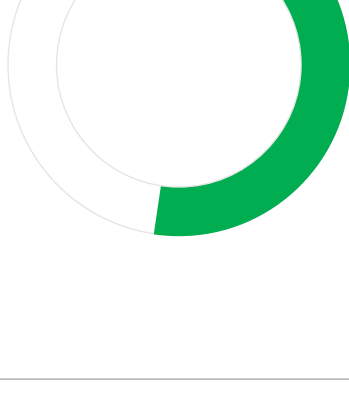
These numbers are expected to double by 2030 to more than

**\$25 trillion worldwide**

This is an audience that is too large for brands to ignore, and research shows that **consumers care about accessible products and packaging.**<sup>1</sup>



**76% of consumers** and **86% of those with arthritis** consider user-friendly packaging important when purchasing products



**More than half of consumers** would switch brands or pay a premium for easy-to-use products

## Innovation In Accessible Design Starts With Ease Of Use® Design Guides

The Arthritis Foundation, in collaboration with Target, developed the first Arthritis Foundation's Ease of Use® Design Guides in the U.S. This library of design guides is available for engineers and industrial designers working in the product and packaging design development stage.



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*These design guides are an essential resource for implementing accessible design and improving the likelihood of passing our usability testing for both products and packaging. Once an item passes, we license the Ease of Use® seal – a mark that holds strong influence in the market and plays a key role in consumer purchasing decisions.*

**Deb Gokie**

VP, Consumer Health and Ease of Use, Arthritis Foundation

### POWER OF THE SEAL: IMPACTING CONSUMER BEHAVIOR



**66% of people with arthritis** and **47% of general consumers** say a seal would influence their decision to purchase



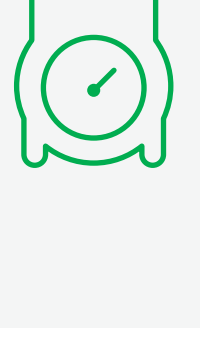
**59% of general consumers** and **half of people with arthritis** have purchased a product because it had a seal<sup>1</sup>



**Tilt Beauty**, the first cosmetics brand to receive the Ease of Use Certification, launched an innovative product line in early 2025. Prior to launch, Tilt Beauty worked closely with the Arthritis Foundation to design the inclusive beauty products that are easier for everyone to use.



## 8 Common Design Considerations In The Ease of Use® Design Guides



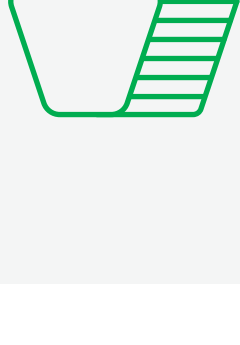
### Weight:

Under 5 lbs. if held in one hand, add elements for two-handed hold if over 5 lbs.



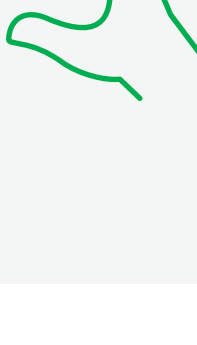
### Linear Force:

Consider less than 3 lbs. of force with single finger or two-finger pinch.



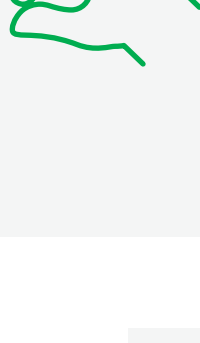
### Rotational Force:

Avoid shapes and patterns that put pressure on finger joints.



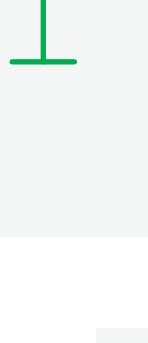
### Action Fatigue:

Minimize effort and force required for each action.



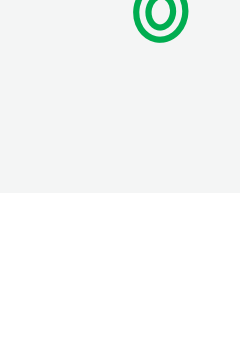
### Joint Placement:

Ensure graspable areas distribute joint load.



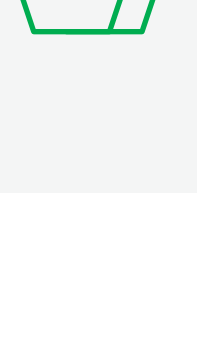
### Grip Span:

Consider limiting grip span to 2.5" or less.



### Tools required for use:

No scissors or knives needed.



### Sharp Edges:

Roll or finish any edges.

**Accessible design is not only important for people living with arthritis and chronic pain, it is important for everyone.**

[Download the design guides](#) to begin your brand's journey to accessible packaging.

