

DESIGNING FOR EASE OF USE

# A Competitive Edge to Elevate Your Brand

Everyday products and packaging are difficult, painful, and sometimes impossible for people living with chronic pain and arthritis to use. Research shows that prioritizing ease of use in product and packaging design boosts customer loyalty and purchase behavior.



## Customers rank ease of use a top priority and view brands that offer it more favorably.

Today, 20% of the world's population lives with chronic pain. This includes arthritis, the No. 1 cause of disability affecting 60 million in the US alone. With this number expected to grow 41% by 2030, making products and packaging easier to use is a brand differentiator and difference-maker.

**90%** of consumers often need help opening packaging, and **70%** with arthritis struggle with products that require twisting or gripping.

*2024 Arthritis Foundation Ease of Use Study*



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 easier to use products.



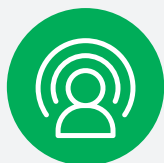
More than half of consumers with arthritis and one-third of general consumers **avoid repurchasing products** due to packaging difficulties.

## Differentiate Your Brand With the Ease of Use® Certified Seal

The Arthritis Foundation's Ease of Use® Certification designates products and packaging that are rigorously tested and proven to be easier to use for people living with arthritis and chronic pain. The seal carries trust and is being used by leading brands like Advil®, Pilot®, Tilt Beauty and more.



**59%** of consumers with arthritis and half of general consumers have purchased a product because it had a seal on the packaging.



**66%** of consumers with arthritis and 47% of general consumers say an Ease of Use® seal would influence their decision to buy it.

"I trust all products labeled Ease of Use. I have several favorites I use daily."

*Ashley, Living with rheumatoid arthritis*

### How It Works

- 1 Apply**  
Submit your product or packaging for review.
- 2 Test**  
We conduct specialized lab testing and human evaluations to assess ease of use for people with arthritis and chronic pain.
- 3 Certify**  
Once an item passes, you become eligible to contract a license for the Ease of Use® Certified seal, demonstrating trusted visibility online and in-store.

### Getting Started is Easy



**Download** the Arthritis Foundation's Ease of Use® Design Guides — created in partnership with Target to support inclusive development.



**Learn more** about becoming Ease of Use® Certified.

**Schedule a call** to discuss Ease of Use® and how you can bring it into early-stage design and prototype planning.

**Deb Gokie**

VP, Consumer Health & Ease of Use  
[dgokie@arthritis.org](mailto:dgokie@arthritis.org)



#### About the Arthritis Foundation

The Arthritis Foundation is fighting for all people who live with arthritis. The Foundation's mission is to turn the obstacles arthritis causes into opportunities. The Arthritis Foundation champions life-changing solutions and medical advancements, and it also provides ways for people to connect, break down barriers in health care and join the fight for a cure — uniting hearts, minds and resources to change the future of arthritis. To join the fight to conquer arthritis, visit [arthritis.org](http://arthritis.org).