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(54) **Title:** VESSEL AND SYSTEM FOR REDUCING PACKAGING WASTE

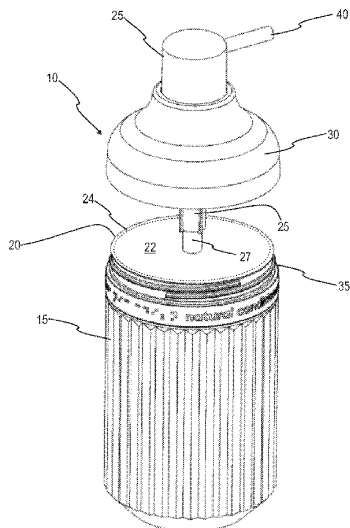


FIG. 1

(57) **Abstract:** The invention relates to a system for holding and dispensing a movable substance such as a personal care products. The system includes a thin-walled vessel for holding the substance having a support formed about an upper end thereof and a deformable lateral wall. Further included is a vessel housing having an upwardly facing opening and a dispenser to convey the substance from the vessel. A dispenser retainer engages the housing and retains the dispenser within the vessel interior. The vessel housing or the dispenser is configured to contact the support so as avoid or lessen deformation of the lateral wall upon actuation of the dispenser.

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