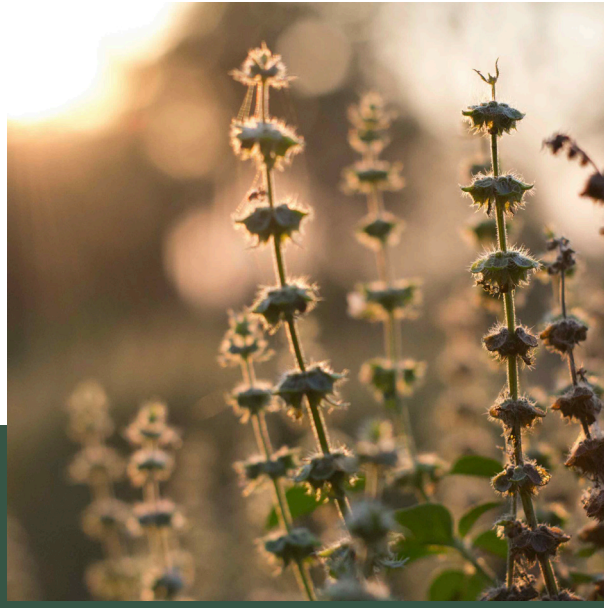


Eco-sustainable cosmetics

Gentle on the skin & planet-friendly cleansing products

THE TREND



Safeguarding the planet will become more and more part of our lives, thus changing the consumer's purchasing attitude.

People pay more attention to the products they use, not only in terms of "what they put on their skin", but also of the impact these products may have on the planet.

The purchase is now guided also by moral aspects: the sense of responsibility towards both one's own health and that of the planet leads to choosing products with safe formulations and packaging.

Cosmoprof 2020 has been the occasion to study a co-marketing project involving a shortlist of Italian cosmetic companies, in order to develop a full range of cleansing products for face & body in a planet-friendly way, following sustainable concepts in the creation of each product. An all-Italian collaborative project where each company has shared its specific know-how with the other players, bringing added value to everyone's work. An example of constructive spirit, closeness and union for a common goal: to create sustainable products with low environmental impact, with the creativity, taste and style that distinguish Made in Italy in the world.

THE PROJECT



www.karysdue.it



www.eurovetrocap.com

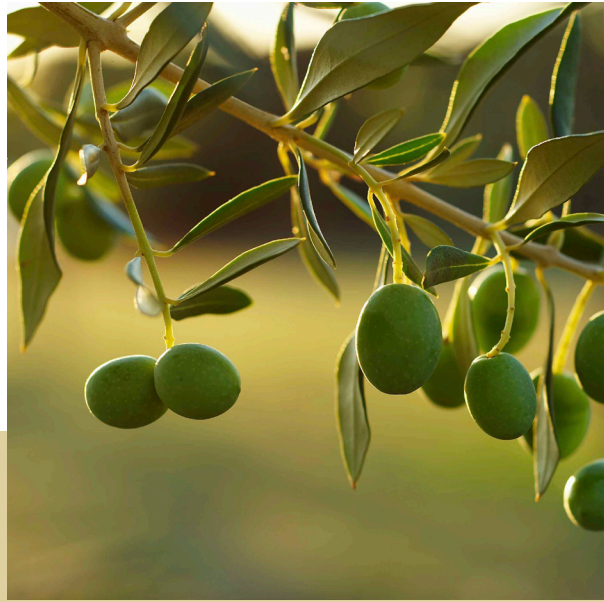


www.flaconservice.it



www.eurolabel.it

THE FORMULA



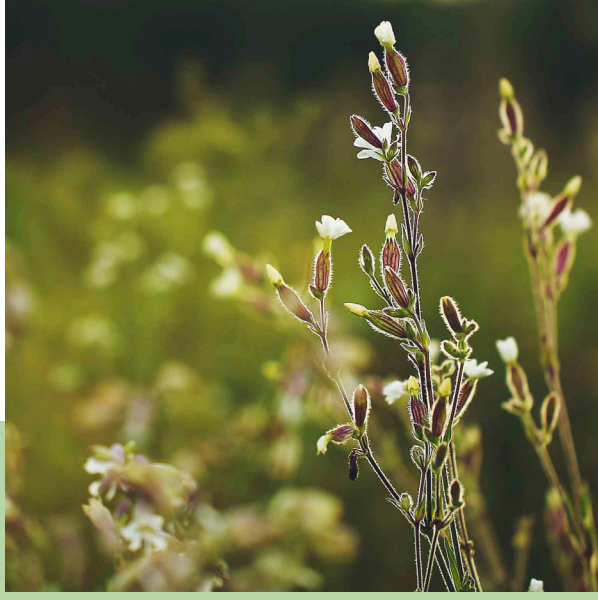
Karys Due has developed safe formulas, following the Vegan Standard's rules, in order to make each formula Vegan-certifiable. Products do not contain any ingredient from animal origin and have been developed using as much raw materials of natural origin as possible, compatibly with stability and formulation safety.

All formulas are characterized by a common active ingredient [Olive tree active water leaf extract], from organic agriculture, extracted without the use of chemical solvents for a low environmental impact.

Eurolabel, **Eurovetrocap** and **Flaconservice** have studied packaging capable of reducing the environmental impact both upstream and downstream, safeguarding product and consumer safety:

- by choosing labels and bottles either made of plastic from recycled sources or from raw materials of natural and controlled origin.
- facilitating recycling operations, respecting Conai guidelines for "facilitating recycling of plastic packaging".

THE PACKAGING



PACKAGING PROPOSAL N.1

Vegan-certifiable, green formula.

Bottle made of 100% recycled PET [derived from post-industrial food-used-PET-A waste] - still recyclable. It guarantees the same mechanical and aesthetic performance as a normal virgin PET with the benefit of a substantial reduction in CO₂ emissions.



PP screw closure system separable from the body.

Label made of 100% recycled PE [derived from 50% Post Consumer Recycled PE and 50% from Post Industrial Recycled PE] - still recyclable. Label size designed to facilitate recycling operations. Digital printing with silk-screen effect.

PACKAGING PROPOSAL N.2

Vegan-certifiable, green formula.

Bottle made of bio-based PE derived from 100% sugar cane - recyclable. It guarantees the same mechanical and aesthetic performance as a normal virgin HDPE from petrochemical sources, but with the benefit of having obtained it from a vegetable source.



PP screw closure system separable from the body.

Label made of bio-based PE derived from 100% sugar cane - recyclable. Label size designed to facilitate recycling operations. Digital printing with silkscreen effect and use of a graphic software that ennobles the graphics making each label different from the others.

This project was carried out thanks to the collaboration between four well-known Italian companies in the Cosmetic Industry, that have in common the constant commitment to providing quality products respecting the environment.

For **Karys Due** this project is part of its sustainability mission towards the Environmental Management System that the company has been undertaking since 2019. We believe that making our company and our products more sustainable is, for us, a challenge and an opportunity that can increase our competitiveness and innovation.

Our team of experts can help you develop your own Vegan, sustainable cosmetic project.

Contact us for more information.