

# PHYTOMER

## GREEN PACKAGING A PHYTOMER SUCCESS STORY

PHYTOMER has risen to the challenge to develop product packaging that both reflects our luxury brand quality and respects the environment.

“We are very proud of this first step towards implementing green packaging for our products. Replacing plastic with plant-based and recyclable materials fully reflects our brand mission.”

Mathilde Gédouin-Lagarde, PHYTOMER Marketing Director

## LUXURY NATURAL SKINCARE BRAND

From its inception, PHYTOMER has worked hand in hand with Nature to develop high-performance natural skincare treatments that respect the environment. To this end, we use:

- Organic, wild, eco-conscious ingredients that sourced from short supply chains whenever possible.
- Algae cultivation on the open sea or in our laboratories to help preserve marine biodiversity.
- Safe skincare products with high concentrations of naturally-derived ingredients.
- Production methods with limited environmental impact.

In 2020, PHYTOMER took its commitment to healthy, eco-conscious to improve our product packaging. The brand-wide project tackles a fundamental concern: How to reduce our environmental impact by increasing the use of recyclable materials and limiting the use of plastics.

# NEW PHYTOMER PACKAGING



## JULY 2020: TUBES

PHYTOMER now uses a sugarcane-based bioplastic for its tubes. The 100% recyclable material also helps reduce greenhouse gas emissions because sugarcane captures the CO2 in its growing environment.

## SEPTEMBER 2020: BOXES

PHYTOMER's new boxes are made out of natural paper from sustainably-managed forests and printed with vegetable-based ink.



## 1<sup>ST</sup> QUARTER 2021: JARS

PHYTOMER has chosen glass, an all-natural material that is both recyclable and timelessly elegant.

## 1<sup>ST</sup> QUARTER 2021: BOTTLES

All PHYTOMER bottles will be made out of recyclable (8x) PET plastic with a beautiful, glossy finish.



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