

BORMIOLI LUIGI

GLASSMAKER

PRESS RELEASE

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BORMIOLI LUIGI SHARES THE COMMITMENTS

OF STELLA MCCARTNEY SKINCARE

When creating her first skincare line with LVMH's Perfumes & Cosmetics division, Stella McCartney made no concessions on her convictions: "to use only what is necessary, taking care of myself and the planet." Bormioli Luigi rose to the challenge with bottles and jars that are practical, beautiful and sustainable.

Launched in the fall, the skincare line is made up of three products in various sizes: Reset Cleanser, Alter-Care Serum and Restore Cream moisturizer.

Each step of the products' life cycle was studied in order to minimize their environmental impact; the packaging is both recyclable and refillable. On top of this, the refill itself doubles up as a standalone on-the-go product, a revolution in the packaging world.

For both serum and cream, the brand did everything in its power to facilitate dual usage:

- The standalone refill is equipped with a practical lid for on-the-go use,
- The complete pack is made up of a glass container, an airless pump and a refill.

When empty, the pouch and cap can be recycled in their respective recycling streams, while the pump kit and bottle or jar can be reused indefinitely.

Recognized by the brand for its responsible industrial processes (its factories in Parma and Abbiategrosso (Milan) were rated EcoVadis Platinum in 2022), Bormioli Luigi has the pleasure of integrating a fully responsible supply chain.

GLASS PLAYS THE GAME

Turnkey model or custom design, Bormioli Luigi manufactures the jar and bottles with up to 15% recycled content. The challenge consists of guaranteeing the small dimension of the opening and a depth allowing the refill to fit easily into the jar or bottle and the pump to screw on.

In 2023, the brand intends to boost its eco-design efforts. It anticipates using Bormioli Luigi's industrial solutions to offer recycled glass content levels of up to 40%.

Discover it at Paris Packaging Week 2023 on the Bormioli Luigi stand (H142)