First luxury beauty brand to launch a pack with plastic from new Infinity Recycling technology Supported by ISCC certification
Zero waste pledge ambition by 2021
Focusing on:
- Maximizing Recycled material content
- All packs Designed for recyclability
- Re-useable packaging solution
Some of our recent launches
Ever calmer skin.
Ever more sustainable.

PAST

In NEW Infinity Recycled packaging.
Across the value chain, across different materials
All partners under ISCC+
Including 3PM filling site form REN
ISCC certification for this project

What it does already?

- Recognized certification globally ie credibility
- Ensure material traceability end to end
- Certification is the guaranty that the final pack sold to end consumer is well connected to initial plastic waste feedstock introduced in the loop
- Brings proof to customer and end consumer
- Translate in a concrete way the engagement from all value chain partners Linked to 1 same Certification system

What it could do more?

- Not yet a consumer facing recognized reference
- Could support more the claims on pack with ISCC more associated to benefit I.e. from difficult : certified mass balanced recycled materials to ISCC certified recycled plastic
- Separate communication to increase ISCC awareness form wider public
- Key in regulatory recognition of Recycling route + claims simplification
Upping our Communication on Infinity Recycling

BRITISH beautyblogger

So I’m flagging up REN Evercalm Global Protection Day Cream for two reasons. The first is that it is the pack is new, using recycled plastic from SABIC and the reason you need to know the name SABIC is that it develops pioneering sustainable polymer solutions to create new packaging from recycling mixed waste. It’s not a simple process and involves using heat and pressure to break down mixed plastic waste to end up with a transparent material that looks and feels identical to virgin plastic. It means the need to make new plastic is reduced and a container that is indefinitely recyclable without losing any quality.

https://britishbeautyblogger.com/skincare/ren-infinity-recycling/

https://www.lauralouisebeauty.co.uk/2020/03/ren-skincare-sustainability-infinity-recycling.html
Questions ?