

## **Sustainable packaging trio join forces to create 100% infinitely recyclable cosmetic packaging**

*Eviosys, Grown.Bio and Verescence have collaborated to create the cosmetic industry's most sustainable gift pack, including 100% recyclable and refillable glass bottles, a 100% home-compostable insert from mushroom material, and a reusable 100% infinitely recyclable metal tin*

**XX November 2021:** Three leading manufacturers in the packaging world have come together to innovate on a 100% recyclable and reusable cosmetic gift pack. In an important milestone for the cosmetic industry, Eviosys, Grown.Bio and Verescence have harnessed their capabilities to develop an innovative set of products that ensures endless sustainability, setting the tone for the future of cosmetic packaging.

This collaboration is responding to a market of continued demand for customisation, as consumers look for tailored and unique products with the planet in mind. The limited-edition gift set will include 100% infinitely recyclable and reusable glass bottles, carbon negative mushroom® packaging inserts, and a reusable 100% infinitely recyclable metal tin.

All three partners are committed to five key objectives in their packaging, which are at the core of this cosmetic concept: refuse, rethink, reduce, reuse, and recycle.

Supplying the outer metal tin, leading metal manufacturer, Eviosys, has adapted their original product to work well with the mushroom insert and Verescence's glass products. The metal tins made of recycled metal can be kept and reused for decades to serve another purpose at home, ensuring the circularity of the limited-edition set. After a long and purposeful life, 100% of the tin can be recycled to form new metal without any loss of property ever.

**Laetitia Durafour from Eviosys said:** *"While valorising cosmetic brands with premium printed packaging, we are always looking for sustainable alternatives to secure products within our metal tins, so Verescence and Grown.Bio were obvious partners for this venture. We're excited to be collaborating with them both on this gift set, combining the expertise of industry leaders and pioneers in sustainability to adapt traditional cosmetic products to be more eco-friendly."*

Cosmetic gift set manufacturers often use plastic or paper inserts which are not endlessly sustainable – Grown.Bio's mushroom® packaging, made only from mycelium, the root structure of mushrooms, and agricultural by-product also offers the opportunity to be used for other purposes, and if not, can be crumbled, mixed with soil to return back and nourish the Earth.

**Jan Berbee from Grown.Bio commented:** *"We are committed to growing sustainable and circular protective packaging using natural, regenerative and waste materials. Our mushroom® packaging has the same performance and longevity as non-regenerative options but can be biodegraded on a home compost or flower bed, making it part of the biological circle. This gift set champions the reusability of products and we're proud to be supplying the insert."*

A pioneer in eco solutions for luxury glass bottles, Verescence is introducing its new high perfumery range CARA, offering a new standard screw neck (GPI 15 400), allowing the consumer to refill the bottle at home or in-store. The range also includes mini-formats bottles for Perfume Travel (spray, roll-on), Mini Size Beauty (oil, setting spray) and Premium Makeup (concealer, gloss, cream eyeshadow). Since September 2021, all standards from La Collection Verescence have been produced with 20% PCR, i.e. glass from local household waste collection.

**Bérangère Raguenet from Verescence added:** *"Since glass is infinitely recyclable, we wanted to create an eco-responsible gift set for the promotion of our new standard range CARA in line with the expectations of luxury brands. This collaboration with Eviosys and GrownBio allowed us to promote the most sustainable packaging options for our customers, as each component of the gift set is either recyclable, reusable or compostable. We also believe it can be a source of inspiration for brands in their quest for progress in sustainability."*

Eviosys, Verescence and GrownBio have produced a limited-edition collection of this innovative cosmetic packaging, showcasing the result of leading manufactures coming together to innovate on a purpose-led product.

## ENDS

### About Eviosys

Headquartered in Zug, Switzerland, Eviosys is a leading global supplier of metal packaging, producing food cans and ends, aerosol cans, metal closures and promotional packaging to preserve the products of hundreds of consumer brands.

Eviosys has the largest manufacturing footprint in the region, with 6,300 employees in 44 manufacturing facilities across 17 countries in Europe, the Middle East and Africa (EMEA). In 2020, it generated €1.9 billion in revenue. Eviosys is a portfolio company of KPS Capital Partners, LP.

For more information, please visit [www.eviosys.com](http://www.eviosys.com).

### About GrownBio

Grown.Bio, a biotechnology company, harnesses nature's millions of years of acquired intelligence to produce sustainable, circular, and carbon-capturing protective packaging, building material and interior design items from natural, regenerative and waste materials.

Its mission is to replace plastic foam with our 100% home and marine-compostable alternative MycoComposite™, and in doing so, leave a cleaner, less polluted world for generations to come.

Founded in 2018 by Jan Berbee & Arthur Morée, the small business that started in a garage is today a growing scale-up company with many partnerships and collaborations. It has a European license from Ecovative, the pioneer in Mycelium technology.

Grown.bio is the reliable partner to many industries including cosmetics, consumer electronics, interior designers and architects in Europe, and helps them transform their businesses into a truly sustainable one.

For more information, please visit <https://www.grown.bio/>

### About Verescence

Verescence is the global leader in glass bottle manufacturing for the Perfumery and Cosmetics industry and has a production capacity of 600 million bottles per year. Verescence supplies its customers with glass through high quality, environmentally friendly and innovative solutions. The company has over 120 years of glass expertise and a unique geographical footprint (4 glass production sites and 5 decorations sites in France, Spain, the United States and South Korea), making



it the partner of choice for the world's largest beauty market players. In 2020, the company employed 2,340 people worldwide and achieved sales revenue of 321 million euros.

For more information, please visit [verescence.com](https://verescence.com)

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