



Love Beauty and Planet

A purpose-driven reflection of the Unilever Sustainable Living Plan

Love Beauty and Planet

Case study



According to a study¹ by Unilever – parent company of the new Love Beauty and Planet brand – 33% of consumers are now choosing to buy from brands they believe are doing social or environmental good. No wonder, then, that the company structured its newest personal care brand with a goal of making a little difference towards a happier, less wasteful planet, with every shower.

A new line of beauty products, Love Beauty and Planet is a purpose-driven reflection of the Unilever Sustainable Living Plan, which focuses on improving health and wellbeing, reducing environmental impact and enhancing the livelihoods of millions of people.

Unilever Packaging Sustainability Manager Julie Zaniewski believes the eco-consciousness of the Love Beauty and Planet line will play well with today's environmentally aware consumers. "Love Beauty and Planet was started by a group of like-minded people who believe that looking good and doing good should go hand-in-hand," she said.

Zaniewski went on to add that the line will also resonate with sustainability-minded Millennials, the brand's target audience. "Like most people, we realize we only have one planet and it's up to us to take care of it. Our approach is a holistic one, encompassing the entire product life cycle and beyond: we've given careful thought to our ingredients, product packaging, and social partnerships. Committing these small acts of love for the planet – like using a fast-rinse conditioner technology that can help you save water (if you do your part and go easy on the tap!) – can add up to a big difference. We call it our passionate journey of #smallactsoflove, and we're just getting started."

Going Clean with CleanFlake™

Like an increasing number of brands in the personal care marketplace, Love Beauty and Planet opted to use 100% recycled PET bottles for the majority of its products. Strong, lightweight and versatile, PET is the ideal material for consumer packaging. Yet getting those containers to be fully recyclable was challenging. To



accomplish that goal, Love Beauty and Planet turned to the Avery Dennison CleanFlake Portfolio of labeling solutions. CleanFlake utilizes a water-based adhesive that cleanly separates during the PET plastic recycling process. This results in pure PET flakes, the conservation of virgin PET resources, and less landfill waste. In addition, CleanFlake has received critical guidance recognition for the APR Design Guide for plastics recyclability.

“Sustainability matters to today’s consumers,” says Tina Hart, Vice President of Marketing for Avery Dennison Label and Packaging Materials – North America. “CleanFlake is the perfect choice for a company like Unilever. The white BOPP film not only makes the label colors pop, enhancing the visual appeal of the brand, but the adhesive also enables the entire container to be recycled after its use, further resonating with the Love Beauty and Planet audience.”

Delivering Consumers What They Want

The bright and fun brand consists of six unique collections targeting specific hair and skin needs that include shampoos, conditioners, body washes, and hair and body treatments. Each collection has a fragrance infused with a naturally and ethically sourced oil or extract, like Rose oil and Vetiver. In addition to being certified independently by Vegan Action, the products don’t include ingredients such as parabens and dyes.

Balancing Beauty and the Planet

Love Beauty and Planet is taking steps to show a little love to the planet without compromising on beautiful hair and skin. Each conditioner includes a patent-pending “fast rinse” technology that can help generate shorter showers, meaning consumers have the potential to save time and water. They just have to do their part and go easy on the tap! The brand also ensures that its in-shower product bottles are made from 100% recycled plastic and are fully recyclable (up next are the caps and pumps), and is also proud to partner with Avery Denison on its sustainable label solution that facilitates the recycling process. Love Beauty and Planet is still at the beginning of its journey, however, and aims to continue to deliver more sustainable solutions in the future.

FOOTNOTES

1. <https://www.unilever.com/news/press-releases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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