



texen
PSB INDUSTRIES

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L'Oréal and Texen develop a new generation of caps made from 100% recycled PP

For Biotherm's new skincare collection, L'Oréal continued with its drive to reduce the environmental footprint of its packaging. As a historic partner for the beauty company, Texen rose to the eco-design challenge, using a new material that takes decoration well and offers an esthetic finish.

Because plastic waste discarded in nature ends up in the world's oceans, Blue Beauty promotes responsible beauty. In order to protect marine environments, this trend is driving brands to up their ethical action and their traceability. Biotherm is dedicated to Blue Beauty, a type of beauty that lies at the intersection between blue biotechnology and Blue Commitments; a beauty that is sourced from aquatic and marine life, and gives back to them too. The aim of Blue Beauty for Biotherm is to design circular products. This approach includes the use of recycled materials.



Collaborating to drive the environmental transition in packaging

In line with its mission to “transform virtuous materials into positive experiences,” Texen has acted as a pioneer in replacing conventional materials, still rarely managed effectively in recycling streams, while providing decoration solutions and securing the supply chain.

In line with strict specifications, notably on the sourcing of raw materials, the optimization of the industrial process and conformity with norms and regulations, Texen has put all of its industrial experience and know-how into the transformation of sustainable materials and their decoration to help develop this strategic project. Its success is the fruit of a close collaboration between both companies' teams.

New generation cap

This cap can be adapted for different shapes of jar and for men's and women's skin care formulas like Cera Repair and Blue Therapy.

The visual aspect of the development was particularly important: the pieces are hot-stamped across their whole surface without any overlap, a challenge when using this type of material. The same is true for the brand's logo, created in reserve, voluntarily leaving the raw material visible in the center. To reduce the environmental footprint, the excellent adherence of the hot stamping on the rPP allowed Texen to avoid the application of protective varnish.

This global eco-design approach, for which the use of rPP is the cornerstone, benefits from the agility of a dedicated automated production line.

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