



NAYA project



NAYA is the first industrial project integrally ecodesigned for the creation of a dermo-cosmetic skincare. Its concept strength lives through the synergy of 5 industrial partners, all motivated by the passion of innovation. They worked all together to satisfy a common objective: to propose new and sustainable solutions in cosmetic market.

NAYA is no more the result of a fragmented process but the result of a global one. **It is an integrally eco-designed new product, from raw materials to manufacturing:** the eco-thought design, the 100% recycled and recyclable glass and PET, the Bagasse paper (extracted from sugar cane residue), the vegetable inks and the bio skin-care cream. The whole project **NAYA** is **validated Ecocert**.

Innovative and responsible project, NAYA is the result of a deep conviction that “Nothing is lost, everything transforms”.



SGD launches « Infinite Glass », the first environmentally responsible glass in the world of perfumery and cosmetics

SGD, an international leader in glass packaging renowned for its technical know-how and tremendous capacity for innovation, is serving up another first in the world of perfumery and cosmetics by offering the first environmentally responsible glass:



“**Infinite Glass**”, the **1st 100% and 100% recyclable glass** dedicated to perfumery and cosmetics, brings the **perfect SGD answer to environment concerns and to “organics” and eco-friendly ranges in the beauty world**. Made of 100% of clear household cullet, its fabrication minimizes raw materials extractions, CO² emissions and limits energy consumption.

Results: a glass in harmony with aesthetics of perfumes and cosmetics with a smaller impact on the environment.

SGD used this unique glass for the **NAYA** jar, as well as low energy consumption inks to decorate it.

With this team **project of the future, SGD confirms its leadership and unique know how in innovation as well as its reinforcement of its eco-friendly commitment.**

SGD group it is :

- *3 billion of bottles for a turnover of 631 millions Euros in 2008,*
- *12 production sites and 9 commercial locations,*
- *Custom made solutions for the most important selective and mass market brands.*

The group activities register in a quality, innovation and sustainable development approach.

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STRAND cosmetics EUROPE has worked in partnership with the beauty industries for both skin care products and make-up since 1964. Specialized in the development, manufacturing and filling of cosmetic products, our company offers large and diversified ranges to meet our customers requests.

A new milestone in our development – **ECOCERT certification obtained in 2009** – demonstrates the company's commitment to satisfy market requirements. The know-how of our teams guarantees the creation of safe, innovative, high-performance products focusing on ethics and traceability.

Our ISO 9001-2000 and BPF 22716 reference standards provide additional proof of our serious approach and devotion to quality. Our colleagues have also embarked on an environmental strategy, which is the subject of a charter. This implication makes **STRAND cosmetics EUROPE** an eco-responsible company mindful of the need to respect natural resources and consumers.

NAYA, the first eco-formulated skin care product, is the fruit of this approach. Our laboratories have dedicated all of their expertise to searching for and selecting the best raw materials available to create a **skin care cream combining a natural approach with technology**. Thanks to the sensorial qualities of its formulation, **NAYA** is a comfortable product with a fine, silky texture, bringing well being and serenity to the skin.

STRAND Cosmetics EUROPE

Date of establishment: 1964

Workforce: 128

Production unit: 1 in Lyon with 3 production units for skincare, make-up and powders

2008 turnover: 14, 7 millions Euros

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VPI innovates and offers solutions of injected caps and closures made with R'PET (PET 100% recycled from plastic bottles collection) combining transparency and gloss.

VPI, a subsidiary of Faiveley Plasturgie Group, combines the qualities of a flexible and adaptable structure with the power of an ambitious industrial group.

Specialized in injecting and decorating aesthetical plastic parts, **VPI** offers closure, stick, box, dispenser solutions which combine Aesthetics with functionality.

At the same time, **VPI** is becoming involved in an 'eco-active' strategy intending to propose aesthetical, economical and functional solutions for eco-designed packaging.

The **NAYA** project enhances once more **VPI's** capacity of developing new innovative concepts and processes dedicated to the cosmetic and perfumery universe.

VPI

Date of establishment: 1976

Workforce: 110

Production unit: 1

2008/2009 turnover: 12 millions Euros

Production capacity: 27 press for injection, capacity from 50 to 500 tonnes

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Wauters, printer creator, "**Imprim'vert**" **certified** contributes to environmental protection and has become an actor involved in sustainable development.

We implement concrete actions in favour of the sustainable development such as: reduction of 90 % of volatile organic components, implementation of selective sorting (since 2003), reduction of the specialized industrial waste and obtaining an agreement of certifications FSC and PEFC.

For **NAYA**, we chose a "tree-free" board called The Bagasse, made of 90 % of residues of sugar cane and 10 % of linen and hemp.

All our thoughts and commitments have allowed us today to meet the requirements of tomorrow's luxury cosmetic market.

Wauters – B.Pack

Date of establishment: 1909

Production units:

- *1 in Villebon sur Yvette – Essonne, workforce : 85*
- *1 in Couches – Saône et Loire, workforce : 40 (B.Pack)*

2008 group turnover: 30 millions Euros

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Extrême Paris, design agency leader in cosmetics, offers to its customers all its know-how and its passion of excellence.

Continuing the innovative Gaïa project, started in 2008, **Extrême Paris** has developed the first integrally Eco-designed Dermo-respecting skincare: **NAYA**.

The agency pushed its reflection above the name, the volume, the graphical identity and the communication fields in order to ally technicality and natural cosmetic.

Extrême Paris proves thus its involvement beside brands in accompaniment and innovative research on the integration of environment in their questionings.

Extrême Paris

Date of establishment : 1982

Workforce : 70

Production unit : Clichy

2008 turnover : 9 millions Euros

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