

Now  
available  
online

the global beauty news bulletin

# cosmetics

I N T E R N A T I O N A L

6 November 2009 > vol XXXIII no 751

## Naya gets the five star treatment

With environmentally friendly products showing no signs of losing popularity, five companies have joined forces to create a completely eco skin care product called Naya.

Strand Cosmetics created the formulation. The Ecocert-certified company says it has combined a natural approach with the best raw materials

and the latest technology.

The jar is manufactured from SGD's Infinite Glass, the first 100% recycled and recyclable glass made exclusively from household cullet, decorated with low energy inks.

VPI developed the injected cap and closure in recycled R'PET, a 100% recycled PET that combines transparency and gloss.

Wauters chose a "tree-free" board for the carton. Bagasse, is 90% sugar cane-derived and 10% from linen and hemp.

Finally, the design and communications were devised by design agency Extrême Paris.

