

MAY 2023

# UPPP

UNLIMITED PACKAGING POSSIBILITIES



# Technology Sustainability Growth

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**UPP provides a snapshot of some of the recent stand-out market and product news.**

As we delve into the latest trends and developments in personal care, home care and other sectors, we hope to provide valuable insights and inspiration for you.

In this report, we will cover:

- Sustainable packaging practices, with the emphasis on the 4Rs: reduce, re-use, refill, and recycle.
- Fragrance and wellness have become increasingly interconnected, as consumers seek products that not only smell good but also contribute to their overall well-being.
- The key trends driving the growth of the skincare market
- Explore how both multinational and indie brands are utilising artificial intelligence (AI) for various purposes, including social media planning, email writing, product photography, and treatment manuals

# What's new from BlueSky?

## New aluminium products

We have recently been promoting three new aluminium products to our overall range. Each leveraging the sustainability advantages of aluminium, including its infinite recyclability and re-use possibilities.

- Aluminium Powder Bottle & Rotex Closure
- Aluminium Roll-On Bottle
- Aluminium Shaker Can

We have brochures available for download here:

### Brochures

We have also launched the first of our 'BlueSky thinking' publications. Our goal is to create a range of reports for you, designed to address some of the most pressing topics in the industries we serve:

### BlueSky thinking



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# Packaging Round-up

- **European tube market shows growth**
- **SodaStream's sustainability effort**
- **Aldi joins Refill Coalition**
- **P&G's recyclable 'roll and squeeze' shampoo bottle**

The European tube market grew by just under 2% last year, reaching 11.8 billion units. Shipments to the pharmaceutical sector rose by 13%, dental care increased by 2%, and cosmetics saw a 1% rise. However, food declined by 7%, and household sectors fell by 14%.

SodaStream has transitioned to 100% recycled (rPET) material for its flavour bottles and switched to CPET for its flavour sleeves. They also use recycled materials in their sparkling water-makers and have made significant efforts to reduce plastic waste.

Aldi has joined the Refill Coalition, which aims to reduce single-use plastic packaging in retail. They plan to establish an end-to-end refill solution for food staples and household products.

P&G's Head & Shoulders introduced a recyclable 'roll and squeeze' bottle for its BARE shampoo, containing 45% less plastic per milliliter and being fully recyclable.

## Sources:

Packaging News - European tube market grew in 2022 - 7th March 2023

Packaging News - Sodastream switches to rPET bottles - 18th April 2023

Packaging Europe - Aldi joins refill coalition - 18th May 2023

Packaging Europe - Head & Shoulders packages anti-dandruff shampoo in 'roll and squeeze' bottle - 12th May 2023



# Recycling Round-up

## Biffa diverts 1,600 tonnes of waste PET 'into circular economy'

- Waste management firm Biffa has successfully redirected 1,600 tonnes of previously wasted plastic into the circular economy.
- The PET Recovery Plant in Washington employs state-of-the-art technology to remove residual metal and traces of PVC, leaving only recyclable PET flakes.
- The recycled PET material re-enters the polymer supply chain, providing financial and sustainability benefits.
- Biffa has invested over £50 million in plastics recycling infrastructure and recycles more than 150,000 tonnes of plastic annually, with plans for further growth.

**Source:** Let's Recycle - Biffa diverts 1,600 tonnes of waste PET into circular economy - 23rd May 2023

## Circular economy campaign launched in Greater Manchester

- Recycle for Greater Manchester has launched the #InTheLoopGM campaign to promote the concept of a circular economy.
- The campaign aims to encourage residents to recycle items at home and promote reuse and repair whenever possible.
- Greater Manchester, excluding Wigan, currently has a recycling rate of around 50%.
- Recycling saves resources and energy, such as aluminum cans using 95% less energy when recycled compared to producing them from scratch.

**Source:** Let's Recycle - Circular economy campaign launched in Greater Manchester - 22nd May 2023



# OPRL survey shows almost a third unclear on EPR

**OPRL, which stands for On-Pack Recycling Label, is an organisation that supports with providing tools and expert support for businesses to assess and access simple, consistent and UK-wide recycling and refill messages to appear on retailer and brand packaging.**

**At BlueSky we can help our customers ensure they have the correct logo and recycling information on their products.**

A survey conducted by OPRL, Packaging News and with input from DEFRA, shows that almost a third are unclear on extended producer responsibility (EPR).

OPRL stated that, "under EPR rules, all packaging must be labelled to show consumers whether it is collected and recycled, and whether there is an end market for it. The government has proposed

a single label design based on the same Recycle Now Swoosh currently used by OPRL. All packaging types (except for plastic films and flexibles) will be required to be labelled by 31 March 2026. Plastic films and flexibles must be labelled by 31 March 2027."

The objective of Extended Producer Responsibility (EPR) in the packaging industry is to encourage the development of more sustainable packaging designs. According to a survey, 59% of respondents believe that EPR will significantly impact the UK packaging industry, while 56% believe it will bring about substantial changes in packaging design. These findings indicate that EPR is expected to effectively drive positive change in the industry.

**Source:** OPRL - Press Release - 1st Feb 2023



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# Waitrose - the first UK supermarket to offer refillable Olive Oil

Waitrose has become the first UK supermarket to sell a refill pouch for Olive Oil. The brand is Citizen's of Soil and it will be sold across 155 stores.

Customers purchase the glass bottle of Olive Oil and use the pouches to refill it. The pouches "have a carbon footprint that is fifteen times lower than glass bottles."

**Source:** Grocery Gazette -  
Grocery Gazette - Waitrose becomes first UK supermarket to offer refillable olive oil - 23rd May 2023.

**Source for image:** Citizens of Soil





# Fragrance and Wellness: The growing connection

**Cosmetics Business recently reported on the investment by Estée Lauder Companies' New Incubation Ventures in Vyrao, a brand that focuses on promoting well-being through fragrances,** highlights the growing significance of the wellness and fragrance connection.

The link between wellness and fragrance has always existed, but in recent years, it has become a major factor driving consumer interest in fragrances. According to Circana, consumers are increasingly using scent as a form of self-care to fulfill their expanding wellness needs. In fact, a significant percentage (71%) of fragrance wearers seek scents that uplift their mood or provide physical and wellness benefits such as energy, relaxation, and focus (50%).

Walter Johnsen, VP of Product Development at InterParfums, notes that while people have always used fragrances to uplift their spirits, companies are now connecting fragrances with aromatherapy,

healing, and overall well-being, particularly in the aftermath of the COVID-19 pandemic. Previously, this connection raised concerns about potential medicinal implications that could subject fragrances to different regulatory categories. However, these concerns have diminished, and with effective marketing, adjectives, and storytelling, fragrances are now being presented as mood enhancers and energy boosters.

The investment by Estée Lauder Companies and the growing consumer demand for fragrances that promote wellness signify a shift in the fragrance industry. Fragrances are no longer solely about smelling good; they are increasingly valued for their ability to enhance overall well-being and contribute to self-care practises.

**Source:** Cosmetics Business - The fragrance trend tapping into main character energy - 15th May, 2023



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# Skincare developments

**Dior's Sauvage is the first male fragrance brand to offer a facial skincare product in its line-up.** Previously, as Cosmetics Business reported, male fragrance ranges typically consist of shower gels, deodorants and products that remain below the jaw-line.

Dior's range focuses on providing sensorial textures, with the star product being the two-in-one Face and Beard Hydrating Skincare featuring a light gel texture. Dior has also emphasised the line's high concentration of natural-origin ingredients, such as cactus extract to eliminate dead cells and glycerin from plant sources for optimal hydration.

**Source: Cosmetics Business** - The 'skinification' of men's fragrance is the latest trend to watch - 20th April 2023

**Global Cosmetic Industry reported that skincare sales in both the prestige and mass markets saw significant growth, with prestige sales increasing by 11% and mass sales by 10%.** Here are some other key take-outs driving the growth:

- Clinical brands outpace natural brands.
- Skinification trend - how skincare routines are influencing other beauty and personal care categories - driven by self-care and well-being.
- The exposome and aging - the exposome, encompasses all the environmental exposures that affect skin health and aging i.e. pollution, sun exposure
- Skin cycling - a routine popularised by dermatologist Whitney Bowe, involves alternating active ingredient applications and recovery periods.
- Waterless skincare
- Holistic anti-aging - circadian rhythm, stress, and emotional states.

**Source: Global Cosmetic Industry** - 6 Keys to the Future of Skin Care - 23rd May. 2023

# BlueSky thinking... Available for download

"Aluminium Packaging for Personal Care: meeting the demand for sustainability and convenience."

**DOWNLOAD HERE**



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The image shows the cover of a document titled "BlueSky thinking...". The top half of the cover is white with the title in black. Below the title is a photograph of numerous aluminum cans, showing their circular ends. In the top right corner of the white section, there are several blue swirl icons. The bottom half of the cover is white and contains a table of contents and an introduction. The BlueSky logo is at the bottom left of the cover, and a small number "1" is in the bottom right corner.

## BlueSky thinking...

**European personal care market - sustainability & convenience**  
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**Working together**  
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**Aluminium packaging for the Personal Care category: *Meeting the demand for sustainability and convenience***

**Introduction**

There is a need in the Personal Care industry to provide packaging solutions that are sustainable, convenient, and visually appealing. Aluminium packaging has proven to be an excellent option for personal care products, and this paper will explore how aluminium packaging meets consumer demand for sustainability and convenience. In this report, Personal Care encompasses Skincare, Hair Care and Toiletries.

**BlueSky**

1



# Slick Gorilla enters Boots stores in the UK

**Fault Magazine recently published their review of Slick Gorilla, a leading brand specialising in men's hair care in the UK. Founded by brothers Ari and Ash Farbod in 2016, Slick Gorilla has swiftly gained traction among men seeking quality styling solutions.**

Fault commented that the brand "has become synonymous with with creativity, individuality, and street fashion culture." Slick Gorilla has recently achieved a significant milestone. The brand has announced its entry into the physical retail space in the UK, providing customers with easier access to its coveted products. Starting this month, shoppers can find a wide selection of Slick Gorilla items at over 450 Boots stores across the UK and Ireland.

Slick Gorilla's range includes Hair Styling Powder and Lightwork (water-based styling clay) to Clay Pomade, Sea Salt Spray, and Hairspray, the brand delivers exceptional quality and individuality.

As Slick Gorilla expands its presence in Boots stores and enhances online availability, its trajectory toward continued success and accessibility is set to continue.

**Source:** Fault Magazine - Slick Gorilla Review: Revolutionary Men's Hair Care - 22nd May 2023

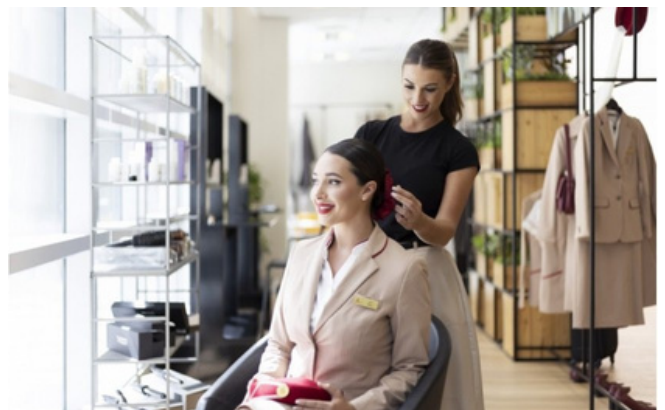


# Destination: Well-being

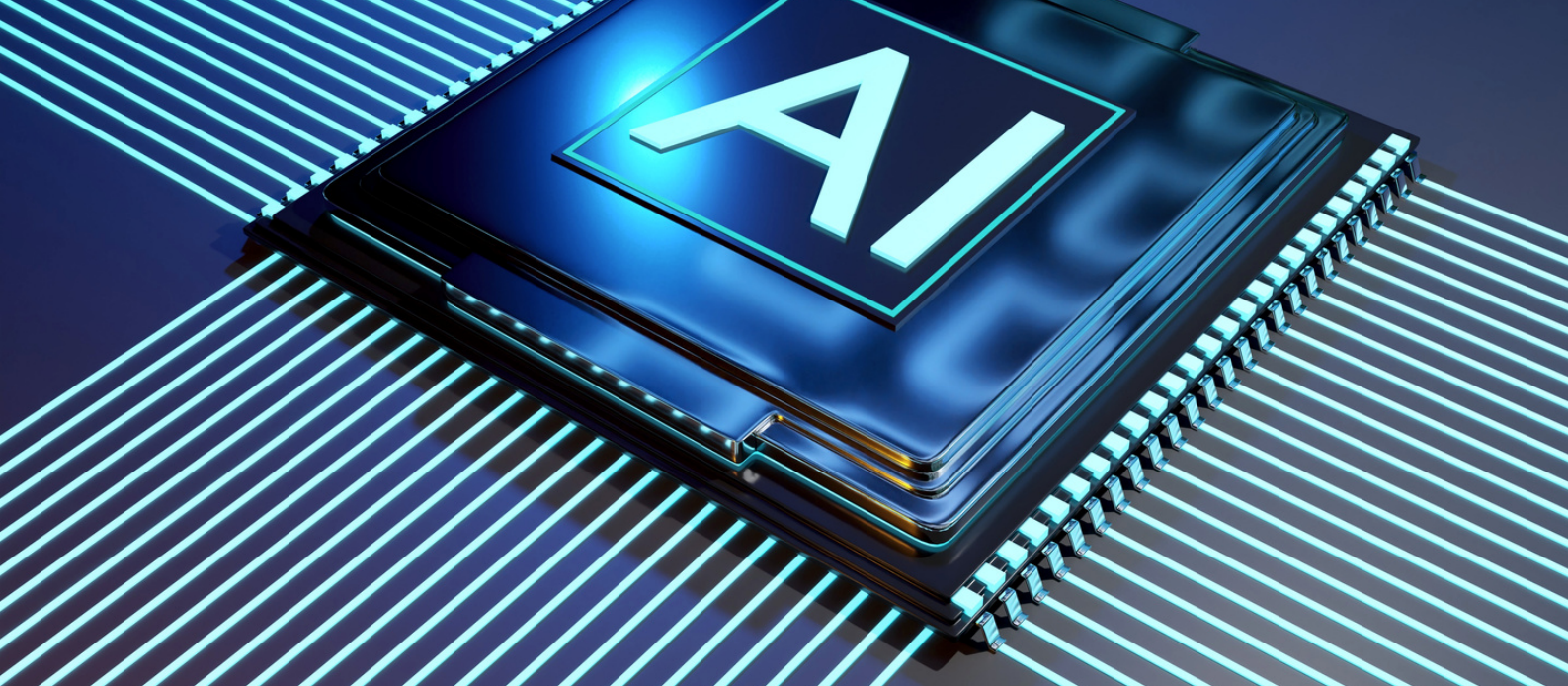
**Global Cosmetics News have reported that Emirates have teamed up with Dior and Davines to create a Crew Beauty Hub.**

This bespoke hub is tailored for the crew of Emirates, and is exclusively for them. Services span hair, beauty, nutrition and fitness - the holistic approach to well-being. This is what makes it an effective employee well-being strategy and brand partnership. The cabin crew become walking advertisements for Dior and Davines.

Emirates said in a statement, "The world of Dior beauty is 'defined by a spirit of audacity and innovation, accompanied by a thriving tradition of excellence' that marries perfectly with Emirates commitment to innovation and constant investment into elevating the travel experience. As the face of a globally recognised brand, Emirates highly trained, professional, and cosmopolitan cabin crew are a core part of this experience."



**Source:** Global Cosmetics News - Emirates teams up with Dior and Davines to create crew beauty hub - 22nd May 2023



# Brands embracing AI

**How are you embracing AI? Dermalogica has launched a ChatGPT version of its "Dermalogica: The Book" skin-care treatment manual.**

Glossy reported how embracing this technology allows their skincare therapists to better navigate and utilise the manual because they can ask the questions pertinent to them.

This taps into personalisation and efficiency, as it can speed up access to relevant information, rather than the therapist having to spend time reading through to find the extracts they need.

This is a great example of how brands can integrate the technology and improve their ways of working.

**Source:** Glossy - 'Dermalogica is using ChatGPT for education and upskilling' - 19th May 2023

**There are many ways that you can embrace AI to support your business activities. Beauty Independent recently reported on how indie brands are utilising the technologies.**

Here's some key take-outs:

- AI is being implemented in various aspects of indie brands, including social media planning, email writing, and product photography.
- Indie brands are using AI tools like ChatGPT, TryItOn AI, Gamma AI, Dall-E 2, and Pixis AI to optimise their operations and create innovative campaigns.
- AR technology is being incorporated into packaging and brand experiences to create interactive and visually engaging experiences for customers.
- AI is used for inspiration, research, idea generation, and content generation, but human expertise and personal connections are still valued in certain areas like skincare consultations and customer service.

**Source:** Beauty Independent - Indie Beauty Brands are Already Using AI in a big way - 15th May, 2023



POWDER BOTTLE

Rotex closure, featuring multiple holes

RAPID DELIVERY FROM STOCK



# Powder

# Perfectly Packaged

- Made of high-quality aluminium
- Available with recycled aluminium on request – 100% PCR material
- Standard epoxy phenol or polyester based; BPA non-intent internal lacquers
- Our outer lacquer options include white or colourless base coats, and multiple colour prints, glossy, semi-matte, or matte over lacquer

We are thrilled to introduce you to the **Aluminium Powder Bottle**, a sustainable packaging choice for cosmetic, hair care and body care powders.

[DOWNLOAD OUR BROCHURE](#)



# ASA ruling on 'free from' claims

**It's important when it comes to claims that you are comparing in the right way, and that you don't mislead the public.** You may see brands claiming free from 'toxic' ingredients or 'nasties' - this is misleading, because it's illegal to formulate with toxic ingredients and, what does 'nasties' actually mean?

On 17th May 2023, the Advertising Standards Authority (ASA) upheld a ruling against advertisements for a deodorant with misleading 'aluminium-free' claims. This was because it was claimed that it would be "less irritating, less harmful and better performing than deodorant products that contain aluminium."

Let's also clear up something - Anti-perspirants contain Aluminum Chlorohydrate (a pore blocker) to help prevent perspiration and to keep you drier, deodorants do not contain that, they are not designed to keep you dry or block sweat. They are different products.

CTPA reported on this ruling by the ASA. The claims were likely to mislead the public, and due to their comparative claims the advertiser needed to "hold robust scientific evidence to substantiate other products having a negative impact on health and body odour and that the advertised product was a safer alternative."

**Source:**

**CTPA - ASA Ruling on 'Free From' Claims - 22nd May 2023**



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# Lush expands in-house recycling

**Cosmetics brand Lush has recently unveiled its impressive £2.3 million recycling centre, a significant step towards their sustainability goals.** Located in Fleets Corner, Poole, Dorset, the state-of-the-art facility spans 40,000 square feet (3,700 square metres), replacing the previous "Green Hub" in Hamworthy. Already surpassing expectations, the centre is currently processing over 80% of Lush's UK manufacturing waste.

With a capacity to handle 500 tonnes of wastewater annually and 20 tonnes of plastic per week, this advanced recycling center demonstrates Lush's commitment to reducing environmental impact. In addition to processing waste, the facility aims to foster collaboration with various groups, businesses, and councils by offering site visits.

Boasting three times the space of its predecessor, the new centre not only recycles but also focuses on repairing and reusing items. Since its launch over a year ago, although not operating at full capacity, the centre achieved an impressive 81% recycling rate for Lush's UK manufacturing waste in 2022. Furthermore, it repaired over 700 electrical items and donated more than 107,000 products for reuse, reflecting Lush's dedication to sustainability.

**Source:** BBC - Lush: Poole-based cosmetics firm expands in-house recycling - 10th May 2023

# As simple as



We understand  
**Vitamin, Mineral & Supplement packaging**



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# It's looking good for aluminium

**The future appears promising for aluminium in the beverage sector. While it has long been a staple in this industry, what's exciting are the fresh opportunities emerging.** Think of your cocktails, convenient drinks, and pre-mixed beverages.

Moreover, we shouldn't overlook the fact that this changing consumer perception and awareness will have a positive influence on other sectors. We can already observe this trend in skincare, hair care, and home care. **Aluminium is ideally positioned to align with the principles of the 4Rs (Remove, Reduce, Reuse, Recycle).**

Here's some key take-outs from a recent article by Sustainable Packaging News:

- New research by the The Can Makers, representing UK drinks can manufacturers, reveals that over half of UK adults believe cans are better for the environment compared to other beverage packaging.

- Additionally, a whopping 80% consider cans to be easily recyclable.
- The study also confirms that 70% of UK adults find cans to be the most convenient packaging option for outdoor occasions, while 69% believe they are ideal for on-the-go consumption. Overall, 58% agree that aluminium cans are the most convenient packaging choice for any occasion.
- Tim Conybeare, chairman of the Can Makers, emphasises that consumers love cans for their convenience and their positive impact on the environment. The survey also highlights that cans are perceived as reducing waste of leftover beverages (48%), making chilling easier (64%), and enabling better portion control (67%).
- Metal Packaging Europe (MPE)'s survey further supports these findings, showing that more than 75% of consumers would prefer cans once they understand their sustainability benefits.

**Source:** Sustainable Packaging News - UK adults believe cans are better for the environment - 3rd April 2023

# Aluminium

## The Recyclable Reusable Super material



**We all want more from our packaging - more great designs, more premium styling, more eco solutions.**

Well, the great news is that BlueSky's aluminium packaging range of bottles and tins delivers exactly that. As one of the most environmentally friendly materials out there, aluminium packaging is the perfect way to show your consumers that they're buying into one of the very best packaging materials.

## SHOP HERE



**Flexible  
decorative  
options**



**100%  
recyclable**



**Endlessly  
reusable**



**Range  
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**Pumps &  
closures  
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