

Revlon

CERTIFICATIONS

Certifications are a trusted way for consumers to quickly verify product quality and safety. Brands that meet clean beauty standards are proudly labeling their products with earned certifications, both online and directly on pack.

PACKAGING NOTES

- Use icons and spot labels to highlight:
- Ingredient Safety: Environmental Working Group (EWG) Verified, Made Safe
 - Animal Testing: Leaping Bunny (Cruelty Free), Certified Vegan
 - Sustainable Sourcing: Non-GMO Project, Ecocert Organic Standard, Cradle to Cradle
 - Packaging: Forest Stewardship Council (FSC)

CLEAN BEAUTY

The consumer demand for safe, effective, and eco-conscious products has given rise to a personal care trend known as **Clean Beauty**. Brand transparency is the foundation of Clean Beauty. Purpose-driven brands have demonstrated that quality products can be produced without harmful ingredients and utilize three key aspects of their packaging design to communicate their response to these values.



Love Beauty and Planet

FREE-FROM INGREDIENTS

With clear packaging materials, brands can showcase the appearance and consistency of their formula in real-time. The opportunity to preview the product before purchase can reassure consumers who might be skeptical.

PACKAGING NOTES

- Consider graphics that build ingredient lists into the design.
- Sans serif typography
 - Create hierarchy and balance to offset heavy text
 - Bullet list key messages
 - Universal icons and symbols where possible
 - Pressure sensitive labeling offers the crispest printing for small fonts
 - Use label textures like soft touch or raised UV inks to add sensory details

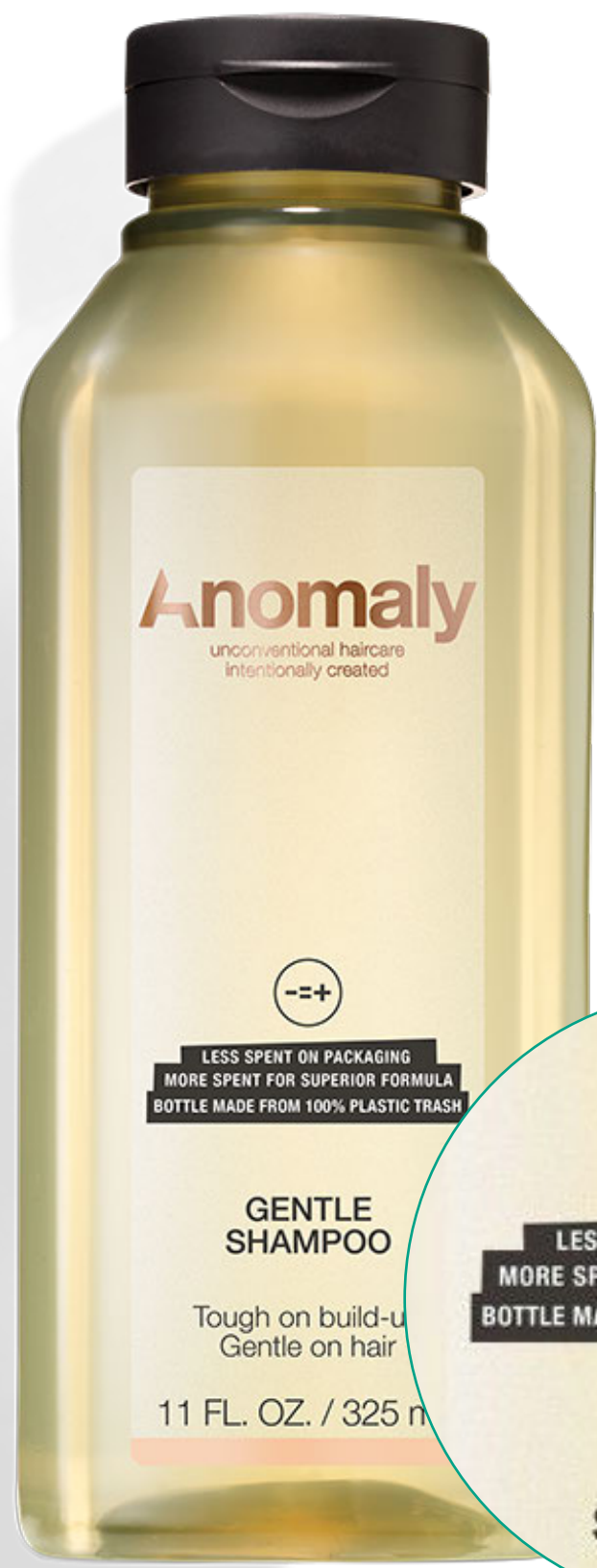


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"97% of consumers want beauty brands to be more transparent about the ingredients in their products."

-Study by Beauty and Wellness Retailer, Holland & Barrett



Anomaly Haircare

TRANSPARENT MATERIALS

With clear packaging materials, brands can showcase the appearance and consistency of their formula in real-time. The opportunity to preview the product before purchase can reassure consumers who might be skeptical.

PACKAGING NOTES

Consider using the following transparent, or translucent, materials to signal a clean product.

- PCR Blends
- PET
- Natural HDPE
- Glass
- Flexibles



Let's talk packaging!

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