#### **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)

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.

#### tow can you make a little difference every day in your showe! itee is a clue in our name 💚 🚃 & 🚃 in to reveal amazing hair that makes you smile. This YES Vegan YES This Bottle is Made from ax, gently nourishes and volumizes hair. Sultry & 100% Recycled Materials fied Veliver scent softly encapsulates your hair with YES 96% Biodegradable Formula YES Natural Tea Tree Oil YES Ethically Sourced Vetiver good is a carbon footprint so small, it's like we weren't YES with Plant Based Ingredients There. We've started our journey by loading our started our journey by loading our started bottles. YES Not Tested on Animals but time conditioner technology saves you from tangles at an kep you save water. Our delicate scents are that with natural and ethically sourced oils and extracts. s to find new ways to love and give back at Australia: 1800 061 027 New Zealand: 0800 108 806 Malaysia: 1800-88-1315 Singapore: 1800-661-9898 it-squeeze, lather, rinse. Go easy on the tap. oid contact with eyes. If eye contact o YES Vegan YES This Bottle is Made from 100% Recycled Materials YES 96% Biodegradable Formula with YES Natural Tea Tree Oil YES Ethically Sourced Veriver YES Organic Coconut Oil YES with Plant Based Ingredients we weren't YES Not Tested on Animals bottles. NO Silicones m tangles NO Parabens NO Dyes

NO Guilt

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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

# TRICORBRAUN

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

-Study by Beauty and Wellness Retailer, Holland & Barrett

### TRANSPARENT MATERIALS

With clear packaging materials, brands can showcase the appearance and consistency of their formula in realtime. 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!

marketing@tricorbraun.com | TricorBraun.com | \* f in (6)



