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Texen and STELLA by Stella McCartney rise to a new eco-design challenge, reinventing refillable airless packaging.

A true pioneer of sustainable and ethical fashion, Stella McCartney wants to offer the selective beauty market a new, more sustainable option, named Alter-Care. This new range of natural, vegan, effective and sustainable skincare was developed in partnership with LVMH's beauty division. It is made up of three products: Reset cleanser, Alter-Care serum and Restore moisturizing cream.

Each step in the product life cycle was studied in order to minimize its environmental impact: the formulas are natural, clean, vegan and cruelty free. The packaging is eco-designed, recyclable and refillable.

Alter-Care Serum and the Restore moisturizing cream: travel-friendly and refillable

Each contains a 50ml refill housed inside a glass bottle elegantly topped with an airless pump that allows every last drop of the product to be used.

The refills are also designed for on-the-go use. They can be removed from their bottle and easily transported thanks to their dispensing caps, guaranteeing ease of usage and a reliable seal. However they are used, these packs adhere to the brand's expectations in terms of eco-design, efficiency and esthetics.

Specific know-how

Texen acquired PRP's flexible packaging activity in February 2022. The successful collaboration between their experts and LVMH's teams assured the success of this innovative project.

Texen makes the refills using a recyclable multilayer decorated film, ensuring the required barrier effect for the optimum protection of these new, ultra-clean formulas. It injects the pack then solders the neck onto the pouch on which the dispensing cap fits, creating refills that are dissociable for on-the-go use. Each component used in this new type of packaging is recyclable.

ISCC+ certification

Thanks to international ISCC+ certification, Texen can valorize its sustainable production processes and the use of recycled or biomass-based materials, further reinforcing its CSR commitments.

Press Contact: Rouge Com, Sylvie Grand: +33 (0)6 09 28 54 76 sylvie@rougecom.fr