



Press Release, Monday January 20<sup>th</sup> 2023

**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](mailto:sylvie@rougecom.fr)**