

# Press Release



*For immediate release*

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## **Conserving Beauty uses compostable NatureFlex™ films**

Australian-based Conserving Beauty has chosen renewable and compostable NatureFlex™ films to use within its sachet packaging for its cleansing wipes.

Conserving Beauty are a skin-care brand known for their dissolvable and compostable skincare solutions including world-first dissolving cleansing wipes, sheet masks, and zit strips. Launched in November 2021, the company is making waves internationally and has won over 8 global industry awards in Australia, the UK and the USA. Conserving Beauty is on a mission to reduce the beauty industry's water footprint, carbon footprint and waste footprint through groundbreaking innovation alongside conservation research.



Their dissolvable cleansing wipes have taken the world by storm. Formulated with gentle plant oils and vitamins, they are hydrating and calming relief even for the most sensitive

skins. Dry, eczema or even acne prone skins are well looked after within the skincare range, as proven by third party clinical testing with dermatologists. Not only are the wipes amazing for the skin, but they are also produced with the planet in mind. The company continuously measures and tracks the footprint of all their products, aiming to reduce the impacts as much as possible.

In line with their sustainability values, Conserving Beauty has matched their products with a new Eonic™ compostable packaging sourced from Convex, the New Zealand converter. The high-performance sachet material includes a layer of NatureFlex from Futamura, laminated to paper and another biofilm for hermeticity. NatureFlex™ films are produced from renewable wood pulp, harvested from responsibly managed plantations and meet all the relevant standards for industrial composting, including AS4736, EN13432 and ASTM D6400. They are also certified for home composting according to the Australian home composting standard AS5810, to the French standard by Din Certo and to OK Compost Home protocol. NatureFlex provides an excellent barrier to aroma, gas, and moisture.

The new laminate structure meets all the technical requirements: it runs well on the sachet lines and efficiently wraps the wipes. With its excellent moisture barrier, it also effectively protects the product until it is used by the consumer.

Natassia Grace, founder and CEO of Conserving Beauty, confirmed: 'I am delighted to have found this packaging solution for our dissolving wipes and sheet masks. It was very important for me that the packaging matches the ethos of my brand. Product efficacy and sustainability initiatives remain very high in Conserving Beauty's priority and R&D investments.' Natassia has been recognized for her hard unwavering commitment to championing innovation and sustainable business practices, winning several awards including Forbes Asia 30 Under 30 2024, Woman Of The Future 2022, and BOF - Business Of Beauty Inaugural Global Beauty Award.

Tamaki Kaga, Regional Sales Manager at Futamura, added : 'we are very pleased that our NatureFlex film has been chosen to be part of this solution for Conserving Beauty. Conventional structures for this type of product would have used combinations of plastics and foil, rendering them unrecyclable. Our renewable and compostable films are a good choice for this type of application, enabling a valid end of life option.'

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## Note to Editor

### *Background*

*Note to Editor: Futamura Chemicals Company Limited is a major producer of plastic and cellulose (NatureFlex™ & Cellophane™) films. Following the acquisition of Innovia Films cellulose business, Futamura has a global footprint with production sites in the UK, USA and Japan. It holds a leading global position in the markets for*

*renewable and compostable packaging films and cellulose casings. Worldwide Futamura employs some 1500 people, with a focus on safety, high quality speciality products, R&D, customer service and ethical, sustainable partnerships.*

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