

# REN

CLEAN SKINCARE

## CLEAN TO SKIN, CLEAN TO PLANET REN CLEAN SKINCARE ELEVATES THE PACKAGING OF ITS MASK RANGE WITH A NEW PREMIUM GLASS JAR AND ALUMINIUM LID



London, 1<sup>st</sup> April 2022 - Earth Month sees REN Clean Skincare upgrade the packaging of their face mask range with a new 20% PCR<sup>1</sup> glass jar, in partnership with Verescence, and a new widely recyclable<sup>2</sup> aluminium lid containing an invisible thread, in partnership with Anomatic.

The upgrade starts with REN's award-winning Evercalm™ Ultra Comforting Rescue Mask, a fast-acting hydrating cream mask to help calm and soothe sensitive skin, and iconic Clearcalm Invisible Pores Detox Mask, a purifying and mattifying mask to help detoxify and rebalance blemish-prone skin.

By upgrading these products to a new widely recyclable<sup>2</sup> pack using an aluminium lid and a 20% PCR glass jar, the brand stays true to its Zero Waste Pledge<sup>3</sup> with packaging that is both recyclable and uses recycled materials.

The aluminium from the lid is infinitely recyclable. Nearly 75% of all aluminium ever produced is still in use today.<sup>4</sup>

### **Michelle Brett, CEO of REN Clean Skincare**

*"REN is proud to work with packaging partners, Verescence and Anomatic, with a like-minded commitment to investing in more sustainable methods of manufacture."*

### **Thomas Riou, CEO of Verescence**

*"Since 2008, Verescence has been advancing its commitment to a more sustainable beauty industry by investing in more environmentally responsible production processes. Not only furnace technology, but also the type of glass produced has an impact on greenhouse gas emissions."*

*At Verescence we are passionate about partnering with committed brands like REN to co-develop innovative and sustainable glass packaging solutions. By choosing Verescence's Infinite Glass 20, a composition that contains 20% of post-consumer recycled glass, REN has allowed us to reduce our CO<sub>2</sub> emissions by 5% during the production of the glass jar and limit our impact on natural resources. Verescence is now driving its environmental performance to the next level with an ambitious target of reducing its CO<sub>2</sub> emissions by 40% by 2034."*

Verescence's leadership in sustainability is recognized by internationally renowned third-party ratings, with the highest EcoVadis Platinum medal for its Corporate Social Responsibility performance, as well as a CDP A rating for tackling water security and A- for leading effort against climate change.

**Scott L. Rusch, CEO of Anomatic**

*“Sustainability has always been at the core of Anomatic – from people and culture, to planet-friendly-processes, to industry and community partners, to more recently designing and manufacturing innovative products that embrace the four R’s – Reduction, Recycled Content, Recyclability and Reusability. Our partnership with REN has accelerated the company’s development and commercialization of a widely recyclable innovative lid construction using two pieces of aluminium to achieve a premium invisible thread. Anomatic is delighted to partner with REN, sharing the brand’s values and ambitions to offer widely recyclable and more sustainable packaging, inspiring, driving and supporting (Anomatic) to build on our 2021 Ecovadis™ Gold rating.”*

**SOURCES:**

- 1) PCR: Post-Consumer Recycled
- 2) Recycling is subject to local policies and facilities
- 3) REN’s Zero Waste Pledge: Packaging designed to be recyclable, containing recycled materials or being reusable
- 4) The Aluminium Association. Infinitely Recyclable [www.aluminum.org/Recycling](http://www.aluminum.org/Recycling)

**ABOUT REN CLEAN SKINCARE:**

Since 2000, REN Clean Skincare has created high performance skincare with proven results from nature’s most powerful and kind bioactive ingredients always formulated with sensitive skin in mind.

Our products are packaged in ever-evolving more sustainable solutions, with our Zero Waste pledge to only use packaging designed to be recyclable, containing recycled materials or being reusable. Aligned with REN’s unique ‘Clean to Skin. Clean to Planet.’ Ethos. For more information, please visit [renskincare.com](http://renskincare.com)

**ABOUT ANOMATIC**

Anomatic is a full-service manufacturer of anodized aluminum and plastic packaging for the Beauty, Personal Care and Pharmaceutical markets. The company has a rich history of technology innovations. Over the years the Company has vertically integrated becoming a global leading supplier of more sustainable, anodized aluminum and plastic packaging solutions to some of the world’s most recognizable brands. For more information, please visit [anomatic.com](http://anomatic.com)

**ABOUT VERESCENCE:**

Verescence is the global leader in glass packaging for the perfumery and cosmetics industries and has a production capacity of 600 million bottles per year. Verescence supplies its customers with glass through high quality, more environmentally friendly and innovative solutions. The company has over 120 years of glass expertise and a unique geographical footprint (4 glass production sites and 5 decorations sites in France, Spain, the United States and South Korea), making it the partner of choice for the world’s largest beauty market players. In 2021, the company employed 2,340 people worldwide and achieved sales revenue of 350 million euros. For more information, please visit [verescence.com](http://verescence.com)

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