

# TREND REPORT

## BEAUTY PACKAGING

How the emerging needs of both people and the planet are influencing the beauty and packaging industry.



HOLMEN

# INTRODUCTION

**The beauty industry is** undergoing a transformation towards more responsible offerings and packaging is evolving alongside it. Gone are the days when the focus was solely on minimising negative impacts; today, every company must strive to maximise positive contributions to both people and the planet. In this comprehensive report, we delve into four key areas that have already made a significant impact on the beauty and packaging industries but are poised to evolve even further.

Let's explore and draw inspiration from the concept of healthy ecosystems, encourage consumers to express their individuality, facilitate a reconnection with nature, and wholeheartedly endorse the zero-waste movement.

These insights provide valuable inspiration for the development of holistic beauty and packaging solutions, creating a seamless brand experience for consumers.

# 01 BEAUTY IN BIODIVERSITY



## CREATING PRODUCTS IN HARMONY WITH NATURE

Biodiversity friendly practices is about preserving the ecosystems affected by us and our production. It includes positive contribution, nature conservation, protection, and sustainable use of natural resources.



## CREATING PRODUCTS IN HARMONY WITH NATURE

**The UN biodiversity goals aims** to have a much more circular society in place by 2050. Biodiversity is fundamental to our well-being, and we are part of the same eco-system as plants, animals and micro-organisms.

Consumers indicate they want to understand how their purchasing decisions make a tangible difference. They are educating themselves and are inclined to support brands actively engaged in

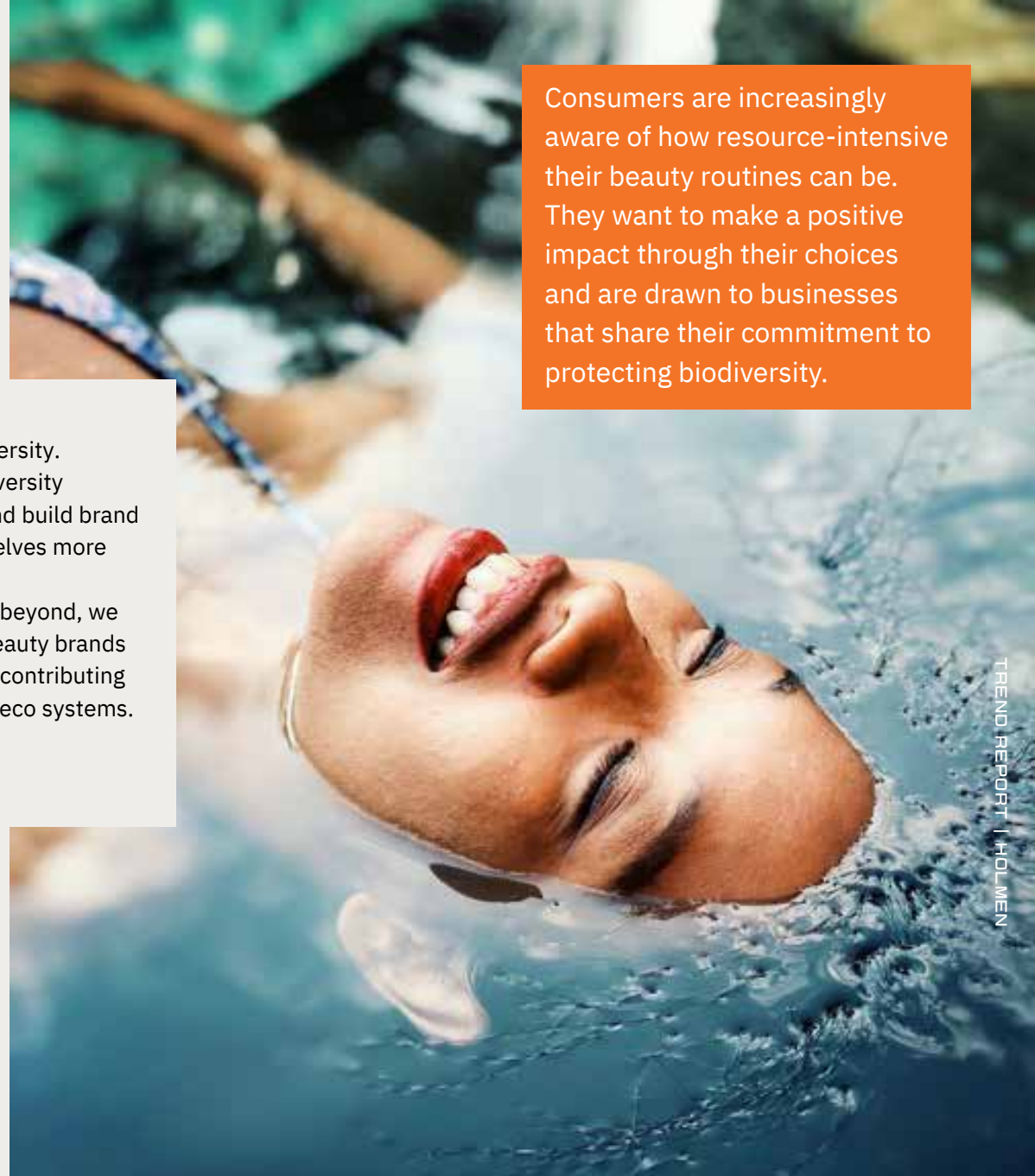
preserving and restoring biodiversity. Companies that prioritise biodiversity not only gain consumer trust and build brand loyalty but also position themselves more competitively.

As we look to the future and beyond, we can expect to see even more beauty brands embracing these practices and contributing to a more positive state for our eco systems.

**KEY WORDS:**

Regenerative, soil health, reforestation, crop health, rewild, positive impact, restore, nature positive.

Consumers are increasingly aware of how resource-intensive their beauty routines can be. They want to make a positive impact through their choices and are drawn to businesses that share their commitment to protecting biodiversity.



## PACKAGING

Packaging has an important role to play in protecting biodiversity. By maximising the use of responsible renewable sources, eliminating unnecessary plastic items, and innovating to ensure as much material is reusable, recyclable or compostable, we can contribute to biodiversity. More and more beauty companies are implementing a specific biodiversity strategy to support their packaging development.

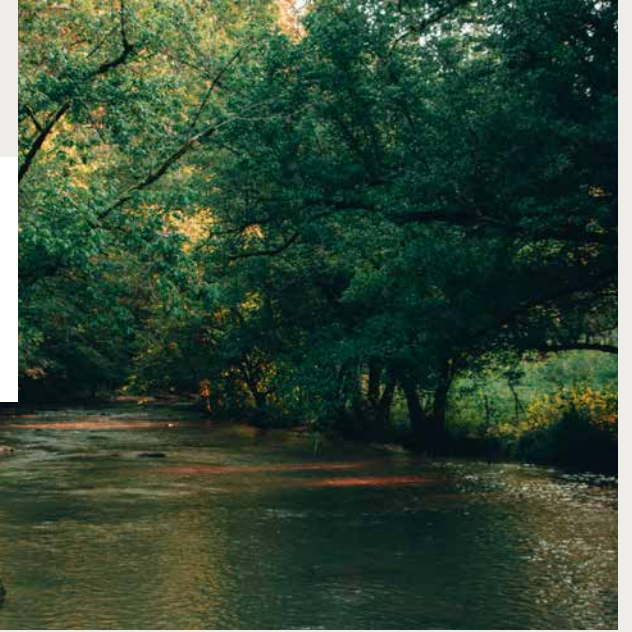
### Innovative use of renewable sources:

Material innovations within established renewable sources, alongside with new sources like mycelium- or seaweed-based packaging, offers alternatives that facilitate circularity.

**Reduction of unnecessary plastic:** Through the use of sustainable alternatives, we can minimise the use of plastics and other non-recyclable materials.

**Keep packaging in use:** Adopting reuse practices like loop systems as well as recycling paperboard means that we can lower the use of raw materials.

▶ Brazilian beauty conglomerate Grupo Boticário label 'water friends' to its hair and skincare products to help consumers select products that supports healthy water.



▶ Aesop, a company renowned for its commitment to sustainability and ethical sourcing of ingredients, offers excellent examples of reducing unnecessary plastic in its compact bar soaps.



## HOLMEN

Everything in nature is connected and it is crucial that we manage our resources carefully and protect the ecosystems. Here are three areas that are important when it comes to biodiversity:

### Regenerating forests:

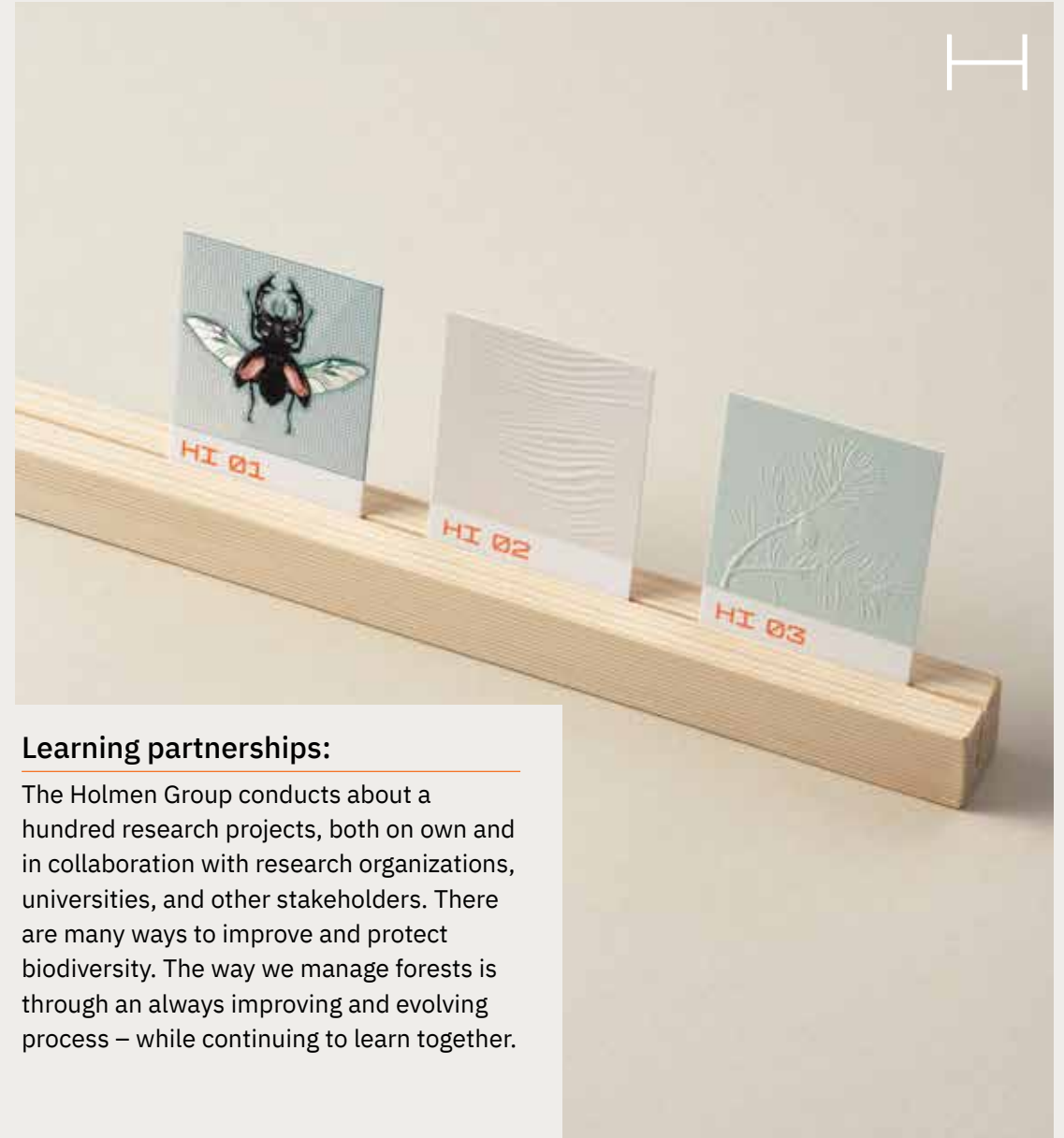
Healthy forests with high biodiversity are stronger and more resilient to pests, extreme climate, and erosion. We live from what the forest gives, and biodiversity is key to how we manage it. A varied environment with deciduous trees, watercourses, and a wide range of animal species is vital to functioning ecosystems and thriving forests.

### Monitoring the water ecosystem:

Pulp production needs water. We borrow surface water from our nearby lakes and rivers, clean it and return it. All the while keeping track of the water consumption. We monitor the marine ecosystems carefully, with regular examination of the sea floor, water plants and fishes outside the mill and compare to reference areas. We test fish for differences variations in hormonal disturbances and do liver checks for toxins.

### Learning partnerships:

The Holmen Group conducts about a hundred research projects, both on own and in collaboration with research organizations, universities, and other stakeholders. There are many ways to improve and protect biodiversity. The way we manage forests is through an always improving and evolving process – while continuing to learn together.



# 02 INCLUSIVE BEAUTY



## THE FREEDOM TO EXPRESS

Just as nature thrives in diversity, so do people. Human uniqueness inspires creative expression and differentiation can be awakened through innovative use of materials.



# THE FREEDOM TO EXPRESS

**Consumers are looking for** more tailored offerings, reconfigured for an ever-more open and diverse world. People are no longer content with one-size-fits-all solutions; they demand products that reflect their unique personalities and needs.

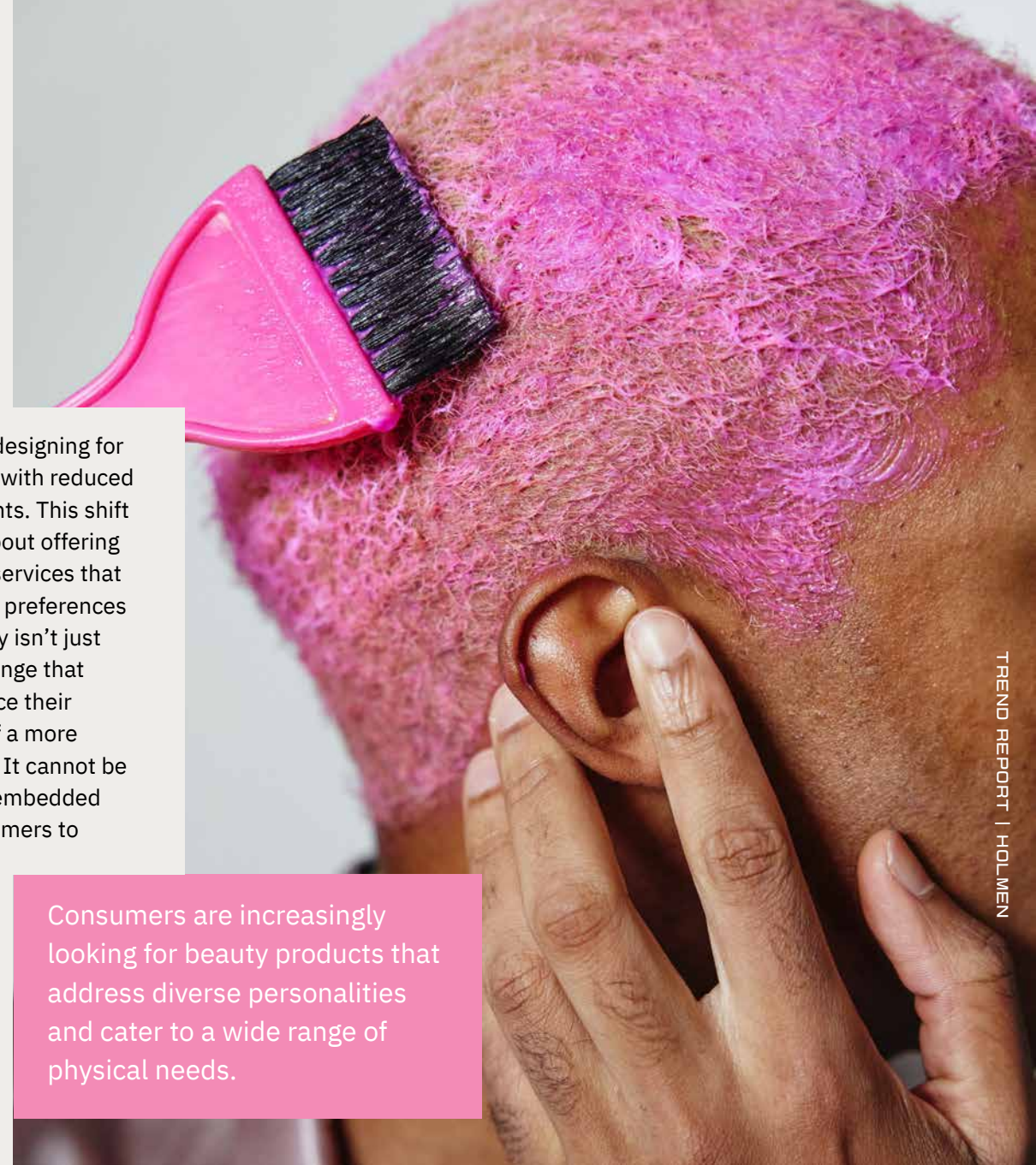
In today's dynamic beauty landscape, diversity and inclusion are important driving forces. These principles stress the importance of representing all skin tones, hair types, and gender identities. It's about ensuring that everyone, regardless of their background, feels seen, valued, and beautiful. Inclusive beauty is not limited to

### KEY WORDS:

Diversity, gender equality, dexterity, abilities, authentic, real, all sizes, colourful, user-friendly.

appearance but also involves designing for accessibility, including people with reduced dexterity and visual impairments. This shift goes beyond marketing; it's about offering a wide range of products and services that cater to the diverse needs and preferences of consumers. Inclusive beauty isn't just a trend; it's a fundamental change that empowers everyone to embrace their unique beauty and be a part of a more inclusive and accepting world. It cannot be superficial; it must be deeply embedded in the brand's values for consumers to embrace it.

Consumers are increasingly looking for beauty products that address diverse personalities and cater to a wide range of physical needs.



## PACKAGING

Packaging plays a pivotal role in the evolving consumer demand for inclusive beauty products. It serves as the bridge between the product and the consumer, shaping the entire user experience. Inclusive packaging goes beyond aesthetics; it's a language of accessibility, respect, and diversity. Inclusive packaging considers various needs and abilities, using clear communication, easy-to-use features, and multisensory engagement.

**Accessible packaging:** There is an increasing demand for packaging designed to be user-friendly for individuals of all ages, abilities, and backgrounds. By learning from exclusions, new inclusive solutions that benefit a broad audience are being created. Because packaging developed for people with reduced abilities are often good design for all.

**Gender/culture-inclusive packaging:** The inclusive beauty movement promotes packaging that respects the cultural

diversity of consumers. The idea is to move away from traditional stereotypes and colours associated with specific norms and instead use more inclusive designs and colours.

**Customisable Packaging:** Consumers are not just looking for personalised products but also customising the packaging with their own pronouns, names, or messages. This empowers individuals to express themselves and feel a stronger connection to the brand.



► Fenty Beauty, founded by Rihanna, has been a first-mover in the beauty industry by championing inclusivity and diversity. The brand has revolutionised the industry by offering a wide range of makeup products suitable for various skin tones, including those often underserved by traditional beauty brands.



► French skincare brand L'Occitane has been a pioneer in the industry, introducing Braille on some of its packaging as early as 1997. Today, Braille lettering can be found on 70% of their product labels, showcasing their long-standing commitment to inclusivity and accessibility.

## HOLMEN

Our commitment to people and planet centred innovation has driven us to develop paperboard solutions that are not only environmentally responsible but also highly versatile and adaptable. These attributes serve as tools in the creation of beauty products that resonate with a diverse spectrum of consumers.

### Versatility:

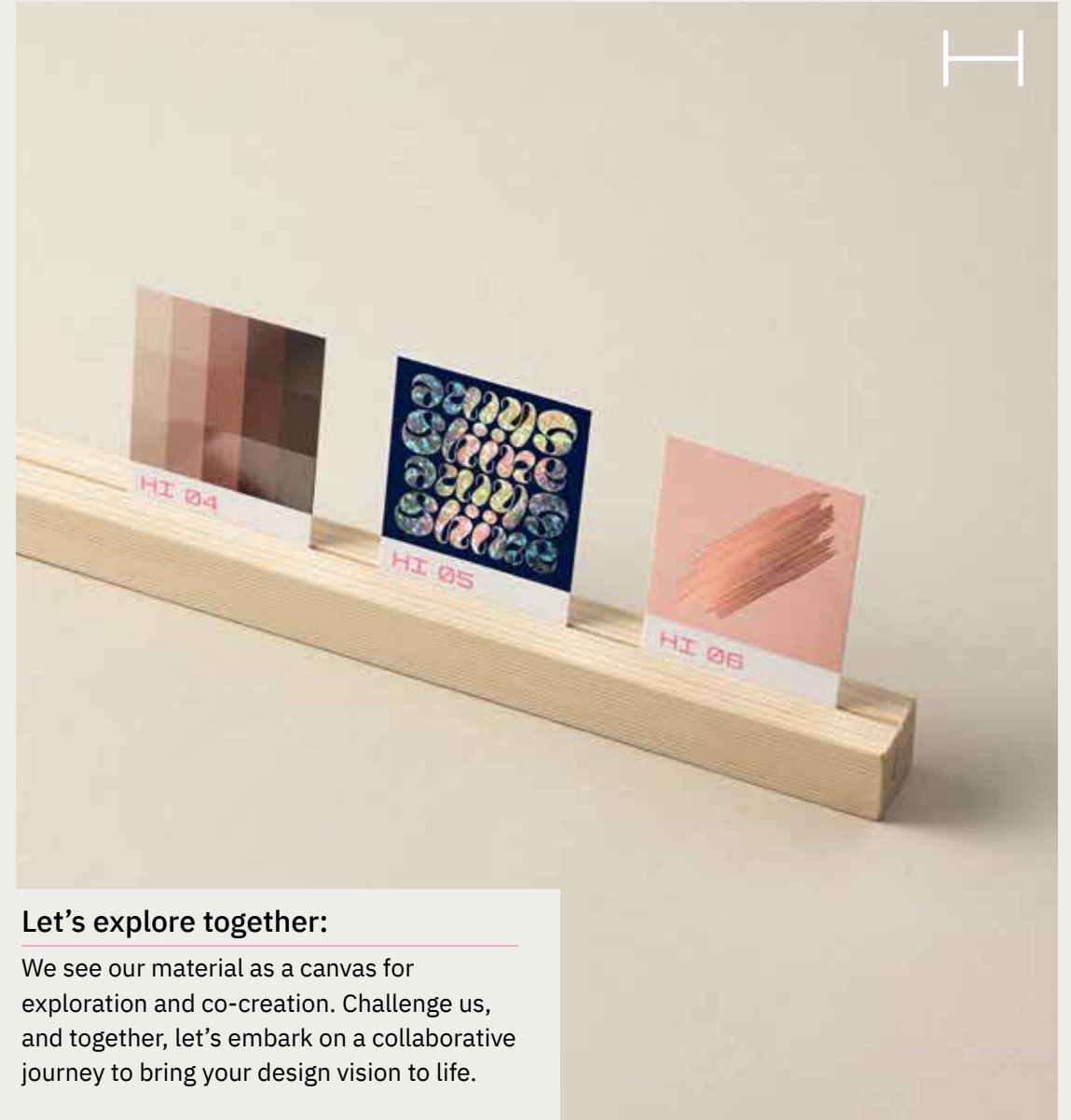
Our paperboard solutions offer versatility, accommodating various printing, creasing, and finishing techniques. This flexibility empowers brands to craft packaging solutions for a wide spectrum of needs.

### Creative freedom:

We encourage a playful approach to our materials. With options for finishes, textures, bold colours, and captivating holographic effects, our materials enable brands to shine brilliantly.

### Let's explore together:

We see our material as a canvas for exploration and co-creation. Challenge us, and together, let's embark on a collaborative journey to bring your design vision to life.



# 03 NATURAL HEALTH



## SLOW EXPERIENCES THROUGH ALL THE SENSES

Nature impacts our emotional, mental, and physical well-being. By using materials from the forest that engage all the human senses, we give people a deeper connection to nature in their everyday life.



## SLOW EXPERIENCES THROUGH ALL THE SENSES

**Consumers have never** been more invested in their well-being. Beauty and wellness are no longer separate; they're merging, with nature at the centre stage. People want a more natural lifestyle and are becoming increasingly aware of what they put in and on their bodies. They're turning to nature to improve their emotional, mental, and physical well-being, engaging all their senses. How products feel and smell is just as important as how they look. Reconnecting with nature happens in various aspects of life, from sleep syncing

**KEY WORDS:**

Slow beauty, clean beauty, nature, forest, mindful, slow living, all the senses, tactile, wellness, holistic health.

to using nature-inspired makeup and room scents for spiritual and physical well-being. In the midst of their busy lives, a beauty routine can become a valuable ritual, providing consumers with a precious break to reconnect and ground themselves.

This natural health movement will become even more prominent in the coming years, with a strong emphasis on slow lifestyle and the incorporation of multi-sensory experiences, across products, retail spaces, and packaging.

Consumers are turning to nature for a more mindful lifestyle. This deliberate shift towards a slower, more contemplative life is driving the development of more sustainable beauty products, grounded in nature and enriched with multi-sensory details.

## PACKAGING

Packaging is a silent yet powerful influencer in the natural health movement. As consumers increasingly seek beauty products that align with nature, packaging transforms into more than just a vessel; it becomes a symbol of the movement itself, compelling us to slow down and appreciate every facet of the beauty routine. This journey begins with the invitation on the shelf, through the unboxing experience and every usage occasion. People are now, more than ever, questioning the use of synthetic materials and are instead drawn to packaging made from organic materials, engaging our senses in a multisensory experience.

**Conscious packaging:** Conscious packaging seamlessly aligns with the clean and cruelty-free beauty movement, emphasizing renewability, the avoidance of harmful micro-plastics and chemicals, and a commitment to transparency. By providing clear information about sourcing, production methods, and sustainability practices, it empowers consumers to make informed choices.

**The power of smell and touch:** Smell and touch are strong ways to connect with people. Scents are used throughout the

shopping experience to create a memorable brand. When we focus on the details and add tactile elements, we can significantly enhance people's emotional connection to products.

**Artisan packaging:** Responsible packaging that incorporates organic textures, earthy colours, and stripped-off look appeals to the conscious consumers. It not only reaffirms the brand's commitment to craftsmanship but also enhances the authenticity, reflecting the care and dedication invested in creating the products.

► L:A BRUKET is a Swedish skincare brand known for its organic and natural products. Their scented tags made of paper and fragranced oil bring a natural sensorial experience to the home.



Le Labo is a fragrance and cosmetics brand renowned for its artisanal approach to scent creation. They emphasize 'slow perfumery' and use simplistic packaging embracing the raw material.



## HOLMEN

At Holmen, our very essence is deeply intertwined with nature. The healing power of the forest is significant, spending time in a forest can reduce stress, anxiety, depression, strengthen the immune system and boost overall well-being. We believe that exposure to nature can be elevated in every touchpoint of your life, where natural paperboard materials is an outstanding way to carry natural beauty experiences to people.

### Wood-based:

Our paperboard materials from renewable sources, offers a versatility that aligns perfectly with conscious brands and can be elegantly paired with sophisticated perfumes, scents, or other exceptional beauty products.

### Tactile effects:

Our materials, whether used as they are or adorned with carefully designed details like embossing, can enhance their natural origin, adding depth and texture to your packaging.

### Combine in memorable ways:

Purposeful design endures over time. Designs with treatments in elegant combinations, can evoke joy and cultivating a lasting, positive bond between the beauty brand and the consumer.



# 04 ZERO WASTE BEAUTY



## RESPECTING NATURE'S RESOURCES

Nature inspires us to respect her resources and recognise our place in the greater whole. Innovating for the entire system means doing more with less, crafting value in every detail, and leaving no trace behind.



## RESPECTING NATURE'S RESOURCES

**In nature, everything serves** a purpose. Waste from one organism is a valuable resource for another. This shows the connection between human and planetary health. As reports on climate change and the presence of microplastics in human bodies mount, awareness of the consequences of wasteful consumption grows.

In response to excessive beauty product consumption and its environmental impact, along with economic downturns, a countermovement has emerged, urging consumers to declutter their bathroom cabinets. It encourages people to streamline

and simplify their skincare routines, not only by using fewer products but also by opting for cleaner and better alternatives with fewer ingredients.

The beauty industry is re-evaluating every step of its value chain to promote responsible resource usage, through the choice of ingredients, as well as recognising that what was once considered 'waste' can now be seen as a valuable resource, through upcycling.

Together, these shifts mark a significant stride toward a more considerate approach to a circular system.

### KEY WORDS:

Circular economy, reduce, reuse, lightweight, recycle, upcycling, resource efficiency, loop system.

From saving water to upcycled ingredients and packaging-free products, consumers want brands to care. Consumers are looking for simpler beauty routines with fewer but better products—products that do less harm to both themselves and the environment.

## PACKAGING

Consumers are increasingly questioning over-designed packaging. They associate quality with clever minimalism, where every detail should contribute value and fit within a circular system. This provides consumers with a feel-good factor after use and disposal. Reducing complexity should be approached holistically, encompassing both products and packaging. People are not just looking for free-from claims that highlight vegan and cruelty-free ingredients, they also want to understand what the package is made of, if it can be refilled, recycled, or composted, all for a responsible consumption. The importance of packaging utilising upcycled ingredients, introduction of refillable solutions, and an increasingly closed loop approach to product and packaging is steadily growing.

**The Refillable Renaissance:** Brands are reimagining packaging by making it refillable. This sustainable shift not only reduces waste but also transforms the fundamental concept of beauty packaging

**Design for End-of-Life:** Packaging should consider its end-of-life from the start, which may involve removing unnecessary elements and creating materials that can be

recycled or composted without harm to the environment

**Upcycling:** Challenging linear processes. Coffee grounds, imperfect fruits, and food waste transformed into functional beauty ingredients and packaging solutions. Reincorporating waste into the system by converting by-products, discarded materials, or objects into new resources.

► Beauty brand Half Magic has developed eye shadow packaging using PaperFoam®, a durable, lightweight, and biodegradable material made from industrial potato starch and molded cellulose. This material is suitable for home composting and can be recycled along with paper products.



► Stella McCartney is minimising impact with refillable skincare. The reusable bottle is crafted from recycled glass and comes with a pump kit that utilizes recycled plastic. An airless pump ensures minimal wastage. The boxes are made from 100% FSC-certified paper that can also be recycled. Additionally, the bottles and pumps can be easily disassembled and recycled at the end of their lives.

## HOLMEN

Minimising waste is an absolute necessity for the future. We all must use our resources wisely, always with a long-term approach. We use the leftover wood parts from sustainably managed forests to make recyclable paperboard from renewable raw material.

### Bringing leftovers to life:

When a tree is harvested, nothing goes to waste. The big stems of the trees form the raw material for construction timber used for houses and other wood products, which continues to store carbon throughout the product's life. The leftover wood parts are turned into pulp to produce paper and paperboard. The top of the tree and the branches are used for renewable bioenergy. The new forest is regenerated and continues to bind carbon dioxide.

### From waste to resource:

Waste from our production, such as wood chips and bark, is burned to provide bioenergy, and the ashes from the burning can be used to stabilise forest roads. The chemicals used for the production at the Iggesund pulp mill are recycled and reused, forming almost a closed loop. The fresh fibres not living up to our quality measures can become other valuable materials such as corrugated boards or tissue. Our ambition is to treat our leftovers as a resource.

### Renewable and recyclable:

Our paperboards are made from fresh fibres\*, a renewable raw material well suited for recycling. Recycled and fresh fibre paperboard is a symbiosis. Recycled paperboard would not exist without a steady input of fresh fibres as they eventually reach their end of life. This means our paperboard plays an important role in keeping the recycling process going.

\*Fresh fibres are obtained directly from various tree species – mainly pine, spruce and birch.

