

NIVEA NATURALLY GOOD COSMETIC CREAM PACKAGING

BEIERSDORF

CERTIFIED RENEWABLE SABIC® PP POLYMER

INDUSTRY CHALLENGE

Increasing the renewability of cosmetic packaging while reducing its environmental footprint, preserving product quality, without impact on processing and maintaining the recyclability of the application.

SABIC SOLUTION

The world-leading 'NIVEA Naturally Good' range of face creams using SABIC's certified renewable polypropylene (PP) resin, part of our TRUCIRCLE™ portfolio. Used for the jars and lids of day and night face creams, SABIC's renewable PP material is produced from bio-based feedstock offers the same high quality and purity as virgin PP. Converting the packaging to renewable plastic not only has the advantage of conserving fossil resources, but also reduces CO2 emissions. According to Beiersdorf's internal LCA study, approximately 76 g of CO2 are saved per jar produced, a reduction of around 60% compared to the fossil-based jar.



CERTIFIED RENEWABLE SOLUTION



EASY PROCESSABILITY



REGULATORY COMPLIANCE



HIGH PURITY



Enabled by
TRUCIRCLE™

[CLICK HERE](#) FOR MORE INFORMATION

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The certified products from SABIC's TRUCIRCLE portfolio are being produced through implementation of a mass balance accounting system and they are accredited under the International Sustainability and Carbon Certification Plus (ISCC) scheme.

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