

September 06, 2024, SR Packaging Brand Focus

FENTY Beauty embraces the 3 R's: Reduce, Reuse, Recycle, and opts for beautiful, functional packaging with an earth-conscious approach.



Iconic lilac-toned closures, bottles, or tubes with white text, the packaging design of **FENTY BEAUTY** products is beautiful and functional, each with an earth-conscious approach, matching the founder's ideology. Embracing the 3 R's (reduce, reuse, and recycle), the brand is taking action to ensure its products have less environmental impact.

Working with SR Packaging North America Inc., FENTY BEAUTY has released several successful projects using **PCR PET bottles and PCR tubes with PCR closures** to deliver its commitment to using recycled materials whenever possible while making it easier for users to recycle.

Started in 2003, SR Packaging companies in Taiwan, China, Japan, and USA provide refillable, recyclable EBM airless bottles, jars, tubes, sprayers, and pumps incorporating post-consumer recycled plastics and plant-based bioplastics to help skincare and cosmetic brands build success in line with consumer demands and sustainable lifestyles.

In 2024, SR Packaging North America Inc. starts tube production in Allentown, Pennsylvania to enhance supply efficiency, with sales supports from west to east coast

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Mini Fat Water
Niacinamide
Pore-Refining
Toner Serum with
Barbados Cherry



Recyclable PET bottle with white silkscreen printing.

(SRP ref. SA010)



Recyclable matte lilac PP screw cap.



Hydra Vizor Mini Broad Spectrum Mineral SPF 30 Sunscreen Moisturizer



Recyclable matte lilac PET bottle
with white silkscreen printing.

(SRP ref. CHS5120B)



Lilac-toned PP dispensing pump
and matte lilac AS overcap.



Fat Water Niacinamide Pore-Refining Toner Serum with Barbados Cherry

- ☀ Use post-consumer recycled materials.
- ☀ Recyclable PCR PET bottle with white silkscreen printing.
(SRP ref. SA010, BCG-150B, CHS5173B)
- ☀ Recyclable matte lilac PCR PP screw cap.



Cookies N Clean Whipped Clay Intensive Pore + Blackhead Face Scrub 3.52 oz.

- ☀️ PCR (post-consumer recycled plastics) tubes (Dia. 40 mm) with PCR flip-top caps.
- ☀️ The flip-top cap has a star-shaped, large-diameter orifice to enable easier control squeezing out the specially formulated face scrub product of grainy texture.
- ☀️ Tamper-evident seals to the opening of closure and the tube orifice.



Total Cleans'r Mini
Remove-It-All
Cleanser with
Barbados Cherry
45 ml

- ☀️ PCR (post-consumer recycled plastics) tubes (Dia. 30 mm) with PCR screw caps.
- ☀️ Tamper-evident foil seal to the tube orifice.
- ☀️ Gloss lilac tube with white and black silkscreen printing.



Total Cleans'r
Remove-It-All
Cleanser with
Barbados Cherry
145 ml

- ☀️ PCR (post-consumer recycled plastics) tubes (Dia. 40 mm) with PCR screw caps.
- ☀️ Tamper-evident foil seal to the tube orifice.
- ☀️ Gloss lilac tube with white and black silkscreen printing.



Hydra Vzor

Invisible

Moisturizer SPF 30

Sunscreen MINI

0.23oz / 7 ml



Gloss lilac-toned ABL tubes (Dia.16 mm) with white silkscreen printing.



Tamper-evident foil seal to the tube orifice.



Gloss lilac PP screw caps.



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