



personal care

I Love My Planet shower gel by Yves Rocher, the new challenge met by Aptar Beauty + Home

To allow Yves Rocher to develop its ultra-concentrated I Love My Planet Shower Gel, Aptar Beauty + Home devised with a custom SimpliSqueeze closure offering superior dispensing control that improves consumer convenience and protects the environment.

The challenge: Committed to biodiversity and environmental protection from the very outset, the Yves Rocher Laboratory has developed an ultra-concentrated shower gel formula (aims: reducing plastic packs and the environmental impact).

The brand was looking for a suitable dispensing system to avoid excessive use of the product by consumers who are still not accustomed to this type of formula.

The solution: in collaboration with Yves Rocher, Aptar Beauty + Home has developed a customized Snap Top closure assembled with our SimpliSqueeze silicone valve. This valve allows clean dispensing without spilling and dripping of the formula.

Simply squeeze the bottle and the dispensing closure delivers just the right amount of shower gel: the consumers can dispense as much as they want, where they want. Releasing the pressure on the bottle ensures clean product cut-off and no product is wasted. Additionally, the temperature resistance of the silicone valve guarantees superior dispensing control even in the shower environment with temperature variations.

The result: a 100-ml shower gel offering 40 uses, i.e. as much as a 400-ml bottle... Mission accomplished!

As an extra bonus, its 100-ml size allows it to be carried in hand luggage on a plane.

A certain impact on the environment

The reduction in packaging spectacularly decreases the environmental footprint, with a 50% reduction in the amount of plastic required and an equivalent reduction in greenhouse gases.

An impact on the environment of increasing concern to consumers. Values held dear by the Yves Rocher brand that Aptar Beauty + Home has successfully translated into technological innovation.



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