

Elle Moi LUI

e m o i

The logo features the text 'Elle Moi LUI' in a black serif font. A blue swoosh starts under 'LUI' and curves over 'Moi'. A yellow swoosh starts under 'Moi' and curves under 'LUI'. A pink swoosh starts under 'e' and curves under 'm'. Below the main text, the letters 'e m o i' are written in a smaller, lowercase, sans-serif font.

ÉMOI INFINI



Crossing a **new frontier** in the world of cosmetics and organic, eco-friendly perfumes: such was the new challenge faced by the **Mouvement Infini group of 8 manufacturing partners**. After developing Naya, *Mouvement Infini* has transcended product and concept to create **Emoi Infini**, a box of **three eco-designed perfumes**. In developing manufactured solutions optimised and integrated, it offers **an innovative position in the luxury market**. This product moves away from commonplace environmental claims in favor of an elegant, sensory-oriented message. A perfume, after all, is a fragrance, an object, a world, a desire – **an emotion**.

Elle, Lui, Moi (Her, Him, Me) is a line of three complementary men's, women's and children's perfumes that creates links between materials, individuals, generations and **adds a unique emotional touch** to the purely functional. Going beyond seeking change, it advocates a genuine state of mind: others and *ME*, interacting, influencing, sharing inspired by moods and desires. **An infinite sharing of emotions – that's what we mean by sustainable development**.

Developed both for manufacturers, who produce it, and consumers, who wear it, *Emoi Infini* is the fruit of a **comprehensive eco-friendly approach integrated to the product**. It doesn't appear any more as a constraint and, anticipating the operational solutions, remains very real. All steps in the process – raw materials, fragrance, production, bottle, box, consumption – have been well planned and designed: a chemical-free coloring process, a box without husks or adhesives, 100% recycled glass and PET, organic jus, and a pump dispenser with a removable cap. All materials can be endlessly sorted and recycled.

In launching *Emoi Infini*, we are bringing a whole new perspective, **moving from integral eco-design to integrated eco-design**.



World leader in glass bottles manufacturing dedicated to the Perfumes and Cosmetics markets, SGD is the only one to offer to the Beauty industries: the **Infinite Glass**, the first 100% recycled and recyclable glass.

Made exclusively out of clear recycled household cullet, the Infinite Glass allows a reduction by 15% in carbon rejections and energy savings of 15%. By saving natural resources, the **Infinite Glass**, easy to recognize thanks to its logo engraved at the bottom, will be involved in any eco-design and sustainable development strategies of the Beauty brands, while respecting their demanding aesthetical and quality standards.

Ecological Impact of the "Infinite Glass":

With Infinite Glass, there is an ecological benefit in each stage of production:

- *No raw material extraction, which helps to preserve natural resources and reduce motorized transportation*
- *Less carbon dioxide emissions*
- *Saves energy*
- *The stimulation of glass recycling channels*

SGD group it is :

- *More than 3 billion bottles produced per year for the perfumery-cosmetic and pharmacy markets, with a turnover of 505 million euros in 2009,*
 - *A world industrial footprint with 12 production sites and 10 commercial agencies*
 - *Tailored solutions for the prestige and mass brands in the beauty market.*
- The group engages in steps towards quality, innovation and sustainable development*

Contacts

Press :

Financial Dynamics France

Yannick Duvergé – yannick.duverge@fd.com / Nathalie Baudon – nathalie.baudon@fd.com -

Tel. : +33 1 47 03 68 10

Marketing SGD :

Valérie Jacob – valerie.jacob@sgdgroup.com – Tel : +33 1 40 90 36 30 –

www.sgdgroup.com

www.verreinfini.com





STRAND cosmetics EUROPE has been a contract manufacturer and formulator since 1964 and a **key player in the world of beauty**, offering its customers innovative skincare and make-up products in a primary concern for ethics and traceability.

Our ISO 9001:2008, GMP 22716 and ECOCERT certification labels are a guarantee of our **top-quality work and professionalism**. We are also committed to an environmental approach that makes STRAND cosmetics EUROPE an eco-responsible company.

Out of this commitment was born *Emoi Infini*, a perfume trio for women, men and children, to treat yourself or others - a harmonious blend of **natural simplicity and pleasure**.

STRAND Cosmetics EUROPE

Date of establishment: 1964

Workforce: 128

Production unit: 1 in Lyon with 3 production units for skincare, make-up and powders

2010 turnover: 12, 5 millions Euros

Press contact :

Viviane Jaillot

Tel.:+ 33 6 11 95 02 03

vjaillot@strandcosmeticseurope.com

www.strandcosmeticseurope.com



First French family-owned group in the Perfume and Flavour industry, Mane is today **the alternative challenger**, and builds its strategy on two pillars: **technology & creativity**.

A winning duo that generates innovation...in ingredients, perfumes, and applications.

From this positioning comes the will to catch what evolves, changes, and touches consumers.

At Mane, “we capture what moves”.

140 years of history, family commitment and financial independence built a unique Mane DNA. Its core is our fundamental research, actively seeking for new natural and synthetic ingredients.

Mane managed to keep intact its traditional know-how, in the production of high quality raw materials and in extraction processes, from the most traditional to the most cutting-edge technology like supercritical extractions (Jungle Essence®).

Mane has therefore a unique palette of natural raw materials, including more than three hundreds 100% natural certified ingredients (Ecocert, Bio, Fair Trade).

MANE

- Since 1871
- Family-owned group, financial independence.
- 2700 employees worldwide
- 20 manufacturing sites
- 60 perfumers worldwide
- 2009 turnover: 376 millions Euros

Press Contact

Jennifer Béhar

Tel : +33 4 93 09 75 77

Jennifer.behar@mane.com

www.mane.com

Extreme Paris, the leading design agency of Cosmetics, offers a knowlegde and a passion for excellence to all its customers. With the continuous development of Naya, its debut dermo skincare range, Extreme Paris creates **the first case of eco-designed perfumes *Emoi Infini***.

The agency has pushed its boundries beyond the studies of concept, name, graphic identity, volume, colour studies and communication, **into the realm of emotion in order to convey sustainable development.**

This year, **Exteme Paris** once again proves its dedication to eco-designing and the agency meets the challenge by **applying environmental integrity to luxury cosmetics.**

Extrême Paris

Date of establishment : 1982
Workforce : 70
Production unit : Clichy
2009 turnover : 9 millions Euros

Press contact :

Charlotte Van de Velde - *Responsable Développement Extrême Paris*
Tel.: + 33 1 40 99 82 52 / + 33 6 14 32 30 87
Charlotte.van-de-velde@extreme.fr

Pauline Faure - *Responsable Planning Stratégique*
Tel.: + 33 1 40 99 82 48
pauline.faure@extreme.fr
www.extreme.fr



VPI innovates and offers solutions of injected caps and closures made with R'PET (PET 100% recycled from plastic bottles collection) combining transparency and gloss. With a technical expertise developed in the last 18 months, VPI enhances successfully the RPET capabilities to integrate totally in the cosmetics and perfumes universe.

VPI is becoming involved in an 'eco-active' strategy intending to propose aesthetical, economical and operational solutions for eco-designed packaging. After NAYA, the perfume *Emoi Infini* is a new and real step forward in this policy.

VPI, a subsidiary of Faiveley Plasturgie Group, combines the qualities of a flexible and adaptable structure with the power of an ambitious industrial group.

Specialized in injecting and decorating aesthetical plastic parts, VPI offers closure, stick, box, dispenser solutions which associate Aesthetics with functionality.

VPI

Date of establishment: 1976

Workforce: 100

Production unit: 1

2009/2010 turnover: 12 millions Euros

Production capacity: 27 press for injection, capacity from 50 to 500 tonnes



Press contact :

Gilles Pauget

Tel.: +33 3 84 87 18 00

gp@vpi-packlux.com

www.vpi-packlux.com



Wauters, printer creator, "**Imprim'vert**" **certified** contributes to environmental protection and has become an actor involved in sustainable development.

We implement concrete actions in favour of the sustainable development such as: reduction of 90 % of volatile organic components, implementation of selective sorting (since 2003), reduction of the specialized industrial waste and obtaining an agreement of certifications FSC and PEFC.

All our thoughts and commitments have allowed us today to meet the requirements of tomorrow's luxury cosmetic market.

Wauters – B'Pack

Date of establishment: 1909

Production units:

- *Villebon sur Yvette – Essonne, workforce : 85*
- *Couches – Saône et Loire, workforce : 45 (B.Pack)*

2008 group turnover: 30 millions Euros

2009 group turnover: 26 millions Euros

Press contact :

Frédéric Ansart

Tel.:+ 33 1 69 10 29 63

frederic.ansart@ch-wauters.com

www.ch-wauters.com

M-real Consumer Packaging is the biggest producer of folding boxboard in Europe and focuses on primary-fibre. It has pioneered the development of lightweight cartonboards that deliver economy, efficiency and environmental benefits.

The company is certified PEFC license for Chain of Custody, mills and products, M-real was placed 2nd in its field in the 2009 Nordic Carbon Disclosure Leadership Index (CDLI) and has also implemented an Energy Efficiency System (EES) in all its production units by the end of 2009 and is among the first companies in the world to adopt such a management system

Carta Elega has been chosen as the natural canvas for *Emoi Infini*

Carta Elega is a sustainable and lightweight GC1 cartonboard, offering cost effectiveness together with excellent surface properties. It combines tradition with respect for the environment and is naturally light and dedicated to Beautycare.

The box and sheath are printed on Carta Elega 280g/m² and Leaflet on Carta Elega 200g/m²

m-real

- M-real group first origins dates back to 1868
- 11 mills in 5 countries – 6 mills in Finland dedicated to Consumer packaging, including BCTMP pulp
- 2009 turnover: Eur 2.4 billion
- 4900 employees
- M-real is part of Metsäliitto Group and headquartered in Finland.

Press contact:

Sophie Fily
Tél: +33 (0)6 88 06 48 68
sophie.fily@m-real.com
www.m-real.com



Rexam Personal Care is a leading supplier of advanced packaging solutions for Cosmetics, Toiletries and Household Care markets. The division has many years of experience in the development and manufacture of dispensing solutions and, as a result, is the favoured partner of fragrance manufacturers.

There is magic to the making of spray, which depends on the total mastery of several highly technical elements.

For its role in the *Emoi Infini* project, Rexam Personal Care offers an eco – responsible solution based upon **the neutral XD11 fragrance screw /unscrew pump equipped with the Maxi-Mist insert**. The latter, one of our latest innovations, provides a **high quality, dense “cloud effect” spray** perfectly suited for both alcoholic and water-based formulas.

REXAM

Division Date of establishment: 2007

Workforce: 2800

Production units:

- 12 manufacturing facilities in Europe, Brazil and US
- 5 shared facilities in China,
- 1 shared facility in Mexico,
- 1 shared facility in Indonesia

Rexam Personal Care is one of three divisions that share powerful product commonalities under the Rexam Plastic Packaging umbrella. (2009 sales: £1.2bn)

Contact presse :

Christine GICHUKI

MarCom Manager

REXAM Personal Care Division

28, quai Gallieni

92150 Suresnes

Tel: +33(0)1 58 47 57 21

Fax: +33(0)1 58 47 58 25

www.rexam.com/personalcare

