

Uruku™ Cosmetic Packaging | Aveda Estée Lauder

An unexpected material leads to an award-winning sustainable packaging



For over thirty years, **Aveda** has been providing the beauty industry with high performance, botanically based products that are healthy for consumers as well as for the planet. When it developed the **Uruku** line of makeup, inspired by the cosmetic practices of an indigenous South American tribe, the company was compelled to create a cosmetic packaging made entirely of recycled materials.

To find the right solution, Aveda's design consultant Harry Allen asked Material ConneXion for help sourcing a material that was visually appealing as well as compatible with Aveda's sustainability requirements and existing injection and compression moulds. Until Allen re-envisioned it as lipstick tubes and compact cases, the low-cost, post-industrial polypropylene our materials specialists recommended had been used primarily in outdoor applications such as decking. The vegetable fibers that lent the polymer its strength also gave it a pleasing, earthy texture.

Aveda's new packaging not only helped to broaden the company's consumer-base and widen the appeal of organic cosmetics, the design also earned Aveda praise for its vanguard effort to lessen the negative impact of cosmetic packaging on the environment. In 2003, the Uruku packaging won the International Package Design Award "Cosmetic Category Leader," given in conjunction with the Health and Beauty America show. ■

Need help sourcing a sustainable material solution? [Ask our experts >](#)

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