



The beauty of sustainability: Why AVON China partnered with Amcor on recycle-ready shower gel packaging

In May, AVON [announced](#) the launch of AmPrima™ recycle-ready pouches for its Little Black Dress classic shower gels in China. The move is part of AVON's mission to use 100% reusable, recyclable or compostable packaging material for its products by 2030.

***Roawin Luo**, Amcor's **director of global product management for AmPrima™**, spoke with **Abby Deng**, **AVON China Marketing Head** and **Dr. Qiang Lu**, **Vice President of Research and Development at Amcor Asia Pacific**. They discussed what led the iconic personal care brand to make the change. Watch the two-part video interview to learn about the link between personal care and sustainability, the impact of environmental responsibility on AVON's brand perception, and how AVON and Amcor worked together to advance their shared goals.*

Roawin: What does sustainability mean to AVON?

Abby: We believe a better world for women is a better world for all, so we have always wanted to make the world a better place through our quality products, and through addressing the issues that matter to our communities. Our commitment to people is matched by our commitment to our precious planet. We are working hard to ensure that the products we sell, and the way in which we make and sell them, are designed with the health of both people and the planet in mind.

Sustainability means choosing sustainable packaging options, reducing the carbon emission of our operations and our supply chain, and minimizing environmental harm from the ingredients we source and the products we sell.

Roawin: Tell us about this new product launch, how it aligns with your brand values at AVON, and the vision for transformation and sustainability?

Abby: We envision a world where beauty and sustainability can go hand in hand. Our new packaging reflects this vision by showing our respect for the planet and our belief in the power of collective action.

Our partnership with Amcor has been instrumental in bringing this vision to life. Your expertise in sustainable packaging solutions has allowed us to create a pouch that not only meets recycling standards, but also prioritizes user-friendliness and convenience. This collaboration marks a significant shift in the beauty industry towards more sustainable practices.

Together, I think we already created a product that not only meets the beauty needs of our consumers, but also contributes to a brighter, more sustainable future. We are proud to be at the forefront of this moment and we are excited to continue innovating and leading the way in sustainable beauty practices with support from the industry, like Amcor.

Rowin: How does this new product launch bring forth AVON's commitment to social responsibility and community engagement?

Abby: Our partnership with you underscores our commitment to collaboration in achieving common sustainability goals. Working together, we're able to leverage Amcor's expertise and cutting-edge technologies to exceed environmental standards and meet the high expectations of our customers. We are striving to lead the way in sustainable practices and inspire others to follow suit by integrating sustainability into our business practices.

Rowin: How do you see this new packaging influencing AVON's brand perception as well as consumer loyalty with your brand?

Abby: Our primary focus with new packaging is just to contribute to sustainability. So we hope to see this case have a very positive impact on AVON's brand perception, and also on customers' loyalty. We are optimistic about the potential of this new product. We also want to introduce more customers to the AVON brand and build lasting relationships with them.

Our consumers, especially our young generations like Generation Z, increasingly prioritize environmentally conscious purchasing decisions. As a result, there is a growing preference for green products and brands that align with their values and contribute to a better planet. Our new refill pouches catered to this demand, offering convenience and sustainability. They are designed to resonate with customers who prioritize environmental impact in their purchasing decisions.

Rowin: Can you talk about key considerations for AVON when you think about this change, and what kind of challenges occurred during the process or surprised your team?

Abby: When it comes to major product format changes, AVON actually takes a very holistic approach. For our new packaging in collaboration with Amcor, we focus on three key factors. First is quality. Second is design. And third is sustainability. Of course, they're all important; we just need to balance it all.

During the development, I know my R&D team encountered some technical challenges. We needed to ensure the pouch's durability and the leakage-proof seal because this is very important for us to maintain the product quality, as AVON brand always views quality as a call for the consumer as well.

Next, we put a lot of thought into the product design. As marketing functions, we should always ensure that our packaging is quite attractive, consumer-wise. For the visual appeal of the new packaging, our goal is to embody AVON's timeless elegance and contemporary style. Because Little Black Dress is a hero brand for AVON China, we need to keep the iconic metallic texture of our beloved Little Black Dress classic shower gel. Amcor's technical team actually contributed a lot on these areas with my team and ensured that iconic metallic effect can be realized. We wanted this new packaging to be instantly recognizable, maintaining our brand's consistency while also catching the eye of the new generation of our customers.

Lastly, sustainability is a top priority, so this is also the intention. We worked with Amcor to remove the traditional aluminum foil from the composite film pouch material and make the product over 95% single material polyethylene. This is not easy – to meet the recyclability standards in various regions and increase the potential for the resources we use.

In essence, I think our new packaging really reflects our commitment to meeting customer needs while staying true to our core brand values.

Rowin: How do you think these refill pouches enhance the beauty experience for the AVON consumers?

Abby: Beyond just being environmentally friendly, our refill pouch aims to elevate the beauty experience for AVON consumers from two perspectives. Firstly, we believe the recycle-ready refill pouch will be preferred by more consumers because of its value for money. Secondly, as I mentioned before, as the young generations--especially generation Z--are joining the marketplace, there's an increase in preference for sustainable products to show their own responsibility in society. The Little Black Dress shower gel in a refill pouch just provides another way for them to realize their own value and contribution in these areas.

So in essence, our new Little Black Dress shower gel pouches are all about maintaining the quality of your beauty routine while adding a touchpoint of long-term value for consumers, and also providing high sustainability awareness in young generations.

Rowin: What does AVON want to do next?

Abby: As you know, we are part of the Natura & Co family. On top of our own efforts in product development and supply chain, we're eager to ramp up our promotion and education around environmental protection. We want to team up with our customers to make a positive impact on our planet's future. Through public welfare activities and environmentally themed marketing campaigns, we aim to raise awareness and deeper understanding of our commitment to environmental protection. We hope to attract more consumers who share our passion for sustainable development and protecting the environment.

Rowin: Do you have any other messages to other brands or consumers?

Abby: To our fellow brands: Sustainability isn't just a trend, it's a way forward. Let's lead by example to responsibly collaborate for a greener future for all the people in the world. To our valued consumers: Your choices matter. Look for products and brands committed to sustainability and transparency. Your feedback really drives change, so we encourage you to speak up and make a difference. In the end, sustainability is everyone's responsibility. Let's work together for a healthy planet and a bright future for all.

Rowin: Could you discuss Amcor's role in driving this transformation with Avon?

Dr. Lu: Transitioning from rigid to flexible packaging significantly reduces the weight, which in turn lowers the carbon footprint. This shift also results in decreased energy and water consumption.

Rowin: What kind of challenges do we encounter when designing and developing according to Avon's requirements?

Dr. Lu: Changing to a completely new format presents numerous challenges. Avon is a world-renowned brand known for its high-quality cosmetic packaging and products. This demands high standards for design and printing quality. We need to adapt our product line to meet these requirements. Additionally, we ensure the packaging's barrier performance against oxygen and moisture is sufficient to preserve the fragrance in Avon's products and that it has robust sealing and mechanical strength to withstand

impacts, shipping, or squeezing during transportation. Overcoming these challenges while using mono material adds a significant layer of complexity from a product design perspective.

Rowin: How was Amcor able to address these challenges?

Dr. Lu: We rely on analytical and application equipment to evaluate the performance of flexible packaging materials. The recent opening of our Asia Pacific Innovation Center in China has been crucial, enabling our scientists to develop products efficiently and timely. Moreover, exemplary collaboration with Avon was key, allowing both teams to quickly and successfully develop the new product.

Rowin: Can you shed light on the technological advancements or processes that enabled the creation of this recycle-ready refill pouch?

Dr. Lu: Technological advancements over the past 10 to 15 years have played a vital role in our sustainability journey. We work closely with resin suppliers, our upstream partners, who have developed higher-performing and more environmentally friendly resins. We utilize these in our sustainable product solutions. Additionally, advancements in processing technology, such as orientation technology, allow us to enhance the unique properties of the products. These advancements have been critical enablers in developing innovative sustainable packaging.

Rowin: Do you have any messages for other brands or even consumers?

Dr. Lu: I see this sustainability journey as a true value chain collaboration. The partnership between Avon and Amcor is a great example, but we must go beyond. This value chain includes partners like resin suppliers, machine manufacturers, and consumers, all of whom must work together. By collaborating closely, we can tackle the important and challenging issue of sustainability.

Learn more about [Amcor's AmPrima™ recycle-ready solutions](#).