

AVEDA CLOOVE SHAMPOO



Properties list:

- logistic optimisation
- biodegradability and compostability
- recycled materials
- flacon
- bottle
- cosmetics, beauty and toiletries
- end-user packaging
- single product
- update
- plastics
- natural
- smooth

Aveda re-launched Clove Shampoo in new packaging that is made from nearly 100% recycled plastic. The shampoo bottle features a cap made from 100% post consumer recycled #5 plastic collected through a special program the company organized. Aveda's 1978 Clove Shampoo is the company's first product to debut with a cap made from 100% post-consumer recycled #5 polypropylene.

Reference: <http://www.aveda.com/index.tpl?ngextredir=1>

Credits:

Year: 2008

Other images: