

Press release
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Curtis Print & Packaging give NUDE SKINCARE Greater sustainability

Award winning Nude Skincare chose Curtis Print and Packaging, one of the leading experts in sustainable product packaging, to further reduce the ecological impact of their brands' packs.

Biodegradable cornstarch sleeves previously used to seal the bottles were replaced with stunning biodegradable cartons made from Forest Stewardship Council (FSC) certified stock.



The premium cartons are beautifully embossed with a lacquered logo positioned on the front and side panels. They are printed with non-toxic inks, a water based matt seal and a fresher, brighter colour palette for stunning on-shelf presence and improved commerciality. And as part of NUDE's continued commitment to be responsible, sustainable, ethical and carbon

neutral, it has streamlined the packaging process and minimised their carbon footprint as the new cartons are packed on site at point of product manufacture.

The cartons were designed, created and produced by Curtis Print & Packaging, considered to be the UK's leading sustainable packaging producer and who passionately believes that 'packaging should not cost the earth'.

Annamarie Harris, Marketing Manager of Nude Skincare, commented, "Positioning ourselves at the forefront of sustainable and environmentally sound production within the beauty industry has always been central to the NUDE ethos. Curtis worked closely with NUDE to deliver a premium packaging solution which connected with the brand and the customer".

Steve Mallett, sales director comments, "It was a delight to work with Nude who share our ethos and beliefs. It proves that sustainable packaging can be beautiful too".

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Note:

With a history going back over 70 years, in recent times Curtis Print and Packaging has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of packaging that doesn't cost the earth. Curtis offer a host of environmentally sound materials, inks, and production methods, whilst retaining the glamour needed for retail packaging.

Clients include many of the leading beauty brands including Boots, L'Oreal, Nivea, Soap and Glory, Neal's Yard and many third party contract manufacturers.

NUDE founder and eco-entrepreneur Bryan Meehan made organic food sexy in the UK with his Fresh & Wild stores and was inspired to do the same for natural skincare. With Ali Hewson, wife of Bono on board, NUDE has become a celebrated British brand, synonymous with high performance skincare and sustainable, ethical values.

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