

In the eyes of the consumer*, eco-friendly packaging should be a priority for beauty or grooming brands that claim to be eco-friendly



INTRODUCING
BRAND NEW MODERN & SUSTAINABLE PACKAGING



ACROSS THE ENTIRE 2021 GILLETTE SYSTEM RANGE



RECYCLABLE



AT LEAST
 50% RECYCLED
 MATERIAL



FSC
 CERTIFIED

Forest Stewardship Council,
 a mark of responsible
 management of the
 world's forests

*Mintel data, based on UK research in 2019 amongst 2000 internet users, aged 16+.

