sukin®
AUSTRALIAN • NATURAL

Sukin Sustainability Update

Born in 2007, Sukin has always been at the forefront of the health and wellness movement, as people were looking for ways to live in a cleaner, more natural and sustainable way. We have an ambition to ensure that all of our packaging can avoid ending up in landfill [by 2025]. We are excited to share a recent packaging change that brings us closer to our target!

OLD BOTTLE

NEW BOTTLE

Made with recycled plastic*

*Bottle made with up to 100% recycled plastic

AUSTRALIAN MADE · NATURAL INGREDIENTS · CRUELTY FREE · VEGAN · NO PARABENS · NO SULPHATES

FAQ's

Q: Why have the Sukin bottles changed and why do they look different?

Our new and improved Sukin bottles, which are used for most bottled products, are now made from recycled plastic*. You'll notice that the bottles for these products are now slightly lighter in colour and in weight due to the change in the type of plastic the bottles are made from, but never fear – the same product you know and love is still inside.

Q: What is rPET and why have you made this move to using it?

As a company, we are shifting our focus to use as little virgin plastic as possible. rPET (recycled polyethylene terephthalate) is manufactured from used, recycled, and repurposed plastic that is collected and then reprocessed to make new packaging. Switching to rPET is a more environmentally friendly solution as it allows us to reduce our requirement to create virgin plastic. You will also notice that these bottles are lighter in weight, therefore utilising less plastic overall and further reducing our environmental footprint.

Q: What do you mean by ''made from recycled plastic" and how is that more sustainable?

As Australia's leading natural brand*, it's no surprise that we are constantly looking to improve our sustainability footprint. Our new bottles are made with rPET, meaning that they are constructed from other existing plastic materials that have been recycled and repurposed into bottles. These can then be recycled and reused time and time again to close the loop. Utilising rPET is a more sustainable option because materials are saved from ending up in landfill, and less virgin plastic is used in our day-to-day processes.

Q: When will the full range be on shelf?

Manufacturing of our new bottles has already commenced. You'll start to see them on shelves in the coming months. There are some SKUs which have not yet been made the transition to rPET, but they will follow on.

Q: When will you be moving the rest of the portfolio (tubes, jars, lids, pumps, caps) to rPET or recycled plastic?

Sukin is fully committed to reducing its Global Packaging Footprint starting with recycled content in bottles and moving to new exciting sustainable formats. We will keep you updated on all progress on this commitment.

Q: Are the Sukin bottles recyclable?

Yes, Sukin bottles made from rPET are recyclable.

Q: How do we recycle the bottles?

You can recycle your Sukin bottles via curb side recycling by following the recycling instructions on the back of the bottle. Another option for recycling is to look out for retailers that have a recycling program; like Boots and drop off your empties there.

Q: Why do some Sukin bottles have an on-pack callout & others don't?

We are currently rolling out our new labels with our ''bottle made with recycled materials'' callout for our 125ml, 500ml & 1L bottles. You will see these new labels appear in stores in the coming months.

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*Data sourced from IRI Market Edge MAT 10/04/2022 based on data definitions provided by Sukin Australia. *Bottle made with up to 100% recycled plastic