

# SCANDINAVIAN WHITE

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### NATURAL, ETHICAL BEAUTY FROM THE NORTH

#### THE 'PLANET POSITIVE' RANGE FROM GROUPE GM

Over ten years ago, Groupe GM, world leading player in the hotel amenity industry, developed a Scandinavian-inspired brand featuring products that work to protect both the planet and human health. *Scandinavian White*, Groupe GM's very first Ecolabel-certified range, was born.



#### WHAT IS THE EUROPEAN ECOLABEL?



Established in 1992, this is Europe's only official ecological label. Its logo features a flower made up of the 12 golden stars found on the European Union's flag, and guarantees that the products it certifies have minimal impact on the environment and comply with a highly stringent set of specifications:

- Reduced impact on aquatic ecosystems.
- Demanding biodegradability criteria.
- Drastically reduced packaging waste.

#### SCANDINAVIAN WHITE: ECO-FRIENDLY AND SUSTAINABLE

Launched in 2011, well before the eco-friendly hospitality cosmetics trend truly took off, *Scandinavian White* was the very first brand to offer 100% recycled packaging.

The 30 ml bottles and caps used for the *Scandinavian White* Hair & Body Gel, Shower Gel, Shampoo, Conditioner and Body Lotion are made from 100% recycled plastic. The box used for the *Scandinavian White* Plant-Based Soap (15 g) is made from 90% recycled cardboard. The range's pared-down, minimalist design draws on the apothecary-inspired styles seen in cosmetics in Scandinavia, where the Danish hygge and Swedish lagom philosophies are a real way of life centred on balance, simplicity, ethical outlook and wellness.



Even the display Trays used to showcase *Scandinavian White*'s natural, authentic products are made from a stylish sleek black biodegradable material (PLA). The attention to detail and natural feel even extends to the Ecopump wall supports, which are made from recyclable ABS plastic or brass.

In short, *Scandinavian White* strives to achieve minimum waste for maximum environmental protection. But that's not all. The range is also focused on safeguarding the health of its users, too.



#### 100% SAFE, 100% FREE-FROM FORMULAS



As well as being eco-friendly, *Scandinavian White* cosmetics feature guaranteed paraben- and colorant-free formulas. Drawing on a host of ingredients of natural origin, the Shower Gel, Hair & Body Gel, Shampoo, Conditioner and Body Lotion exude a revitalising tea-based fragrance, lifted by flourishes of citrus fruit for an incredibly refreshing feel reminiscent of a bracing Nordic breeze.

The Plant-Based Soap is free from BHT antioxidant, which is thought to be a toxic endocrine disruptor, and EDTA stabilisers, which are believed to be toxic irritants. The palm oil used in the soap is RSPO MB-certified, meaning it is sourced from suppliers that:



- Ensure good working conditions and fair salaries;
- Do not deprive local communities of their land;
- Prohibit deforesting in precious tropical forests;
- Protect regions in which biodiversity and endangered species thrive.

This certification was set up by the RSPO (Round Table on Sustainable Palm Oil), an NGO that was founded in 2004 to develop solutions for ethical, sustainable and environmentally friendly production methods for this controversial ingredient. Given that palm oil is used in foodstuffs (80%), cosmetics (19%) and energy (1%), establishing a RSPO label was crucial to ensuring that palm plantations do not destroy precious ecosystems and species.



#### INTELLIGENT SOLUTIONS FOR REDUCING PLASTIC

A pioneer in eco-friendly green initiatives, the groundbreaking *Scandinavian White* range has been leading the fight against plastic since its launch. The pump bottle plastic-free alternatives for the Hair & Body Gel and Liquid Soap is just one of the plastic-free alternatives on offer. These 300 ml Ecopump contains the equivalent of 25 mini bottles (30 ml), resulting in five times less plastic.



The Ecosource format, meanwhile, uses up to 25 times less plastic. This patented system made in Sweden includes a 375 ml Refill (Hair & Body Gel, Gentle Liquid Soap, Conditioner or Body Lotion) that can be slotted into Single or Double Distributors made from recyclable ABS plastic. This vacuum-packed pouch contains the equivalent of 31 mini bottles (30 ml) and dispenses just 2.1 ml of liquid with each pump, ensuring smarter, eco-friendly consumption. In addition, 98% of all the product contained in the pouch is dispensed, thus reducing waste even further!

#### CARE ABOUT EARTH

#### CARE ABOUT EARTH: GROUPE GM ETHICS CHARTER

As a pioneer in the ethical green movement, *Scandinavian White* is part of Groupe GM's broader overarching policy aimed at environmental protection, which is embodied by its Care About Earth campaign. Through this charter, the company is committed to developing the most eco-friendly solutions possible via a range of initiatives that include using sugarcane residue, post-consumer or post-industrial recycled plastic, vegetable-based inks, and countless other creative alternatives for an eco-responsible and sustainable approach to production.

