# 

9 Law Drive

Fairfield, NJ 07004

973.227.8080

turchette.com

News Release

client: **IBG (Innovative Beauty Group)**

contact: Caitlin Bishop

Turchette Agency

(973) 227-8080, ext. 129

[cbishop@turchette.com](mailto:cbishop@turchette.com)

Mieke Jochemsen

IBG (Innovative Beauty Group)

0031620636767

[Mieke.Jochemsen@group-ibg.com](mailto:Mieke.Jochemsen@group-ibg.com)

**FASTEN Introduces Sustainable, Refillable Jar**

**Concept Ideal for Cream Skincare and Makeup Products**

***REfill, REuse, REpeat, made entirely from recycled PP, combines elevated aesthetics with sustainability.***

*Toronto, Canada –* **FASTEN, an IBG (Innovative Beauty Group) company** anda leading global beauty solutions provider, has introduced its **REfill REuse REpeat,** a sustainable, refillable cosmetic jar system ideal for cream skincare and makeup products. Available in a standard 50 ml cream jar size, the system combines high-end appeal with heightened eco-friendliness.

FASTEN’s REfill REuse REpeat jar is made entirely of one material, recycled polypropylene (PP). All parts are fully recyclable, which ensures a circular economy aiming to repurpose waste as a resource for manufacturing new products and materials. The concept comprises a lightweight, open outer jar base in conjunction with an ultra-light, thermoformed refill cup. The refill is inserted inside the base with one click, and removed just as easily. To distinguish between creams, differing colors can be used for the refill cup.

Importantly, the open structure of the jar base not only shows consumers which cream refill they are using visually, but also reduces the material needed for the jar. This reusable jar design can save up to 80 percent on material usage compared to conventional 50 ml jars.

FASTEN designed its REfill REuse REpeat jar to be 70 percent lighter than comparable standard cream jars, and the refill units were made stackable. The result is a drastic increase in space consolidation and substantial reduction in shipping weight. Combined, these factors lead to a significantly reduced supply chain CO2 footprint.

The concept is made even more sustainable by replacing ink with debossing, eliminating the use of glue and utilizing fast-growing elephant grass in the cardboard box that houses the jar.

IBG, a division of Albea Group, is comprised of Orchard Custom Beauty and FASTEN and serves several dynamic mass and prestige beauty brands. The company applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

“At FASTEN we pride ourselves on consistently bringing forward-thinking innovations to our customers with an unwavering focus on reducing environmental impact,” said Ilja Zutt, Managing Director of FASTEN. “Our REfill REuse REpeat jar is just that – a unique packaging concept created to satisfy all aspects of sustainability from its reduced material usage, refillable design and full recyclability.”

###

**About IBG**

IBG (Innovative Beauty Group), a division of the Albea Group, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. Comprised of Orchard Custom Beauty and FASTEN Packaging, IBG applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all of its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Shanghai, Los Angeles, New York, Toronto, the Netherlands and Paris.

For more information, visit <https://www.albea-ibg.com/>.