

GENEVA GREEN

CIRCULAR DESIGN:  
NEW LIFE,  
NEW VALUE,  
LESS WASTE.





GENEVA GREEN

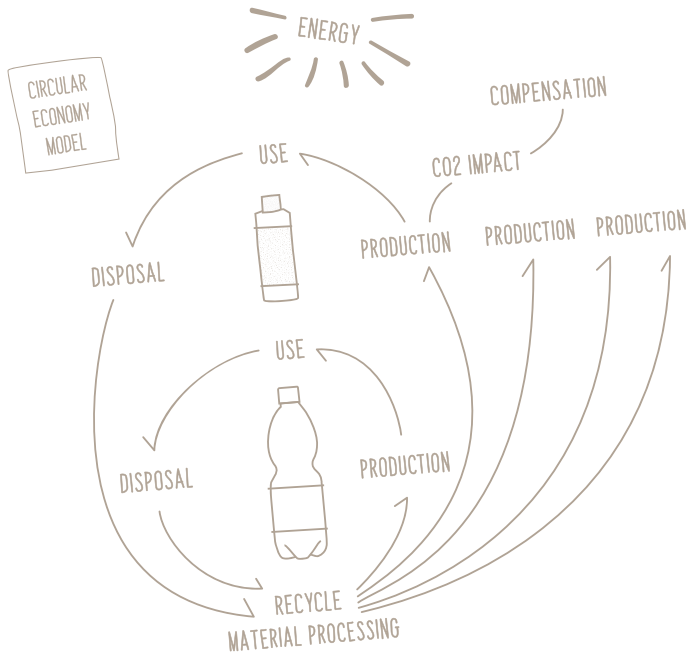
Conscious consumers are becoming increasingly concerned about environmental impacts. Reduced packaging and increased recyclability will become the main issues in the next decade, research shows.

Geneva Green is unique in its circular design approach. Bottles and caps are made with 100% post-consumer RECYCLED plastic and decorated with labels that easily separate from the bottle during the recycling PROCESS. Soap wrapping is made with 100% recyclable paper. Door hanger and presentation boxes are made with 80% recovered fibres and 20% pure ECF cellulose.

THIS MEANS ZERO WASTE TO LANDFILL!

After use, recyclable plastic is sorted and sent to specialized facilities where the material is broken down into re-usable flakes of plastic. These flakes, known as Post Consumer Plastic, can be reformed and reused indefinitely with careful manufacturing.

This process is endless: new plastic can be obtained from old plastic in a circular economy model that aims to create value from the waste. ALL THE GENEVA GREEN PACKAGING HAS A CARBON NEUTRAL FOOTPRINT. Compensating emission helps to reduce global greenhouse gases.



WHAT DOES CIRCULAR DESIGN APPROACH MEAN?

Imagine that products have a lifecycle without a beginning, a middle or an end. After use materials are re-cycled; this is the circular economy. Can you imagine what would happen if everything around us was designed to be restored and regenerated? Geneva Green aligns itself with this promise. By choosing this range you help to close the loop!



LIQUID HAND SOAP 360 ml e 12.17 fl.oz. CYR360ILMGR  
HAIR & BODY WASH 360 ml e 12.17 fl.oz. CYR360IMGR  
BODY WASH 360 ml e 12.17 fl.oz. CYR360IBGR  
SHAMPOO 360 ml e 12.17 fl.oz. CYR360ISGR  
CONDITIONER 360 ml e 12.17 fl.oz. CYR360ICGR  
BODY LOTION 360 ml e 12.17 fl.oz. CYR360IBLGR

DERMATOLOGICALLY TESTED - VEGAN FRIENDLY  
NICKEL TESTED <0,0001% NO ALCOHOL, PETROLATUM AND EDTA

FLORAL CITRUS AROMATIC  
OLFACTORY FRAGRANCE FAMILIES

- DISPENSER ARE MADE OF 100% RECYCLED PET\*  
\* Variation in appearance due of impurities is a result of using 100% Post Consumer Recycled Material. Stunning striations and fluctuations in color are a beautiful side effect of using regenerated plastics.
- WE SAVE 87%\* OF CO2 EMISSIONS FOR THE COMPLETE PLASTIC RESIN PRODUCTION USED IN OUR BOTTLES.  
\* This data is available due to a LCA calculation on our post consumer PET resin compared to a virgin resin.

- SMALLER LABEL to help the sorting phase of recycling and to reduce the consumption of materials. It's made of a special material easily separable from the bottle during the washing phase of recycling.
- CO2 NEUTRAL PACKAGING\*  
\* The calculation was made on the full packaging from the plastic resins to the production of single components (bottle, cap), cosmetic bulks and the packaging production process. Transportation is calculated up to our warehouse.

PLEASE RECYCLE! BOTTLE PET LABEL PP THE WHOLE PACKAGING IS 100% RECYCLABLE, NO WASTE GOES TO LANDFILL.



CONDITIONER 30 ml e 1.01 fl.oz. P30CGR  
40 ml e 1.35 fl.oz. P44CGR

Enriched with purified Keratin and Camomile extract  
DERMATOLOGICALLY TESTED  
TESTED NICKEL <0,0001%  
NO ALCOHOL, PETROLATUM, SILICONS, BHT AND EDTA

FLORAL CITRUS

- WE SAVE 83%\* OF CO2 EMISSIONS IN THE PLASTIC RESIN PRODUCTION USED IN OUR CAPS AND BOTTLES.  
\* This data is available due to a LCA calculation on our post consumer PET and PP resins compared to a virgin resin.

- CO2 NEUTRAL PACKAGING\*  
\* The calculation was made on the full packaging from the plastic resins to the production of single components (bottle, cap), cosmetic bulks and the packaging production process. Transportation is calculated up to our warehouse.



VEGETABLE SOAP 15 g e Net wt. 0.52 oz. B0915GR  
30 g e Net wt. 1.05 oz. B0830GR

Derived from natural oils  
DERMATOLOGICALLY TESTED - VEGAN FRIENDLY  
NICKEL TESTED <0,0001%  
NO BHT AND PETROLATUM

FLORAL

OLFACTORY FRAGRANCE FAMILIES

- THE WHOLE PACKAGING IS 100% RECYCLABLE, NO WASTE HAS TO GO TO LANDFILL.

- CO2 NEUTRAL PACKAGING\*  
\* The calculation was made on the full packaging from the paper wrapping to the cosmetic bulks and the packaging production process. Transportation is calculated up to our warehouse.

ENVIRONMENTAL PLUS

- BOTTLES ARE MADE OF 100% RECYCLED PET\*  
\* Variation in appearance due of impurities is a result of using 100% Post Consumer Recycled Material. Stunning striations and fluctuations in color are a beautiful side effect of using regenerated plastics.
- CAPS ARE MADE OF 100% RECYCLED PP\*  
\* Variation in appearance is a result of using 100% Post Consumer Recycled Material. Stunning striations and fluctuations in color are a beautiful side effect of using regenerated plastics.

- SMALLER LABEL to help the sorting phase of recycling and to reduce the consumption of materials. It's made of a special material easily separable from the bottle during the washing phase of recycling.

PLEASE RECYCLE! BOTTLE PET CAP/LABEL PP THE WHOLE PACKAGING IS 100% RECYCLABLE, NO WASTE HAS TO GO TO LANDFILL.





The collection includes bottles of cleansers specific for body and hair, various sizes of solid soaps, and wall dispensers. Completing the range are two presentation boxes and a special door hanger. Geneva Green are high quality cosmetics, formulated with plant extracts such as Aloe Vera and Black Tea, selected active ingredients such as shea butter and keratin for everyday wellbeing to rejuvenate and refresh. Cleansers and creams are characterized by fresh and clean fragrances inspired by nature which offer a pleasant daily ritual to guests.

All cosmetics are made in Italy, dermatologically tested, nickel tested <0,0001% and without petrolatum.



Completing the range are two presentation boxes and a special door hanger to display the circular design approach. Use the box to present the brand philosophy or share your commitment with your guests by displaying the door hanger in the bathroom: spread the consciousness about the importance of the choice you have made on the planet by selecting Geneva Green!



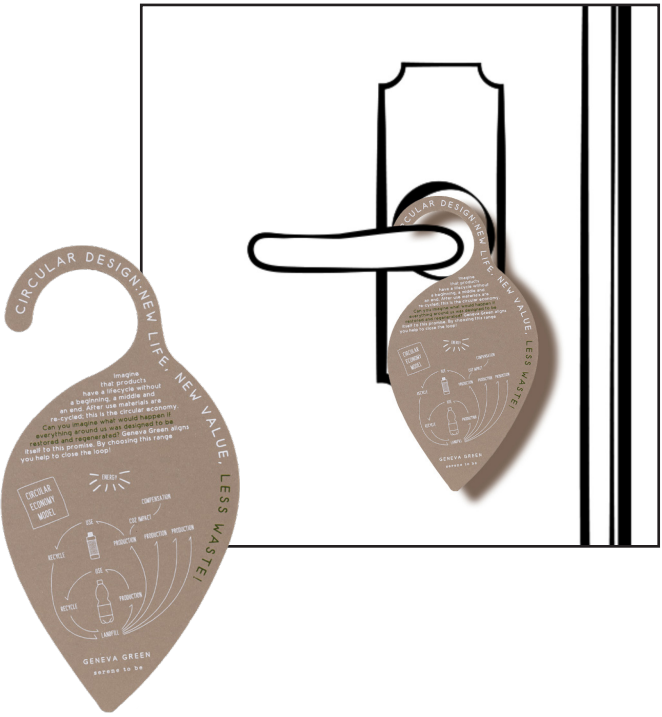
SMALL AMENITIES PAPER BOX  
16,4 x 8 x 2,7 cm

CAMP5GR  
Contains 4 x P30 bottles - 30 ml e 1.01 fl.oz.  
and 1 x B0915GR soap - 15 g e Net wt. 0.52 oz.



BIG AMENITIES PAPER BOX  
17 x 8,5 x 3,2 cm

CAMPMGR  
Contains 4 x P44 bottles - 40 ml e 1.35 fl.oz.  
and 1 x B0830GR soap - 30 g e Net wt. 1.05 oz.



"GREEN CONSCIOUSNESS" LEAF SHAPED DOOR HANGER  
10 x 19,7 cm

CARTGR\_EN (English version)    CARTGR\_DE (German version)  
CARTGR\_IT (Italian version)    CARTGR\_ES (Spanish version)  
CARTGR\_FR (French version)

ENVIRONMENTAL PLUS



DOOR HANGER AND PRESENTATION BOXES ARE MADE OF 100% RECYCLABLE PAPER, NO WASTE HAS TO GO TO LANDFILL.



CO<sub>2</sub> NEUTRAL PACKAGING\*  
\* The calculation was made on the full packaging for the production of single components and the packaging production process. Transportation is calculated up to our warehouse.



80% RECYCLED PAPER  
obtained with 80% recovered fibres and 20% pure ECF cellulose.

Gfl is a privately-owned Swiss company, with 24 years of expertise in the amenities field, producing and distributing cosmetics around the globe. With more than 200 employees and offices throughout Europe, North America, and the Middle East and Asia Pacific, we send over 10.000 shipments to 2.500 customers in over 100 countries each year. In our state-of-the-art, 24.000 square meter plant, located close to Milan, Gfl produces over 700 million high-quality cosmetics annually. With the capacity to store over 18.000 pallets, Gfl maintains a large availability of our groundbreaking and innovative amenity collections.





# Want your logo on GENEVA GREEN? Yes? We can customize in a simplified way! How?

## SIMPLIFIED CUSTOMIZATION

Maintain the same item configuration and add your logo or graphic layout.

You have two printing colour options:

- SAME RANGE COLORS
- 1/2/ COLOR CUSTOMIZATION\*

\*this option is subject to a surcharge. See price list for details.

