



Press Release

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eCommerce pilot project

N.A.E. launches Solids Box

Düsseldorf – Organic beauty brand N.A.E. is starting an eCommerce pilot project in cooperation with Amazon. With reduced packaging material and optimized supply chain methods, the brand further enhances its commitment to sustainability.

N.A.E. Naturale Antica Erboristeria – Organic. The Italian Way

The acronym N.A.E. stands for “Naturale Antica Erboristeria” – which is Italian and means “natural traditional herbalism.” With its natural ingredients, subtle fragrances, silky textures, and vegan formulas, the brand matches the current trend of organic beauty products. At least 97% of the ingredients are of natural origin, such as lemon, mandarin, thyme, grapeseed oil, and rosemary. With its plant-based tubes and recycled PET bottles, the brand is a frontrunner in sustainability.

In cooperation with Amazon the organic-certified beauty brand has taken further steps towards sustainability with the launch of its new plastic-free product packaging. The N.A.E. Solids Box is now available for purchase in Germany, Italy and France and can be ordered exclusively on [Amazon](#). Each box contains a solid face, body and shampoo bar as well as a reusable soap pouch. The solid bars from N.A.E. are vegan, certified organic and contain ingredients with 99% natural origin. As a unique gift-to-purchase, the boxes also contain a reusable soap pouch that is not available for sale separately.

Reduced packaging in and outside

In the Solids Box, the three bars come without any additional packaging and are thus “naked”. This way, no additional material is used for the wrapping of single items inside the box. But not only in, also outside of the box, the packaging material is being reduced. The 100% FSC-certified paper containers are ready for shipment without using any secondary packaging from Amazon. Only an address label is needed so that the boxes, which fit into any regular mailbox, are ready to be sent to consumers. Furthermore, the packaging is considered “frustration-free” meaning that it is easy to handle and – more importantly – that all its materials are 100% recyclable. The plastic-free packaging and water-reduced formulas of the solids make this project a great example of accelerating sustainability.

Simplifying the supply chain

Through the innovative packaging of the Solids Box, not only the packaging material is being reduced, but also the supply chain processes are simplified. Since the products are directly supplied in the paper container itself, the boxes are ready for dispatch and do not need to be additionally packed, which again allows to skip certain steps in the supply chain.

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel’s preferred shares are listed in the German stock index DAX. For more information, please visit www.henkel.com.

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