



Press Release

September 2020

Nature Box Relaunch, Argan Oil Line, Body Lotion and Olive Oil Shower Gel Launch

Nature Box – now as certified natural cosmetics

Düsseldorf, September 2020 – Discover the new certified natural cosmetics from Nature Box! As of September 2020, Nature Box is officially a natural cosmetics brand. A high proportion of ingredients of natural origin and sustainable bottle bodies make Nature Box more authentic than ever before: The bottle bodies are made of 98% Social Plastic[®]*, that is, plastic collected from the beach and the land. Therewith Nature Box supports the social organization Plastic Bank, which aims to prevent plastic waste while giving more opportunities to socially disadvantaged people.

*excluding caps

The new certified Nature Box products will be available in stores in September 2020.

Nature Box products feature effective and certified natural formulas with cold-pressed oils from fruits and nuts. As of September 2020, the popular brand for hair and body care will carry the ECOCERT label, proving that it has met the standards set by COSMOS-NATURAL for natural cosmetics. Nature Box products are made with at least 98% natural-origin ingredients*, vegan formulas** free from synthetic colorants, silicones and with sustainable bottle bodies with 98% recycled plastic***. On the back of each product is a transparent list of all ingredients. On top of that, Nature Box supports Plastic Bank, which aims to prevent plastic waste while helping improve living conditions in areas of poverty through its Social Plastic[®] project. Nature Box is hereby the first consumer goods brand in the world to introduce Social Plastic[®] as a packaging material in its baseline portfolio.

* including water ** free from ingredients of animal origin *** excluding caps, packaging of shampoo bars and shower bottles & tubes

Every year, about eight million tons of plastic waste are released into the oceans. Eighty percent of this comes from developing countries with no recycling infrastructure.



Plastic Bank has set itself the goal of combatting plastic waste and “ocean plastic” (plastic in the world's oceans) while also improving the living conditions of local populations with low income, particularly in countries without public recycling systems. To this end, Plastic Bank has set up various collection centers where people can exchange plastic waste for rewards such as schooling for children, medical or technical services, and also for money. This plastic is sorted and processed into Social Plastic®, which can be used for packaging.

Minimizing waste from packaging is of great importance to Nature Box. The new body lotions and hand creams from Nature Box are now available in tubes that are 100% recyclable. Nature Box therefore contributes to sustainability and protection of the environment.

The new argan oil line from Nature Box provides intensive care for hair and skin: Its' nutritive properties with cold-pressed oil made from kernels of the argan tree are particularly well-suited for stressed and dry skin and hair. This line is made up of a shampoo, conditioner, shampoo bar and shower gel – every product gives hair and skin a portion of extra care. The new Nature Box shower gel with cold-pressed olive oil pampers the whole body while providing a fresh olive scent.

With specially selected ingredients and vegan formulas*, Nature Box redefines beauty care. The brand stands for high production and quality standards and long-term responsibility. This is why Nature Box works with an international development organization, supporting small farmers in the sustainable cultivation of palm oil in several regions around the world and at certified production sites.

* free from ingredients of animal origin

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.

Photo material is available at www.henkel.com/press

Press Office Henkel Beauty Care

Henkel Beauty Care Brand Communication

Nicola Surholt

Phone: +49 211 797 1637

E-Mail: nicola.surholt@henkel.com

PR agency

Ketchum GmbH

Phone: +49 211 9541 2201

E-Mail: henkelbeautycare@ketchum.de

Henkel AG & Co. KGaA