

GENEVA GREEN

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



GENEVA GREEN

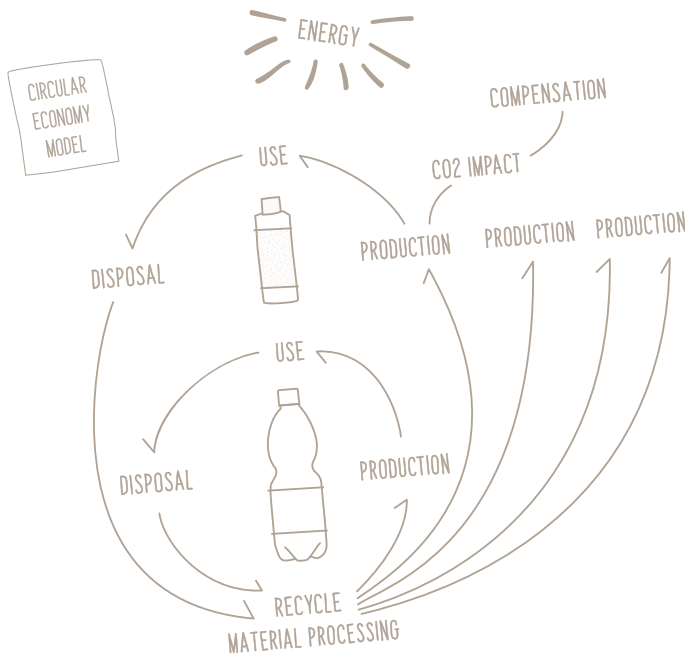
Conscious consumers are becoming increasingly concerned about environmental impacts. Reduced packaging and increased recyclability will become the main issues in the next decade, research shows.

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!



BODY WASH

30 ml e 1.01 fl.oz.
P30BGR



40 ml e 1.35 fl.oz.
P44BGR

With Aloe Vera extract

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

FLORAL CITRUS



SHAMPOO

30 ml e 1.01 fl.oz.
P30SGR



40 ml e 1.35 fl.oz.
P44SGR

With organic extract of Black Tea
and Bitter Sweet Orange

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

AROMATIC



BODY LOTION

30 ml e 1.01 fl.oz.
P30BLGR



40 ml e 1.35 fl.oz.
P44BLGR

With Vitamin E and Shea Butter

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

WOODY FLORAL

OLFACTORY FRAGRANCE FAMILIES

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.



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



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

With Aloe Vera extract

With Green Anise and
Melissa organic extracts

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

For cosmetics features refer to bottles

FLORAL CITRUS

AROMATIC

OLFACTORY FRAGRANCE FAMILIES



- DISPENSER ARE MADE OF 100% RECYCLED PET*
* Variation in appearance due to 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.



- 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.



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

ENVIRONMENTAL PLUS



- 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.



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



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



- 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.



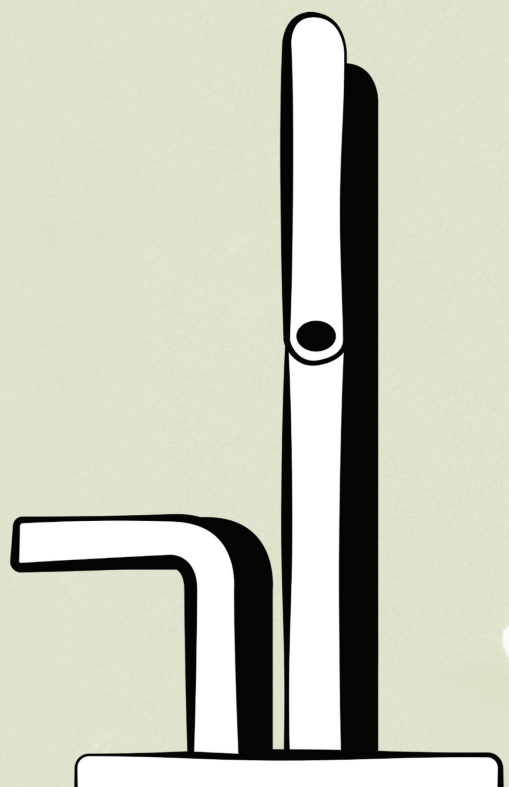
- THE WHOLE PACKAGING IS 100% RECYCLABLE, NO WASTE HAS TO GO TO LANDFILL.



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



- 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.





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!



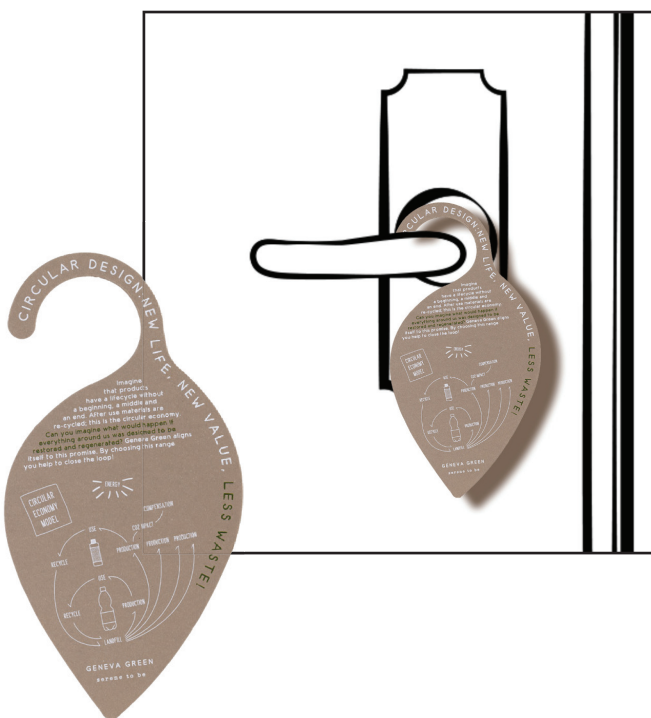
SMALL AMENITIES PAPER BOX
16,4 x 8 x 2,7

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.



• CO₂ 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.

GfI 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, GfI produces over 700 million high-quality cosmetics annually. With the capacity to store over 18.000 pallets, GfI maintains a large availability of our groundbreaking and innovative amenity collections.

