## **AVEDA CLOOVE SHAMPOO**



## Properties list:

logistic optimisation biodegradability and compostability recycled materials flacon bottle cosmetics, beauty and toiletries end-user packaging single product update plastics natural

Aveda re-launched Clove Shampoo in new packaging that is made from nearly 100% recycled plastic. The shampoo bottle features a cap made from 100% post consumer recycled #5 plastic collected through a special program the company organized. Aveda's 1978 Clove Shampoo is the company's first product to debut with a cap made from 100% post-consumer recycled #5 polypropylene.

Reference: http://www.aveda.com/index.tmpl?ngextredir=1

Credits:

**Year:** 2008

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