



# Baïa

## ECO-DESIGNED AIRLESS POUCH





To protect your sensitive formulas, EMBELIA offers an eco-designed Airless pouch range. These sets are mainly intended for the Cosmetics and Personal Care markets

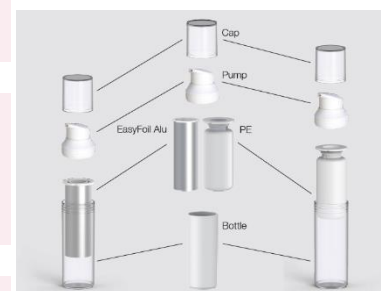
This new Baïa range contributes to reducing environmental impact by offering packaging made from environmentally friendly materials, **recyclable** and made from **recycled** materials



### THE BAÏA RANGE AND ITS MULTIPLE CONFIGURATIONS

The Baïa range is available in 3 sizes, 15, 30 and 50 ml, with a single tube diameter of 32 mm, allowing for multiple configurations:

		Volume / Dose	Material	Colour
<b>Bottle</b>		15 ml 30 ml 50 ml	PP Or recycled circular PP Or plant-based circular PP	<b>Natural or White</b>
<b>Pocket</b>		15 ml 30 ml 50 ml	PE Or Aluminium	<b>Natural or Aluminium</b>
<b>Cream pump *</b>		0.25 ml 0.50 ml	PP	<b>White</b>
<b>*A spray version is available on request</b>				
<b>Overcap</b>		X X X	PP Or recycled circular PP Or plant-based circular PP	<b>Natural or White</b>





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### MATERIALS

The bottles and overcaps are offered in three different materials:

- **Circular PP, recycled chemically from plastic waste**  
According to the mass balance principle
- **Plant-based circular PP, recycled chemically from plant waste**  
According to the mass balance principle
- **Standard PP**

### CIRCULAR MATERIALS (RECYCLED CHEMICALLY) / MASS BALANCE CONCEPT



- 1- **Mass balance** is a system used to trace the quantity and sustainability characteristics of circular materials introduced into the value chain in addition to fossil-fuel resources.
- 2- **Principle**: For each tonne of circular raw material introduced, replacing a raw material of fossil-fuel origin, one tonne of production can be classified as circular.
- 3- **ISCC+** is an organisation that certifies and checks the origin of materials used by putting traceability in place from one point to another of the value chain

⇒ These materials limit the need to use non-renewable fossil energies.

### RECYCLABLE:

A product is recyclable when, at the end of its life, it can be reintroduced into the production cycle instead of some or all of a new material that would otherwise be used in the manufacture of a product.



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### ADVANTAGES OF THE AIRLESS BAÏA BRAND

#### Functional advantages

- Extreme protection from oxygen for sensitive formulas due to its PE or aluminium pouch
- Optimum restitution rate > 95%, even for very viscous formulas
- High dosage precision and perfect repeatability
- Can be used in all positions – 360°
- Self-priming
- Assemblies made under Pharmaceutical conditions: Pharmacopoeia-grade material (standard PP) and produced in a clean room.
- Simple filling on an atmospheric line without vacuum

#### Environmental advantages

Meets 2 of the 3 basic concepts of eco-design ("the 3 Rs")

#### Recycle:

- The recyclability of these assemblies has been validated in existing recycling channels (except for the version with an aluminium pocket)
- Recycled or renewable materials: recycled PP or bio-based PP result from chemical recycling (plastic waste or plant waste) with its traceability guaranteed through ISCC+ certification (Mass Balance)

#### Reduce:

- Reduction in the environmental footprint in the case of recycled PP and bio-based PP

This assembly is **Ecocert** approved for the 3 materials offered

### DECORATION

Many different finishes can be offered, such as

- ❖ Hot stamping
- ❖ Offset printing
- ❖ Screen printing
- ❖ Lacquering
- ❖ Through-colouring
- ❖ Other techniques on request