



## New beauty kit from Holmen Iggesund is an invitation to create together.

Beauty brands are facing a more complex consumer landscape than ever. The new generation of consumers is redefining what they consider to be luxury and premium. They expect brands to address sustainability and inclusivity in their offerings. To meet these demands, conscious brands must develop in several areas – not least, packaging.

“The look and feel of packaging have always been important,” says Johan Nellbeck, CEO Holmen Iggesund. “But that’s no longer enough. Today, premium brands must address how their packages are manufactured, what they are made of, and whether they allow for more inclusive communication.



“Holmen Iggesund has a long track record of working with some of the world’s most prestigious brands, particularly beauty brands. The Creator Kit Beauty will give us an opportunity to explore with our

customers what's next in the beauty industry and the possibilities with our premium paperboard.”

## Four global trends

The kit is built around four beauty trends: Beauty in biodiversity, Inclusive beauty, Natural health, and Zero waste beauty. Holmen Iggesund has translated these trends into creative paperboard solutions and effects to make them more tangible than brochures or videos. Another aspect of the kit is the sustainable material used.

“Our paperboard, Invercote, is renewable, recyclable and completely biodegradable with a low climate impact. It is made from leftover wood parts from Holmen’s sustainably managed forests, and the energy used in the manufacturing process is bio- or hydro-based.”



## Discovering what's next together

The Creator Kit Beauty is an invitation to brand owners and other stakeholders to join in creative workshops and discussions.

“To us, the real value is the opportunity to co-create and share knowledge,” says Johan Nellbeck.



“Some brand owners will want to start with the packaging and the creative possibilities. Others will have shifting consumer behaviour and business challenges foremost in their minds. There the kit can guide them towards concrete changes. The Creator Kit Beauty offers so many opportunities.”

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