

PRAVANA™

- IN THE PRESS -

happi

Winning Packaging... More or Less

Multinationals aren't the only companies making big environmental gains in the packaging realm. **PRAVANA'S NEVO** brand, which was recently expanded with new styling products, is packaged in **100% biodegradable bottles and jars. NEVO formulas are 100% vegan.**

Unlike plastic bottles that take an estimated 500 to 1,000 years to break down and which do not ever really biodegrade (they only break down to smaller pieces), the plastic bottles in the **NEVO** line contain a special ingredient that attracts bacteria to eat and fully digest the bottles. This process starts approximately 250 days after the bottle is introduced into the landfill. Depending on the type of landfill and the associated bacteria types and levels, the total biodegrading process takes from 2-8 years.

Once complete, there is no residual plastic. During the process, the digestion of the bottles produces methane gas, which can be captured at the landfill and converted to electrical energy.

Since it takes years for products to breakdown in landfills, with today's aging consumer base, it's a safe bet that a lot of people won't be around to benefit from all that biodegradability.

With that in mind, it's key for marketers and their suppliers to think about how older consumers, as well as the disabled and able-bodied, interact with their products and packages, according to Barrett.

