

ADA  
COSMETICS

*“putting beauty into travel”*  
*surprising, sustainable & safe*

# Sustainable Accessories EcoClassic

# ADA's New EcoClassic Collection

Introducing the elegant EcoClassic accessories collection.

Created with more sustainable content and FSC-certified recycled packaging, this line is designed in a contemporary, minimalist white & black style.

Delight your guests with this chic and extensive range of accessories.

Conscious Accessories  
For A More Sustainable Choice





# EcoClassic Accessories

- / Concept: Sustainable, Chic, Premium Feel
- / Content: Crafted with natural renewable materials, removing plastic wherever possible
- / Aesthetic: Contemporary white & black design
- / Packaging:
  - Mainly FSC Recycled white cardboard
  - Subtle monogram pattern on pack sides
- / Range: ADA's most extensive line

# EcoClassic Accessories Carton Packaging

- / Focus of new Sustainable Accessories - reduce / eliminate plastic
- / Cartons - all unnecessary plastic polybag carton liners removed
- / Exceptions:
  - New EcoClassic contains items with bamboo, a natural material
  - Natural materials are at risk of mould during distribution & storage, dependent on weather and storage conditions
  - 11 EcoClassic items' cartons therefore have liner bags for extra protection
  - Liner bags are 100% PCR plastic (recycled plastic)



# EcoClassic USP's

## Key Features

<b>Content</b>	Natural, renewable materials	✓	
	Minimal plastic & switch to PCR	✓	
<b>Primary Packaging</b>	Natural, renewable materials	✓	Mainly FSC Recycled, some FSC Mix
	FSC certification	✓	
	Minimal plastic & switch to PCR	✓	
<b>Secondary Packaging</b>	Natural, renewable materials	✓	
	Minimal plastic & switch to PCR	✓	



# EcoClassic Summary

ADA is transforming our Accessories lines

- / > 16T of plastics p.a. will be eliminated with EcoClassic
- / c. 80% of remaining plastic volume = PCR plastic

ADA Accessories - conscious choices, trip by trip



Eliminate  
c. 16T  
Plastic