

The Australian beauty brand, AURICHE, opts for SR Packaging solutions to launch a collection of problem-solving haircare products for self-tanners.

auriche
www.auriche.com



AURICHE is the only hair care system that repairs and rejuvenates hair damaged by harsh fake tanning. Considering the environmental issues, the Australian-born company opts for SR Packaging PCR solutions, EBM airless bottles, and refillable airless cartridges to develop its iconic full set of problem-solving haircare systems, using the highest possible recycled components while maintaining the shelf life and integrity of products.

“How can we ensure our fake tan ritual doesn’t sacrifice our real hair goals?”

This question inspired the foundation of Auriche, the world's first hair care range for fake tan users. While nothing exists to solve self-tanner hair care issues, Lana Kelly, the founder of AURICHE developed step-by-step hair treatments to prevent damage and discoloration caused by fake tanning to help users continue their tanning rituals without sacrificing their real hair goals.

Against Animal Testing, Low-Toxin Products, and Environmental Beliefs

Without testing on animals, the full Auriche range is without parabens, phthalates, SLES, SLS, aldehydes, and formaldehyde. Each product is packaged in components made of post-consumer recycled plastics.

The PROTECT and REPAIR SERUMS are packaged in bag-in-bottle EBM airless design to maintain shelf life and integrity of quality and have refills for users' later purchase which takes only 10 seconds to swap the empty inner bottle for a fresh one.



For the full set of AURICHE system, there are tubes, EBM Airless Bottles, and refillable airless cartridges for later refills, all made of PCR (post-consumer recycled plastics), customized in AURICHE pastel tone, and decorated with 2-color silk screen and 1-color hot stamping.

Step 1 Protect / pre-tan protectant serum, 65ml,

Packaging: AMARI, the twist-lock EBM airless bottles, plus additional refillable PCR airless cartridges for refills.

Step 2 Cleanse / clarifying shampoo, 250ml,

Packaging: PCR tube (Dia. 55 mm, L. 175 mm) & flip-top cap (ref. FC-04-50).

Step 3 Restore /

bond building purple conditioner, 180ml,

Packaging: VESTA, the EBM airless bottle with twist-lock airless pump.

Step 4 Repair /

bond-building serum with heat and UV protection, 65ml,

formulated to rebuild broken bonds caused by fake tan

Packaging: AMARI, the twist-lock EBM airless bottles, plus additional refillable PCR airless cartridges for refills.



Started in 2003, **SR Packaging companies** in Taiwan, China, Japan, and the United States manufacture EBM airless bottles, jars, tubes, sprayers, and pumps using post-consumer recycled plastics and plant-based bioplastics to help skincare, personal care, beauty, and cosmetic companies build measurable success in line with consumer demands and sustainable lifestyles.