



## LESSONIA LAUNCHES A SHEET MASK WITH LOW ECOLOGICAL FOOTPRINT

European leader for sheet masks, Lessonia continues to innovate by launching a new sheet mask with low ecological footprint for the first time on this market.

Sensitive by environmental impact, Lessonia offers technical solutions to reduce its sheet masks' ecological footprint by innovating on packaging and by removing polypropylene's support.

On sheet masks market, brands ordinarily use sachet with aluminium foil which is a material with a high ecological footprint because of its manufacture and produce impact. To reduce it, Lessonia offers a sachet without aluminium foil. By making this choice, the company can **divide by two the carbon impact** related to the production of the materials needed to manufacture sachets. Moreover, it saves **50 tons of CO2** equivalent in the atmosphere by producing 10 millions masks. This new solution will guarantee efficiency to protect product while reducing environmental impact.

Lessonia doesn't stop there. The company continues to innovate by removing the polypropylene support usually used to facilitate the sheet mask unfolding. Thanks to this, Lessonia saves **15 tonne of polypropylene for 10 millions mask produced**. The company also proposes specific natural materials, like **BIO non-woven material**, to reduce environmental impact. The Happy Mask range of Lessonia is also certified **OEKO-TEX level 1**.

Moreover, Lessonia expands its Happy Mask's natural serum offer by giving possibilities to soak sheet mask with **BIO COSMOS organic lotions, which are 100% natural** (aqueous or creamy texture). A good way for the company to propose **sustainable and natural solutions** on the different steps of sheet mask project.

When users are looking for more transparency and ethic on their way of consuming, Lessonia daily improves its research & development to answer to the new consumers' needs and reduce its environmental impact.

## LOW ECOLOGICAL FOOTPRINT SHEET MASK

CLICK TO READ OUR HAPPY MASK BROCHURE



CLICK TO DISCOVER STEPS OF AN HAPPY MASK PROJECT



## SOME KEY FACTS IN 2019



**40 MILLIONS**  
**SHEET MASK/YEAR**

PRODUCTION CAPACITY



**24 MILLIONS €**

PROJECTED TURNOVER



**210**

EMPLOYEES



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