



Create wildflowers instead of waste this National Recycling Week with EcoTools

National Recycling Week has arrived! This year beauty lovers around the country can get involved by updating their makeup brushes with EcoTools®. Australia's leading eco-friendly makeup tool collection is now available in compostable packing, infused with plantable seeds to create beautiful blooms, not waste. The new packaging is FSC® certified, which is considered the "gold standard" designation for wood harvested from forests that are responsibly managed, socially beneficial, environmentally conscious, and economically viable. Over the coming months the new packaging will roll out across the entire EcoTools® range, some of the products will be in old packaging until stores and the warehouse run out of inventory, so that they do not produce excess waste. Erica Galea, Chemcorp International Marketing Director – the Australian distributors of EcoTools® said, "EcoTools have long been known for being the go-to for sustainable makeup brushes and tools, that are high in quality at an affordable price. Globally, the brand have been working to increase the level of sustainability – the new-look product and packaging does just that." The eco facts about EcoTools® products: By 2021 all packaging on shelf will be made out of their FSC certified paper, made with plant-based materials, printed with soy ink, and sealed using biodegradable glue. Each pack will include a plantable seeded sticker. When planted the paper packaging will naturally decompose. All brushes are made using cruelty-free bristles, recycled aluminium and renewable bamboo materials. The sponges are made using USDA certified EcoFoam™ technology which is a sugarcane bio-based material. All bath and body items are made using ethically harvested plant-based or recycled materials. The range is 100% vegan, cruelty-free, PETA certified and never tested on animals. "Although EcoTools® were unable to eliminate plastic by 100% at this stage, the designers have worked hard to reduce the brand's plastic in packaging by 88% compared to prior Ecotools® packaging. All the plastic packaging is made of recycled PET," says Erica. Ecotools® Full Powder Brush – RRP \$19.99: The Full Powder brush is designed with a large, dense, incredibly-soft head to evenly distribute and blend pressed powders for an everyday, matte look. Ecotools® Perfecting Blender Duo – RRP \$19.99: The Perfecting Blender Duo is designed in two sizes and densities to create a camera-ready look. The Large Base Blender is soft and flexible to create light, buildable coverage. The Mini Detail Blender is firmer for more precise coverage. All new packaging will be rolling out into Priceline & Big W stores and online in the coming months. The new Ecotools® products are available online now at www.ecotools.com.au About EcoTools®: Founded over a decade ago, EcoTools® has always been passionate about the use of sustainable materials. Each makeup brush is made from bamboo and recycled aluminium, with cruelty-free synthetic bristles. The packaging has been constructed using tree-free paper and vegetable-based inks. And, with every new product innovation, the brand endeavours to further reduce its carbon footprint. EcoTools® believe that when an individual truly feels beautiful, the world becomes a more beautiful place.

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