



New Plastic-Free Lip Balms by Pure Planet

Pure Planet Club, the creators of Australia's leading plastic-free toilet paper, have today announced the launch of their organic, plastic free and recyclable packaged collection of lip balms. Christina Kjaergaard, Commercial Manager at Pure Planet Club says, "We are thrilled to be expanding our product range to enable further change in Australian homes, extending to the beauty category. Every bit we do makes a difference and thankfully now there is no reason to add to the ever-growing issue of landfill around the world when it comes to the consumption of lip balms. Stay tuned, we also have more to come." The new lip balms contain shea and cocoa butter, beeswax, sunflower oil and antioxidant rich vitamin E to moisturise and hydrate the skin. Available in four flavours, the new products are encased in handcrafted, plastic free, compostable packing, made from 100% uncoated PCW paper. The launch collection of Pure Planet Club's lip balms include: Pure Planet Club Lip Balm – Natural Pure Planet Club Lip Balm – Mint Pure Planet Club Lip Balm – Raspberry Pure Planet Club Lip Balm - Vanilla Pure Planet Club's lip balms are all: USDA Certified Organic Plastic free with compostable packaging (Made from 100% uncoated PCW paper) Cruelty free Contain no aluminium, parabens, artificial colours, flavours or sweeteners Gluten free New Pure Planet Club lip balms are available in packs of three at RRP \$30.00, delivered to your door. On sale from mid-November from www.pureplanet.com.au. About Pure Planet Club: Pure Planet Club are the creators of tree-free and plastic-free toilet paper, household and beauty products. Their mission to save the planet by keeping our forests green and oceans clean began in 2017 with their eco toilet paper, made from bamboo and sugarcane waste. In 2019 they launched their first beauty products including organic and plastic free lip balms and deodorants. pureplanet.com.au

Contacts

Lisa Solomons

mailto:

Rachel King

9571 4448

mailto: