



GREEN REVOLUTION

NEW PACKAGING

Global Warming

The greatest epocal challenge of our time, which has peremptorily imposed itself on public opinion, affecting every sphere of society and impacting on various sectors of economy.

Most of responsible companies are realising and searching new solution, in order to reduce environmental impact.

Going beyond, planning a sustainable future for next generations.

Corporate Social Responsibility

Farmaceutici Dottor Ciccarelli wants to pursue environmental sustainability and introduces in the Oral Care market an **Innovative Solution**

→ An environmentally friendly solution able to give positive answers to consumers

We want to increase our **CSR commitment** by working on sustainable projects.



Environmental Focus

Stats on social and environmental sustainability criteria shows Italian companies more devoted to social causes, than environmental.

Just 13% of Italian companies is focused on Environmental Sustainability.

Farmaceutici Dottor Ciccarelli's Goal is realise and sell

More Eco-Friendly Products

CARATTERISTICHE RICERCATE ON PACK

Quando fa la spesa per sé e per la sua famiglia quali caratteristiche del packaging sono decisive nella scelta dei prodotti da acquistare?

CARATTERISTICHE DEL **MATERIALE DEL PACKAGING** DECISIVE NELL'ACQUISTO DI **PRODOTTI**

43% Con materiale **riciclabile**



32% Plastic-free



42% Con materiale da **fonti rinnovabili/a ridotte emissioni CO2**



7% Non guardo mai i materiali dei packaging



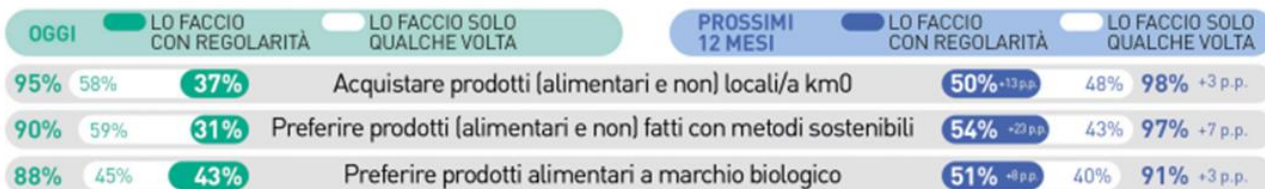
41% Con materiale **compostabile o biodegradabile**



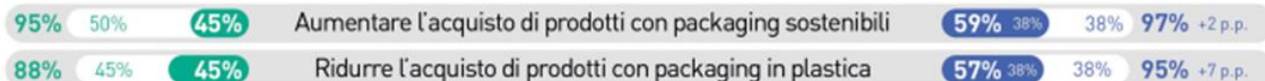
ATTENZIONE ALL'AMBIENTE L'IMPEGNO DI OGGI E DI DOMANI

Cosa fanno gli italiani per l'ambiente?

COMPORTAMENTI DI ACQUISTO FOOD & NON FOOD



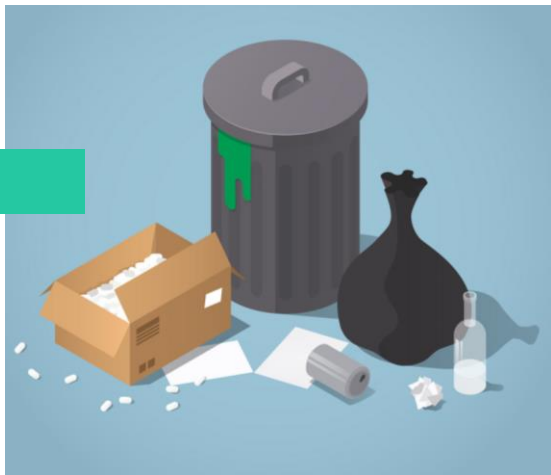
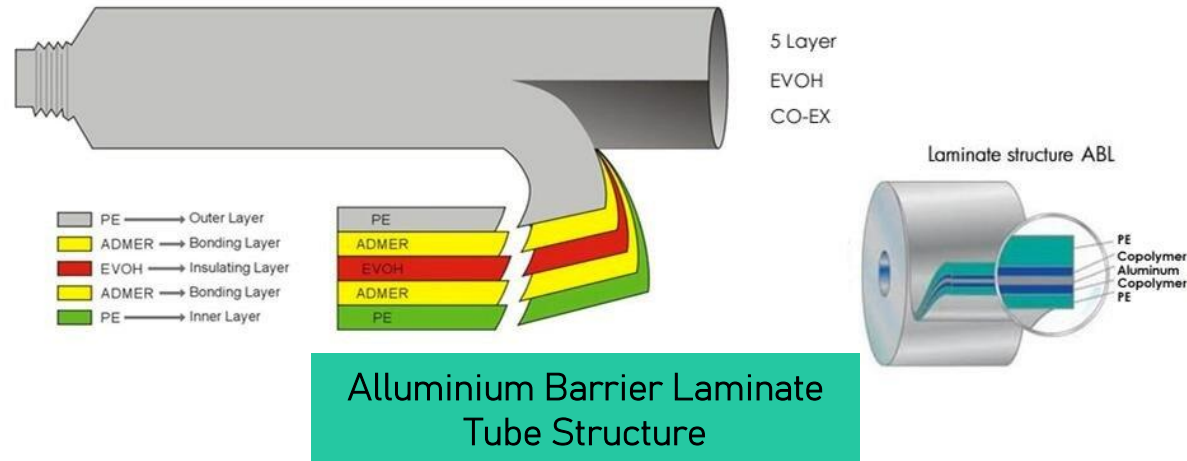
COMPORTAMENTI DI ACQUISTO ATTENZIONE AL PACK



Consumer Analysis

Consumers are increasingly sensitive to environmental issues and their purchasing behaviour is changing rapidly.

This implies demand for products with features of sustainability and recyclability.



Finishes in:

Unsorted Waste

Increases CO2 Emissions

Actual Market ABL Tube Situation

Non-recyclable waste contributes dramatically to climate change issues and once dispersed in the environment continues to produce greenhouse gases.

→ Incineration and/or disposal produce millions of tonnes of CO2 to the atmosphere.



Plastic Barrier Laminate Tube

Structure



Finishes in:

Plastic Waste

100% Recycled
Plastic

Our Project PBL Tube Situation

Recyclable waste contributes to eco-sustainability as it is not dispersed in the environment and is reconverted in the consumption cycle without producing additional greenhouse gases.

→ No emission of tonnes of CO2 in the atmosphere.



Farmaceutici Dottor Ciccarelli - GOALS



ECO-FRIENDLY CONSUMERS

Intercepting the demand for environmental care and respect for nature from ecological sensitive consumers.



RECYCLABLE SOLUTION

First in the oral hygiene sector to launch eco-friendly packaging.

SUSTAINABLE COMPANY

Innovative Italian Company which pays attention to consumer trends and to the sustainability of its products.

Men and Women
25 – 55 y.o.

Related to web and
social media.

Consumers looking
for specialised
functions, attentive to
the functionality and
performance of
products.

Consumers with an eye for sustainability,
informed about the impact of products on
the environment and
sensitive to ecological choices.

Consumers with high
purchasing power.
They pay more for
company's CSR
commitment.

Target



Protegge il tuo sorriso,
protegge il nostro ambiente!

New Eco White
Line

Protects your Smile, Protects our
Planet!

New Eco White Line



PLAQUE & CAVITIES

75 and 100ML



GINGER

75 and 100ML



ANTITARTAR

75 and 100ML

The Packaging is entirely Recyclable
Tube/Cap – Plastic Waste
Folding Box – Paper Waste

New Eco White Line



TURMERIC & PROPOLIS

75 and 100ML

BAKING SODA
75 and 100ML



CHARCOAL
75 and 100ML



The Packaging is entirely Recyclable
Tube/Cap – Plastic Waste
Folding Box – Paper Waste