

## Top Ten | Positive Packaging



By [Sascha Alexandra](#)  
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When we go shopping, is it really what's inside that counts? Think about it: that perfume that came in a pretty box with the powder-pink bow, those beautifully wrapped chocolates, the embellished glass bottle that you kept long after the scented candle inside it had burned out...packaging is that little extra something that makes shopping even more pleasurable, whether it's for yourself or for someone special in your life. Packaging that has a positive impact and a strong attention to materials is key to all the brands in this week's top ten: join us as we take a look at brands that give their packaging some extra attention.



**1** ANCIENNE  
AMBIANCE  
Aphrodite  
Candle  
£36.00

[Buy Here](#)



**2** TRES PURE  
Mini Face Trio  
\$100.00

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**ANCIENNE AMBIANCE:** the home of luxurious scented candles, Ancienne Ambiance uses only recycled and recyclable materials. All of the brand's beauty products are bottled in PET plastic that's kinder on the environment than its naughtier cousin PVC. The brand encourages clients to return all the glass cases that their candles come in – for every six glasses received, the client gets a complimentary scented candle.

**TRES PURE:** creating natural, chemical-free skincare, Tres Pure is dedicated to choosing packaging options that are kind to the planet: the bottles are made from glass that can be used many times over, and the labels are made with recycled paper. Tres Pure doesn't use paper receipts and refrains from using water in their production process.



**3** HEVEA  
Kawan Toy  
€13,52

[Buy Here](#)



**4** ELVIS & KRESSE  
Messenger Bag  
with Parachute Silk  
Bag £80

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My Positive Life | Niall Dunne



Top Ten | Made to Last



My Positive Life | Georges Kern



My Positive Life with Meera Gandhi

**HEVEA:** this brand's pacifiers and baby toys come in FSC (Forest Stewardship Council) certified packaging – the FSC trademark is a guarantee that the paper or timber comes from a responsibly

managed forest, helping to prevent deforestation. HEVEA also encourages customers to reuse the packaging.

**ELVIS AND KRESSE:** the brand's fire-hose bags are packed in a reclaimed parachute silk bag, reclaimed from a parachute factory. The labels are cut from old shoe boxes and attached to the items using the strands from jute coffee sacks. The outer packaging for shipping is made from old tea sacks that the brand collects from a UK tea manufacturer.

**5** AEOS  
Profound  
Nourishing  
Treatment  
£80



[Buy Here](#)

**6** FENG SUSHI  
Sushi  
from £5.00



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**AEOS:** each one of the brand's advanced organic beauty products is boxed in non-coated paper to avoid overuse of plastic. AEOS is currently working with a group of designers to further improve their packaging.

**FENG SUSHI:** making it possible to indulge in sushi minus the guilt, Feng Sushi says no to plastic containers in favour of biodegradable cartons from Swedish foresting and sustainable bamboo chopsticks. Even their cooking oil is recycled as bio-diesel.

**7** APOCCAS  
Silk Sarf  
£198.00



[Buy Here](#)

**8** WOO  
Vodka Bottle  
Candle  
€ 29,95



[Buy Here](#)

**APOCCAS:** the masters of soft-as-clouds luxury package their cotton, silk and cashmere accessories and unique jewellery in Saa paper originating from fast-growing mulberry trees. The product labels are made from 100% organic cotton yarn that's EU Flower certified. The product info is embroidered with raw, botanical-dyed Supima yarn.

**WOO:** this candle company packages its scented luxuries in recycled paper. WOO is also very dedicated to creating opportunities for the people involved in the manufacturing process, creating a positive socio-economic impact.

9 LUCY ANNABELLA ORGANICS  
Bath Milk  
£43.00



[Buy Here](#)

10 ROCOCO CHOCOLATES  
Gru Grococo  
£8.95



**LUCY ANNABELLA ORGANICS:** specialising in organic skincare, Lucy Annabella stays planet-friendly by choosing FSC-certified labels, paper and soya ink on the cartons and glass containers to protect the organic ingredients and elements of the essential oils.

**ROCOCO CHOCOLATE:** this company is not just about delicious flavours – the wrapping that envelops their organic chocolates is made from sustainable forestry paper.

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