



Press release

For immediate release

Introducing Fushi's new 5 litre refills: **GO FOR ZERO** range

**Paving the Way to Fight Plastic Pollution**



The beauty sector generated over 142 billion units of packaging in 2018\*. Most of this waste ended up in landfill or the ocean. Fushi's new **GO FOR ZERO** range has been created to reduce their plastic footprint and help their customers do the same.

As one of the first retail health and beauty brands to introduce a zero waste range, this was a natural step from the action Fushi already take to protect the planet. This includes their earth-friendly production, sustainable products, paper packaging, recyclable glass bottles, aluminium cap, unlaminated box and label, ink vegetable dye and recycling of waste, and fits within Fushi's 3 'R' policy, 'recycle – reuse – reduce', a strategy employed throughout their production to cut down their carbon footprint.

**GO FOR ZERO** range includes Fushi's bestselling, award-winning, 100% pure and natural toiletries, beauty and food oils in a new format: large dispensable packaging made from recycled plastic (5L). Customers can fill their own containers, buy in bulk and eliminate unnecessary packaging, leading to a more zero waste lifestyle. The company will be bringing a selection of products in this new format in September 2019 and will be adding to the range in January 2020.

**September 2019** - involves the launch of Argan and Amalaki Shampoo and Conditioner 5L, Bringer of Peace Body Wash and Body Lotion 5L, Organic Rosehip Oil 5L and Organic Argan Oil 5L.

**January 2020** – involves the launch of Stimulator Shampoo and Conditioner 5L, Organic Virgin Shea Butter 5L, Grass-Fed Organic Ghee 5L, Organic Virgin Coconut Oil 5L, Organic Camellia Oil 5L, Organic Jojoba Oil 5L and Organic Sweet Almond Oil 5L.



In stores, Fushi will set up refill stations, where customers can choose a product from a range presented in 5 litre containers and pick a glass container to fill up and seal. Once the product has been used, rather than disposing of the bottle in a recycling bin, customers can visit a refill station and use their glass container again. This scheme will also offer customers a saving of 30% versus the RRP of their retail format.

Stockists will be given the opportunity to send the empty jerry cans back to Fushi's headquarter in London, where these will be cleaned and reused in the Fushi supply chain.

Rannesh Jansari, Founder and MD at Fushi says:

*"We feel that as a company, our success is also measured by the impact we have on our environment and the people who support us. Since it was founded in 2008 we have stayed true to our earth friendly principles and have always strived for glass packaging to encourage customers to reuse or recycle. We have now, with great excitement completed the circle by having reusable glass packaging that can be refilled, with minimal consumption of plastic, by launching our bulk Go For Zero range. The coming years will see us adding up more products to the range to offer all the products loved by our customers in an eco-friendly format. We are proud to be joining the zero waste movement and to be able to embark our customers on this journey with us."*

The range has recently been introduced in the store, As Nature Intended, in East Dulwich, London, and will roll out in independent stores and chains in the next few months. The brand is also entering the hospitality industry after launching its toiletries range in a zero waste format in the Portuguese luxury hotel chain: Lux Hotel.

#FushiGoforZero

## **ABOUT FUSHI WELLBEING**

Fushi began with our heritage of Ayurvedic family recipes which have helped us create ethically sourced health and beauty products in our London workshop combining hand-blended, organic, freshly cold-pressed oils and infused herbs from this season's harvest. Staying true to our values and supporting developing communities, global farmers and growers, helps us provide sustainable ingredients for award-winning products which enhance the wellbeing of our customers.

### **Notes to editors:**

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