

Doré Launches Minimalist French Skincare That's 'Safe and Sustainable'

The brand, which is available in the U.S., has set up numerous recycling partnerships—and avoids secondary packaging where possible.

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Doré is based on the formulas in Garance Doré French culture, and merged her love of simplicity and nature to deliver clean, gentle, and effective Made in France skincare with a focus on sustainability and inclusivity.

OG (Original)-Influencer, Garance Doré (an internationally celebrated writer, illustrator, author of New York Times Bestseller, Love Style Life), and her business partner Emily Yeston, have created **Doré**, an inclusive line of what they say are “simple, clean and effective products,” all Made in France. Inspired by Garance’s “French approach to beauty,” the formulas were designed to merge her love of simplicity and nature with a focus on safety and **sustainability**.

The minimalist collection consists of three hero skincare products that are EWG-verified and designed to simplify everyone's skincare routine, thus minimizing bathroom time and maximizing outdoor time.

- Le Cleanser (\$24) is a gel-to-milk cleanser that leaves skin clean and hydrated while thoroughly removing makeup.
- La Crème (\$36) is a light, daily moisturizer that evens skin tone and reduces signs of aging. The brand says skin is clinically proven to be softer, brighter and perfectly hydrated after use.
- Le Baume (\$12) is a multi-purpose balm formulated with just seven ingredients that the brand says is clinically proven to repair and moisturize the skin. It can be used on any area of the body or face that is dry or chapped.

Doré's Packaging

Most of Doré's packaging is curbside recyclable in 40% of the U.S., but to avoid greenwashing and "wish recycling" in the other 60% of the U.S., they have decided to not communicate on the recyclability of some of these packaging elements. This is one of the reasons why they set up their recycling partnership in collaboration with Boox.

In the same vein, they chose to pursue a Plastic Neutral Certification through their partnership with rePurpose global, which applies to all plastic elements of their packaging—including their Boox Boxes—regardless of recycled plastic content in the packs.

Doré chose to avoid secondary packaging where possible as a sustainability choice, so most of their products are just in a primary pack. They also wanted the shapes to feel unique and the sizes to feel generous, which to them, embodies the best of a pharmacy product. Texture and sensuality were also important—"especially as a French brand, sensuality was key"—and since Doré's formulas are suitable for sensitive skin and don't contain added fragrance, the founders say they had to bring that sensuality in through different vehicles and texture on pack. This is why most everything has a soft touch finish. La Crème's combo of matte and shiny and a low-profile pump—all in the same beautiful shade—contribute to the brand's luxe vibe.

And as a last note, Doré is a proud partner of Bluebird Climate. Their tech has allowed Doré to analyze the carbon impact and recycling of each of their products. Doré is working with them to make improvements to the products they've launched and have been using them to help with future packaging decisions for products that are in development so they can make sure that they are making sustainable packaging decisions based on real data.

'Plastic Neutral' Packaging

All Doré products are certified Plastic Neutral through their partnership with rePurpose Global.

For Le Cleanser, the tube is made with 50% post-consumer resin and the cap is curbside recyclable. The Tube can be recycled through Doré's recycling program by being returned using the Boox Box it's shipped in. The box for La Crème is curbside recyclable. The primary packaging can be recycled through Doré's recycling program using Boox Box. The tube for Le Baume is made with 50% post-consumer resin, and the tube and cap can be recycled through Doré's recycling program using Boox Box.

Color Connection

On the unusual and appealing color choice, co-founder Emily Yeston, tells Beauty Packaging: "Green is a color that Garance and I have always gravitated toward, but we loved this green in particular—which Garance really pushed for in the brand development process—because of its vibrancy, and its evocation of nature and also as a nod to the green of French pharmacies. We're seeing brands across the fashion and beauty landscape really looking to create strong connections with color and for us, this green was the perfect embodiment of the boldness of Doré."