

For natural shine,  
sustainably packaged.



\*transition of our entire shampoo range is ongoing.

## RAUSCH shampoos now in sustainable rPET bottles.

*Kreuzlingen, October 2021.* All shampoos from RAUSCH AG KREUZLINGEN will now be packaged exclusively in 100% recycled PET. The use of rPET supports the entire recycling loop, an important step for RAUSCH and for a clean environment.

rPET is plastic that has already been used and is being repurposed. It is obtained from post-consumer drinks bottles, i.e. old drinks bottles that are deep-cleaned and then melted down. Visually, recycled plastic can be identified by its irregularities and subtle grey tone, while new plastic has no colour. This explains why our new RAUSCH shampoo bottles will sometimes have a slightly different colour to our conventional bottles – until we've switched our entire range to sustainable rPET bottles.

All packaging across our entire hair and body care range is currently recyclable. RAUSCH is always working to bring new and innovative packaging solutions onto the market. The Swiss family business cares about making its products as sustainable as possible and actively contributing to protecting the environment. Naturally, we always use safe ingredients that do not negatively affect people or the environment.



You can find RAUSCH's 'Natural care – it's in our nature' sustainability pledge on our website:  
<https://www.rausch.ch/ch/en/about-us/sustainability.html>

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Do you have any questions? The RAUSCH media team looks forward to hearing from you.

RAUSCH AG KREUZLINGEN  
Petra Hollenstein  
Bärenstrasse 12  
8280 Kreuzlingen, Switzerland  
Tel. +41 71 678 12 12  
kommunikation@rausch.ch  
[www.rausch.ch/ch/en](http://www.rausch.ch/ch/en)

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**RAUSCH AG KREUZLINGEN**

Healthy skin and beautifully nourished hair have been at the heart of our Swiss family business, based in Kreuzlingen, since 1890. Behind the natural ingredients in our carefully produced RAUSCH products, there are real people. People who perfect the secret power of herbs to release their maximum potency gently and effectively for our customers to feel healthy and beautiful. Like our corporate culture, the way we approach the environment is based on trust, respect and appreciation.