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**FOR IMMEDIATE RELEASE**

## **Eufora International Announces Next Phase of Planet Friendly Practices**

*Acknowledging the global impact of landfill waste, Eufora builds upon a long-standing planet-friendly philosophy with the introduction of a new Refill. Reuse. Recycle. campaign.*

**Vista, CA (June 2020)** – Eufora International announces a new phase in their continuing efforts to drive clean beauty. Acknowledging that each year the personal care industry produces 120 billion packages, Eufora has made a commitment to address this global concern by implementing new initiatives that will ultimately reduce Eufora bottles destined for landfills by over 50%.

As part of the new initiative, Eufora will be eliminating the production of travel and trial size products in plastic bottles and launching a **“Refill. Reuse. Recycle.”** campaign that offers the consumer a Clean Getaway Toiletry Bag complete with reusable bottles for refilling their favorite Eufora products. The campaign slogan, *“No more one and dump, build a long-term relationship with your travel sizes!”* encourages consumers to join Eufora in making an impact on landfill waste. In addition, this year Eufora will begin the transitioning of full-size plastic bottles to 95% post-consumer waste material helping to further reduce their carbon footprint. Components are sourced domestically which improves transit times and helps reduce fuel emissions.

Along with the implementation of these initiatives, Eufora has established a corporate *“Green Team”* that is working internally at Eufora to control waste in all areas from office supplies and serve ware to packing and shipping materials. The team is led by Marketing Brand Manager, Liz Danzig who helps coordinate waste reduction initiatives as well as community outreach such as beach and neighborhood cleanups.

These initiatives are all part of a long-term plan to drive authenticity in clean beauty claims and create good global karma.

### **About Eufora**

In a category that's crowded with rampant brand over-promising, the Eufora voice stands out as honest, real and personal. It takes its cues from the vision of company founders, Don and Beth Bewley, who, in 1997, started a hair care company built on a foundation of passion, integrity and caring for the professional salon world. Today Eufora is recognized globally for a vision that extends beyond the innovation of people and planet-friendly products, delivering on a promise to provide incomparable leadership programs and technical training to nurture and grow the next generation of salon professionals. To learn more please visit [www.eufora.net](http://www.eufora.net).