



Mktg Industry introduces I-CARE Collection: Sustainable Beauty and Respect for the Environment

In a world increasingly conscious of the environmental impact of our choices, the cosmetics industry is making giant strides towards sustainability and environmental responsibility. One brand that stands out as an exemplar of excellence in this field is Mktg Industry, with its groundbreaking I-CARE Collection. This collection not only offers high-quality beauty products but also demonstrates a tangible commitment to environmental protection.

The I-CARE Collection is a true game-changer, and its secret lies in its innovative use of mono-material PET (Polyethylene Terephthalate). This plastic is renowned for being one of the most recycled and recyclable materials available. While PET is commonly used for plastic bottles, the I-CARE Collection takes things a step further by employing PET in a groundbreaking manner for cosmetic product packaging.

100% Recyclability: Undoubtedly, one of the most compelling features of the I-CARE Collection is its ability to be 100% recycled. This means that once you've used up the product, the entire packaging can be collected and recycled to create new PET items. This is a significant step towards reducing plastic waste and using resources responsibly.

Ease of Recycling: The I-CARE Collection is designed with recycling in mind. There's no need to disassemble any parts of the packaging; the whole package can be directly placed into the PET recycling chain, simplifying the responsible disposal process.

Incredible Transparency: PET's exceptional transparency gives the I-CARE Collection an attractive see-through effect. This not only enhances the visual appeal of the products but is also crucial in cosmetics, allowing consumers to see precisely what they are purchasing.

Lip Gloss I-CARE: A standout product in the collection is the Lip Gloss I-CARE, featuring a brush applicator made from vegan hair. This applicator is flat, soft, and flexible, designed to provide a comfortable and precise application that perfectly embraces the contours of the lips. It's a prime example of the collection's attention to detail, offering a superior beauty experience.

Award-Winning Excellence

The I-CARE Collection received the prestigious "Best Creative Product" award at the "Innovation Awards 2023." This recognition underscores the brand's commitment to both cosmetic excellence and sustainability. It's a significant stride towards a more sustainable future for cosmetic products.

In a world increasingly focused on eco-sustainability, Mktg Industry's I-CARE Collection is an outstanding choice for those who desire cosmetic products that are both beautiful for users and the planet. Its dedication to sustainability, recycling, and innovation in the minutest details shows that it's possible to unite cosmetic excellence with a commitment to a healthier planet.

In the journey towards a more sustainable future, the I-CARE Collection from Mktg Industry serves as a shining example of how businesses can make a positive impact. By choosing products like these, consumers can be part of this revolution, one beauty product at a time. The I-CARE Collection proves that it's not just about looking good; it's about feeling good about your choices and their positive impact on the world.

The I-Care Collection includes:

Lipstick, Lip Gloss with Vegan “Brush”, Lip Gloss with standard flocked applicator,
Compact Case diam. 59, Compact Case diam. 30.