



## Press release

Helsinki, 14 February 2018  
For release immediately

### Naviter chooses Sulapac ecological packaging for its natural cosmetics range

Sulapac's unique fully biodegradable eco-designed packaging has been selected by Finnish cosmetics company Naviter for its new Atopik range of natural cosmetic products.

Naviter is a fast-growing family-owned company that develops and produces innovative skin and hair care products in Helsinki. The company specialises in professional, medical and eco-friendly cosmetics as well as products for sensitive skin.

Atopik All Over Balm will be the first cosmetic product to use Sulapac as its primary packaging.

Sulapac packaging material is made from renewable and sustainable raw materials and wood from sustainably managed Nordic forests. Sulapac packages contain no microplastics and are specially designed for brands that value sustainability and ecological values.

Sulapac CEO **Suvi Haimi**: "As a natural cosmetics manufacturer and innovator in its field, Naviter is an ideal partner for us as we share the same values and a vision of a future where cosmetics can be packaged and used without generating harmful plastic waste. Furthermore, both our companies draw inspiration from the purity of Finnish nature."

Naviter's CEO **Anni Linnavirta**: "Thanks to Sulapac's innovative and sustainable packaging, our packaging and content can now speak the same language. Sulapac packaging demonstrates our firm commitment to sustainability and eliminating microplastics, which will be important as we begin to expand into the international market."

#### Further information:

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*Naviter is a growing, innovative family owned company that is developing and manufacturing skin and hair cosmetics in its own production plant in Helsinki. The company is specialized in natural cosmetics*

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*and Finnish materials that it is also self manufacturing. The company was founded in 2012 and is based in Helsinki.*

*Sulapac is a fully biodegradable packaging material made of renewable and sustainable raw materials. Sulapac products are designed for brands that want to eliminate plastic waste and demonstrate a genuine commitment to sustainability through the use of premium ecological packaging. The company was founded in 2016 by Suvi Haimi and Laura Kyllönen and is based in Helsinki, Finland.*

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