

GREEN REMEDY: LUXURY DETERGENT IS ALL-NATURAL

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13 : 08 : 2013

Biodegradable : Eco Packaging : Luxury Homewear



Berlin – At first glance, Remedy looks like a beauty product, but it is actually part of the Laundry Detergent Project, a well-packaged, eco-friendly, luxury detergent.

The detergent is made from lavender and mint and other natural ingredients, and has no chemical additives.

Remedy is packaged in 100% recyclable and biodegradable PET containers reminiscent of apothecary bottles. Laundry Detergent Project is re-interpreting detergent containers, moving away from typical flowery and plastic bottles to a more sophisticated aesthetic that evokes notions of wellbeing and eco-awareness.

Designers are increasingly taking a more sustainable approach to packaging. For another example, read about [Veve Clicquot's eco-packaging](#) in our Seed section.