

VERESCENCE

PRESS RELEASE

Verescence and the start-up What Matters launch the first “Safety glass” bottles

Paris, January 28th, 2020 – Verescence, pioneer in eco-solutions for luxury bottles, with Verre Infini® in 2008, announces the development of the first “Safety glass” bottles for the French start-up What Matters, a 100% digital brand that offers a new way of consuming skincare, personal hygiene and cleaning products to effortlessly reduce plastic consumption. The launch is scheduled for Spring 2020.



As a result of the encounter between Verescence and What Matters, the “Safety glass” bottles are pushing back the current limits of glass to offer an eco-responsible alternative to plastic that is not easily recyclable. So far inexistent on the personal hygiene and cleaning segments, glass is now safely entering bathrooms and homes.

“Our glass bottles come with a soft touch coating as a second skin which gives a non-slip effect on the glass surface, with no risk for the family, thanks to its resistance twice superior as conventional glass”, says Charlotte Catton, co-founder of What Matters.

Undeniably resistant, Safety Glass is particularly reassuring because in case of breakage, glass fragments may be

retained inside the second skin of the bottle, which reduces the risk of injury.

“Our patented technology The Unbreakable - Safety Glass strengthens the mechanical resistance of glass while keeping its intrinsic properties. A very thin layer of polymer applied on the glass surface allows to absorb shocks”, explains Samuel Joachim, Director of Innovation at Verescence.

From an environmental point of view, the Safety Glass remains in the virtuous circle of the recycling of glass. *“Our bottles are 100% recyclable. The innovative hydro-based coating does neither contain solvents nor PVC and meets the standard NF EN 71-3, related to the safety of children’s toys”,* says Samuel Joachim.



This is the first application of the Verescence patent. For the glassmaker, the What Matters project embodies a next step in terms of eco-designed packaging, in line with the "Glassification" trend and the refillability democratization.

"Verescence is a pioneer in terms of eco-solutions. In this perspective, the What Matters project, which offers a new way of consuming, is consistent with our approach to sustainable development. Supporting this promising innovative start-up is an investment for the future", states Thomas Riou, CEO of Verescence.

Franck Ladouce, co-founder of What Matters, adds: *"We are very proud of this partnership with Verescence, the leader in eco-designed glass packaging, which gave us the opportunity to develop our project by providing its expertise and giving us access to a brand-new technology on the market. We are very grateful to the Verescence teams who have shown agility in industrializing this packaging innovation in less than a year"*.

As a first step, What Matters will present a preview of the first Safety Glass samples at a conference at the PCD Congress in Paris, on Thursday January 30, 2020. The official launch will follow in April 2020, exclusively on what-matters.fr/.

Join Verescence and What Matters at PCD Paris 2020:

- **H20 Booth, presentation of What Matters products**
- **Conference on Thursday January 30: 1 p.m. - 1:45 p.m.**
"Clean beauty, towards a more ecological packaging? ", with Charlotte Catton and Franck Ladouce co-founders of What Matters, and Samuel Joachim, Director of Innovation at Verescence



For press inquiries

Céline Le Marre \ +33 (0)1 40 90 36 30 \ celine.lemarre@verescence.com

About Verescence

Verescence is the global leader in glass bottle manufacturing for the Perfumery and Cosmetics industry and has a production capacity of 500 million bottles per year. Verescence supplies its customers with glass through high quality, environmentally friendly and innovative solutions. The company has over 120 years of glass expertise and a unique geographical footprint (3 glass production sites and 4 decorations sites, three of which are in France), making it the partner of choice for the world's largest beauty market players. In 2019, the company employed 2,300 people worldwide and achieved sales revenue of 309 million euros. The new corporate project, « Verescence 2022 - Forming The Future », aims to make the group the global leader in the sustainable beauty industry and is accompanied by an investment plan of 122 million euros.

For more information, please visit www.verescence.com, [LinkedIn](#) and [Twitter](#).

About What Matters

What Matters is a 100% digital brand that offers a new way of consuming skincare, personal hygiene and cleaning products. An uncompromising offer for all tribes. Organic formulas, effective and pleasant. A specially conceived packaging for "real life": design bottles in "Safety Glass" and eco-refills to effortlessly reduce your consumption of plastic. A premium service: a personalized recommendation for your first baskets and a delivery according to your consumption, without obligation.

For more information, please visit <https://what-matters.fr/>.

