



## Press release

Leinfelden, Germany, October 2024

### Speick Naturkosmetik – Organic 3.0 now in reusable PET deposit bottles

The PET deposit bottle has become indispensable to the drinks industry in Germany, and is now finding its way into the cosmetics sector and chemists. One of the first participating brands is Speick Naturkosmetik with a shower gel and body lotion certified as natural cosmetics from its existing [Organic 3.0 series](#). The initiator of the project is Hamburg-based start-up SEA ME GmbH, which developed the process involving the 300 ml reusable PET bottle for the cosmetics industry alongside Hamburg University of Technology.

From 2030, as part of the PPWR – the new EU-wide Packaging and Packaging Waste Regulation – quotas will come into force for the consumer goods industry regarding the use of recycled materials and recyclability. The overriding objective is to create a circular economy and the associated reduction in waste arisings in Europe. To help reduce waste, Speick Naturkosmetik has been offering refills for various products for many years. As a further measure, pioneers from the cosmetics industry are now coming together to offer their customers a new way to save on packaging and thus protect the environment through the deposit system.

With their renewable formulas, the shower gel and body lotion from the Speick Organic 3.0 series fit in perfectly with the environmentally friendly overall concept of this reusable system. The products are vegan and intentionally minimalist in terms of their ingredients. The delicately fruity scent comes from a blend of essential oils.

The process works according to the familiar bottle deposit system. A deposit of EUR 0.50 is charged upon purchase of the products. This is then refunded when the zerooo bottles are returned in store or in our Speick stores. The list of just under 1,000 collection points for these empty bottles can be found at <https://zerooo.com/mehrwegweiser/>.

The concept of the 300 ml zeroo reusable bottles is based on the "reuse before recycling" principle. The bodies of the bottles are made of plastic mono-material (PET) and they rotate as empties in a closed reusable cycle. Labelled with a tracking code, they find their way back to the bottling plant of the original company once cleaned. Bottles that can no longer be reused are 100% recycled without any sorting.

From the retail side, the response for future-oriented cooperation has been throughout positive. Müller Handels GmbH & Co. KG. is kicking things off. Speick Organic 3.0 products as well as products from other participating brands will be on their shelves in reusable bottles from October.

Based in Leinfelden-Echterdingen near Stuttgart, Germany, **Speick Naturkosmetik GmbH & Co. KG** is a long-established company in the area of natural cosmetics production. Founded in 1928, the fourth-generation family company places huge importance on local production, sustainable raw materials and high-quality products. The company gets its name from the high alpine Speick plant, which is still harvested by hand and used exclusively in a large number of Speick products. In addition to the Speick Original Soap, the brand's broad product range includes natural cosmetics for the hair, body, face, suncare and shaving as well as deodorants and refills. The majority of products are vegan and certified as natural cosmetics. In addition to the SPEICKshop at the company headquarters, Speick Naturkosmetik also runs two additional stores in Stuttgart and Constance under the name SPEICKwelt.

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