

## Limestone-based material “LIMEX” adopted for LVMH’s cosmetic brand KENDO’s OLEHENRIKSEN packaging

~ Luxurious feel with low environmental impact~

**Tokyo, March 13, 2023** – TBM Co., Ltd. is pleased to announce that LIMEX Pellet (injection molding grade), a material mainly made from limestone, was adopted for skincare packaging launched under one of LVMH’s brands, KENDO’s OLEHENRIKSEN.

This first-to-market packaging demonstrates the continued dedication toward increased sustainability from LVMH, KENDO and OLEHENRIKSEN. It’s part of a larger initiative to transition OLEHENRIKSEN’s primary packaging components to more sustainable materials like glass, bio resin and PCR. The brand’s secondary packaging is recyclable and comprised of FSC-certified cardboard. The introduction of LIMEX as a new material utilized for packaging helps set a new precedent for the future of sustainability in the beauty industry and beyond.

LIMEX, which contains 50% or more inorganic material such as calcium carbonate, reduces greenhouse gas emissions compared to petroleum-based plastics. It’s a viable alternative to the acrylonitrile butadiene styrene (ABS) and polypropylene (PP) resin typically used in cosmetic components and can be manufactured with existing plastic molding machinery. Significantly, LIMEX can be recycled in the same way as products designed with a single material. In collaboration with businesses and local governments, TBM has implemented many material recycling initiatives in Japan, using the mechanical recycling plant operated by TBM and partnering with recycling facilities across the country.

In addition to sustainability benefits, cosmetic packaging made from LIMEX has a luxurious matte texture and a substantial feel.



LIMEX adopted for LVMH’s  
cosmetic brand KENDO’s  
OLEHENRIKSEN packaging



## ■ Background

While restrictions on plastic use are increasing, the global plastic resin market is still projected to grow at an annual rate of 4.5% from 2020 to 2027, reaching \$522.5 billion by 2027<sup>\*1</sup>. An estimated 12 billion units of cosmetic containers are discarded annually worldwide, most of which are not recycled<sup>\*2</sup>. The cosmetics industry is making planet-positive changes like switching to environmentally friendly materials, recycling cosmetic containers, and creating refill-packaging programs.

\*1 Report Ocean [https://reportocean.com/industry-verticals/sample-request?report\\_id=AMR1290](https://reportocean.com/industry-verticals/sample-request?report_id=AMR1290)

\*2 Zero Waste Week <https://www.zerowaste.com/zero-waste-home-guide/>

## ■ Benefits of LIMEX

### • Reduce petroleum-based plastic and greenhouse gas emissions

Cosmetic containers made from LIMEX can reduce the use of petroleum-based plastics and lower greenhouse gas emissions as compared to materials like acrylonitrile butadiene styrene (ABS) and polypropylene (PP) resin commonly used in the industry.

### • Variety of cosmetic components available

LIMEX Pellet can be molded into many types of cosmetic containers from lipsticks to jars, all without any additional machinery.



## ■ About TBM Co., Ltd.

TBM is a company based in Japan that specializes in developing, manufacturing, and distributing LIMEX<sup>®</sup>, an innovative new material mainly made from limestone and inorganic materials. The basic patents of LIMEX have been registered in 40 countries and have been introduced to over 10,000 companies in Japan. LIMEX is registered in the Sustainable Technology Promotion Platform "STePP" by UNIDO as a recyclable material that can be an alternative to paper and plastic. By supplying and recycling LIMEX, TBM aims to solve plastic waste issues, resource depletion, and various environmental issues.

<https://tb-m.com/en/>

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