

Molton Brown showcases refill pouches for Hand and Body collections



Molton Brown's Fiery Pink Pepper Bath & Shower Gel refill

UK fragrance maker Molton Brown is launching into travel retail refill pouches for some of its Hand and Bath & Body collections.

The roll-out is the latest step in Molton Brown's mission to help tackle disposable beauty, a goal which stems from the beliefs of its pioneering founders more than half a century ago.

The refill pouches have been successful on both the domestic and online markets and the travel retail launch in April is timed to coincide with World Earth Day on April 22.

Each 400ml pouch uses 63% less plastic than using a standard bottle (a standard bottle refers to a total of one 300ml bottle and an additional 100ml bottle).

Molton Brown is cruelty-free and has never tested its products on animals. Every formula is 100% vegetarian and 97% of Molton Brown products are vegan, with the brand becoming a 100% vegan manufacturer by the end of this year.

Its UK factory has been carbon-neutral since 2021. Since 2016, the facility has been powered by renewable electricity, while 97% of its waste is recycled, with an ambition to reach 100% by 2025.

Reducing waste

The Bath, Body and Hand bottles are manufactured from 50% recycled PET and all collections are free from parabens and phthalates.

Beatrice Descorps, Global Vice President, Marketing, Molton Brown, said: “Our refillable program is part of our ever-evolving sustainability journey. As we replenish and reuse, we’re gradually reducing our plastic consumption and waste, and ensuring our ongoing care for the world around us.”

The new Hand Wash pouches offer three of Molton Brown’s most popular collections – Delicious Rhubarb & Rose, Orange & Bergamot and Coastal Cypress & Sea Fennel.

The Bath & Shower Gel refills feature the collections Re-charge Black Pepper, Coastal Cypress & Sea Fennel and Fiery Pink Pepper.

Rosie Cook, Molton Brown Associate Director Global Travel Retail, explained: “We’re always working hard to reduce our impact on the planet, especially our plastic footprint and landfill waste.

“We know that sustainability is a vital topic, both for shoppers and within travel retail, and we are delighted that traveling shoppers can now keep replenishing their Hand and Body collections in their favorite fragrances. This is just the latest step in our ongoing efforts to drive sustainability forwards, tackle disposable beauty and deliver luxury fragrances with a conscious care for the world.”