

SUSTAINABLE PAPER SOLUTIONS SUCCESS STORY



LUSH is an International Cosmetic Company, located in the UK. Created in 1995, they demonstrate a strong, ethical and environmental commitment. Their product lines contain no preservatives and they are actively engaged in closed-loop packaging.

LUSH has chosen a wide spectrum of sustainable papers for their printing and packaging needs. New Leaf Reincarnation Silk was chosen for their wrapping papers due to how beautiful their bold, brand colors reproduce on this 100% PCW recycled sheet. The highest print fidelity, coupled with the elegant feel of the paper, made choosing Reincarnation and easy choice.

“Our UK team’s amazing and creative designs really come to life with vibrant colours and special finishes that pop on the Reincarnation paper.”

- Karen Moll
Gift, Print, and Packaging buyer
for Lush cosmetics



NEW LEAF PAPER®
ENVIRONMENTAL BENEFITS STATEMENT
of using post-consumer waste fiber vs. virgin fiber

LUSH saved the following resources by using 22,941 pounds of Reincarnation Silk, made with 100% recycled fiber and 100% post-consumer waste, processed chlorine free, designated Ancient Forest Friendly™, and manufactured with electricity that is offset with Green-e® certified renewable energy certificates.

trees	water	energy	solid waste	greenhouse gases
229 fully grown	107,235 gallons	103 Million BTUs	7,178 pounds	19,772 pounds

Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.
www.newleafpaper.com



NEW LEAF REINCARNATION SILK 100% POST-CONSUMER RECYCLED
Processed Chlorine Free Printed on Reincarnation Silk with 4 color Process

Learn how you can reduce your environmental footprint
with sustainable paper solutions from New Leaf Paper.
CONTACT US: info@newleafpaper.com



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