

## FOR IMMEDIATE RELEASE

### Suu Balm unveils new eco-friendly bottle designs for top-selling skincare products



**Singapore**, Sep 2024 – Suu Balm a leading brand renowned for its itch-relief and moisturising skincare products, proudly announces the launch of refreshed bottle designs for its body moisturisers and body washes.

This revitalisation initiative is largely motivated by Suu Balm’s commitment to reducing its environmental footprint while continuing to deliver high-quality products to its customers. The new packaging utilises 50% recycled PET materials and is 100% recyclable, where the pump is crafted from a single type of plastic — making us the first in the derma skincare category to introduce fully recyclable pump bottles. This enhancement significantly improves the ease of recycling for consumers and aligns with Suu Balm’s broader sustainability efforts, such as refillery stations and refill packs.

Dr John O’Shea, co-founder of Suu Balm was personally involved in this project. He shared, “At Suu Balm, we are dedicated to making a positive impact not only on the skin health of our customers but also on the environment. The introduction of our new eco-friendly bottles is a significant step towards sustainability, and we are proud to lead by example in the skincare industry.”

Another reason for the update in bottle designs is valuable customer feedback. The new bottles feature broader bases which are more stable and provide more secure footing. While the bottles appear to be more compact than the previous versions, they hold the same volume of product as before. Taking customer feedback into account, product names will also be refined to highlight their functionality more clearly.

“Our products speak for themselves. We’re the gold standard in the sensitive skincare category selling millions of products, and that says something about our efficacy and quality,” added Jason Humphries, co-founder of Suu Balm. “This initiative ensures that the excellence extends

beyond the product, to the user experience as well". Despite the higher production costs of the new packaging, Suu Balm remains dedicated to keeping the price unchanged for customers.

The new packaging is set to roll out in the coming months, marking a significant milestone in Suu Balm's journey of skincare innovation and environmental stewardship. For more information on Suu Balm and its range of sensitive skincare solutions, visit [www.suubalm.com](http://www.suubalm.com)

## **ABOUT SUU BALM**

Suu Balm, formulated by the National Skin Centre, Singapore and launched in 2015, has quickly become a household name in skincare. Our top-selling moisturiser is a testament to our brand's wild success in providing effective solutions for eczema-prone, dry, itchy, and sensitive skin. Suu Balm began with a pioneering dual-function body moisturiser, uniquely designed to alleviate itching rapidly while restoring the skin barrier. Over the years, we have expanded our range to include the Suu Balm kids range, body washes, facial care, and scalp series, all crafted with the same dedication to soothing and nourishing sensitive skin.

The brand is available in Singapore as well as regionally in Malaysia, Hong Kong, Thailand, the Philippines, Indonesia, Taiwan, China, Australia, the UK, and the USA.

For more information, kindly visit [www.suubalm.com](http://www.suubalm.com).

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