





### Inspira Cosmetics Innovates Product Packaging with Hemp-based Alternative

Inspira Cosmetics GmbH produces luxury, state-of-the-art skincare for beauty professionals and dermatological cosmetics. The company differentiates its products by fusing precision, biotechnological active ingredients, and developing products based on innovative scientific findings. Partnering with Graphic Packaging International (Graphic Packaging) enabled the company to further its sustainability goals by transitioning to a paper-based packaging solution partially derived from natural hemp fibers.


## Innovation Highlight: Sustainability | Efficiency | Premium Branding

**Challenges** 

- Inspira Cosmetics needed a packaging solution for its new CBD skincare range that was aligned to its **sustainability ethos** and its 100% vegan formula.
- The packaging solution needed to reflect the company's **premium brand image** and help provide on-shelf differentiation.
- The new packaging needed an **authentic, modern, and natural appearance**.

**Solutions** 

- Graphic Packaging designed a paperboard packaging solution—a folding box made from a new paperboard that contained **10% hemp fiber**.
- The box features **visible fiber** with a natural surface, modern artwork, bold ink, and delicately embossed design elements.
- All components are vegan, responsibly sourced and recyclable, **promoting circularity**.

**Results** 

- The 10% hemp fiber included in the paperboard is cultivated efficiently, and does not deplete the soil of nutrients.
- The packaging's innovative, hemp-based material provides a **unique selling point** in line with the brand's identity and product features.
- A stand-out, **highly differentiated** pack has been created for the brand.