



# the value of craftsmanship

ayuna

L E S S I S B E A U T Y

*What is purer than earth?  
What is purer than skin?*

*” Just as your skin is the most perfect, purest container of your being, ceramics make the most natural and respectful containers for our formula ”*



## I. project GOALS

Making packaging a unique opportunity to explore different realities to those conventionally found in the cosmetics industry. Following this non-negotiable, exciting and heartfelt path, we envisioned new ideas, new forms and new solutions.

This is why the project development was conceptualised in three dimensions:

### 1 To create a packaging and box based on ceramics and their delicacy.

- As sustainable as possible.
- Pushing the packaging industry to new heights.
- A clean, minimalist design.

### 2 To create a beautiful, artistic proposal with intrinsic value.

- A “cult item”. A collectible rather than disposable object.
- Educating consumers about reuse.

### 3 Emotional marketing. Innovation Gateway.

- Using the object as an innovation enhancer, to present iconic releases highlighting their ground-breaking facet.
- Supporting the strategic positioning of AYUNA less is beauty as a brand that unites the values of neo-luxury. And such an object adds value to the product, since the packaging is an important part of the purchasing process and represents the first contact between consumer and product.
- It is ceramic. It is Terra.

## 2. value PROPOSITION

An aura of a different kind surrounds the materials of yesteryear. Like the ceramics and clays from which shaving and ointment pots were made. Cosmetic reliquaries that have crossed the thresholds of time and have become the pinnacle of "neo-recycling". From the very beginning, *Ayuna · Less is Beauty* dreamed of a 100% sustainable container that would hold and preserve the advanced quality of its visionary formulas.

A clay container that, when empty, could literally be returned to the earth without causing any impact. But the *packaging* industry offered no such options: "You can't do that with ceramics", so we had to come up with it ourselves! This was a challenge fraught with limitations, but it was a challenge that we never abandoned. **And so Terra was born, a true design challenge, a cult object destined to pioneer the brand's most advanced creations, heralding its most luxurious yet ethical and sustainable range.**



This precious, coherent packaging, springing from the Earth itself, contains every milligram of the *AYUNA less is beauty* philosophy, cosmetics based on gratitude and respect for nature and responsibility towards sustainable cosmetics that are compatible with our environment. **This all comes together in Terra, a 100% recyclable and biodegradable ceramic container, handcrafted entirely in Spain**, which each season, as a limited edition, contains the very finest new cosmetic products. **To protect this delicate work of art, we have designed a recycled corrugated cardboard box.** This handmade packaging creates a protective chamber for each of the pieces, thereby reducing the use of plastics and silicones and creating a Zero Waste product.

Terra is the ultimate expression of Ayuna's ambition. It is the conscious manifesto of a philosophy that exudes beauty and promotes a clean world. **Art and sustainability, craftsmanship and self-care** come together in this jar that, season by season, renews its appearance and content in an exclusive and limited edition that perfectly portrays the holistic essence of clean beauty. The white Terra stoneware is almost a collector's item, a minimalist object that borders on artistic sublimation. **Terra bella** has a characteristic leaf green colour that oozes freshness and nature. **Terra viva** is a sensory delight and absolute elegance. And the latest version, **Terra fluida**, is an intriguing cerulean blue, the shade used to represent the firmament and which also hints at the seas and oceans.

## 3. degree of novelty

### AND RESULTS OBTAINED

This project has posed numerous challenges that have been overcome **thanks to the brand's firm commitment** to making the strategic goals a reality and the joint **collaboration** of companies from very different fields, **far removed from the cosmetics industry.**

Today, Terra is a reality in the market: three editions have already been presented, each with its own specific innovation, and a fourth is in the pipeline.

All of the project's objectives have been achieved and as with all great challenges, just rewards have been reaped. Terra was awarded the **"Zero Waste Innovation"** prize at the **Blue Beauty Awards**, which honour brands and products from around the world **whose innovations are positively impacting the environment.** Thanks to *Ayuna · Less is Beauty's* persistence when it comes to creating innovative, 100% sustainable and waste-free packaging, this handmade ceramic sculpture is now a reality and a wake-up call for the industry: yes, you can do it!

Through Terra *AYUNA - Less is Beauty* brings us:

- A. A beautiful, aesthetically pleasing and functional container, with the lid and jar being 100% ceramic, completely free of other components (the auxiliary elements must be completely separable). The closure of these two ceramic elements overcomes a major technological challenge.
- B. A box capable of sustainably protecting the delicacy of the ceramic jar.
- C. An emotional marketing strategy that turns a consumable into a collectable and desirable element.
- D. A system for reducing the environmental impact of cosmetics.

Cosmetic packaging involves a series of very distinctive requirements and a ritual with specific moments in which to discover and enjoy the product, so this element has an enormous impact on the perceived value of the product. Terra combines the power of ceramic craftsmanship and the art of beauty that is characteristic of Mediterranean culture.

To support the design of Terra, we worked closely with a number of experts, and the creative team also drew on the knowledge acquired over time from the use of ceramics in the food industry. The development and production of the ceramic jar involved a series of technological challenges, due to the intrinsic difficulties associated with the material. The challenges and stages of the project were:

## A. THE CONTAINER creation of a completely ceramic cosmetic container

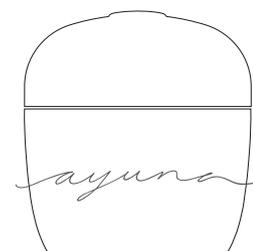
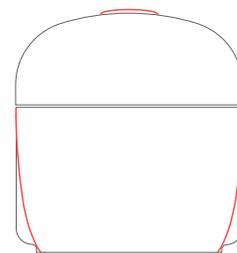
Ceramic containers traditionally used in the food industry are closed with an aluminium seal. A closure system far removed from the ceremonial and luxurious experience you would expect from a cosmetic that is more associated with a jar closed by a lid. Likewise, at present, there are some ceramic jars available on the market, but they are not 100% ceramic. None of the lids are ceramic, only plastic, and even the jar includes a plastic component, usually an inner sub-container to hold the cosmetic product. Also, in all cases, plastic or glass is used to create a thread. Therefore, although these solutions provide an external ceramic aesthetic, with its warmth and feeling of luxury, they are not truly sustainable or recyclable.

Terra has been handcrafted in collaboration with the company OCOBIAM, from Manises (Valencia). Manises has a long tradition of ceramics and is the home of the Valencian Ceramics Association AVEC - Guild. OCOBIAM SL is a company with a family tradition and more than 40 years of experience, which focuses on ceramic products for the food and hospitality sectors, meaning that it complies with all the safety guarantees required for a cosmetic product. Over the course of the project, more than 12 different prototype versions were developed, with multiple adjustments made to the lid and jar to achieve a fully functional final design with aesthetics in line with our brand.

Multiple compatibility studies with different cosmetic formulations guided the validation of a design that would be effective for holding a cosmetic product, with the right seal and air tightness. Each test brought new adjustments and improvements.



Examples of prototypes, illustrating the evolution of the container to the final design.

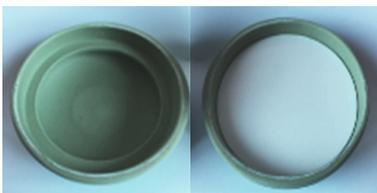
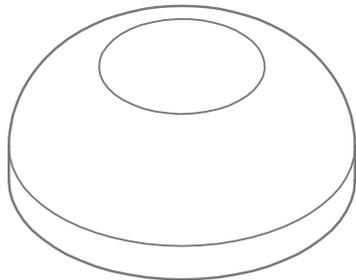
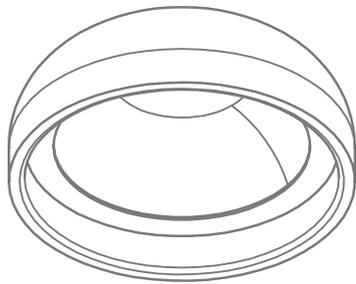
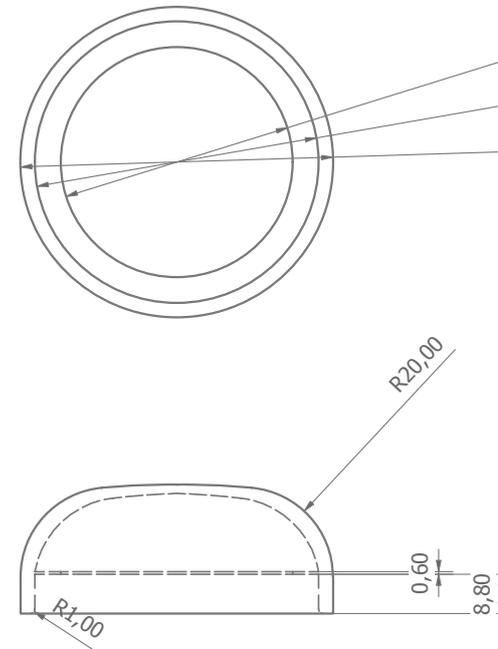


## closure system

The **critical point** in the development was the **creation of an alternative closure system**. This was fundamental as ceramic is a material that does not allow a threaded system to be used between the jar and the lid. The solution was devised based on the use of an O-ring seal, with the key being the adaptation of:

- The neck of the jar, incorporating a sufficiently deep indentation capable of adequately accommodating the seal.
- The inside of the lid, incorporating a rim, which acts as a "false lid", capable of exerting pressure on the jar, maximising the contact between the two surfaces.

This closure system, which is totally new for a cosmetics container, in addition to a characteristic shape, inevitably requires the use of auxiliary elements, representing a non-significant percentage in terms of weight with respect to the ceramic material, and which have been designed **to be totally separable**. These consist of an O-ring located in the neck of the jar, a hermetic seal in the mouth of the jar and an inner sealing disc for the lid.



### O-RING SEAL

A conventional threaded system is not possible when using ceramics due to the high tolerance ranges and the abrasion caused by friction. The best solution, then, both in terms of efficiency and sustainability, was the inclusion of a colourless silicone O-ring housed in a recess in the neck of the jar. The defined ring and its diameter, together with the flexibility and elasticity of the material used, allow it to adjust to the needs of the closure and at the same time offer an adequate sensory experience.

### HERMETIC SEAL

The properties of the cosmetic formulation are preserved by a good seal. The systems used in the food industry with ceramics achieve adhesion thanks to the use of a vitrification agent on the rim of the jar. This implies the need for double baking and the consequent energy expenditure. For Terra, **we proposed a more sustainable system avoiding vitrification**, as conventional seals were unfeasible.

This challenge was overcome with a jar mouth rim design that increases the bonding surface, the induction of a Foil Seal™ with an adapted jar mouth head, and by defining the precise power and contact time conditions.

### SEALING DISC

This circular foamed membrane is the internal part of the closure that ensures the sealing, as it corrects the differences in fit between the lid and the neck of the jar, due to its compressibility and adaptability. It also improves the user experience by reducing the friction and abrasiveness of the ceramic surfaces in contact with one another (jar mouth and lid).

## validation of cosmetic use

The suitability for cosmetic use has been confirmed through a series of tests and controls:

- Material migration studies, with values below the limits stipulated for foodstuffs.
- Microbiological control of the packaging (BIOBURDEN test). Total count plus mould and yeast values well below the established limits (<100 cfu).
- Stability and compatibility tests are correct.
- Adapted preservative efficacy tests: in addition to the standard challenge test protocol (inoculation by immersion), a study with surface sowing was designed in collaboration with Laboratorios Dr. Goya. All the results obtained with the various formulations studied were completely correct with both protocols.

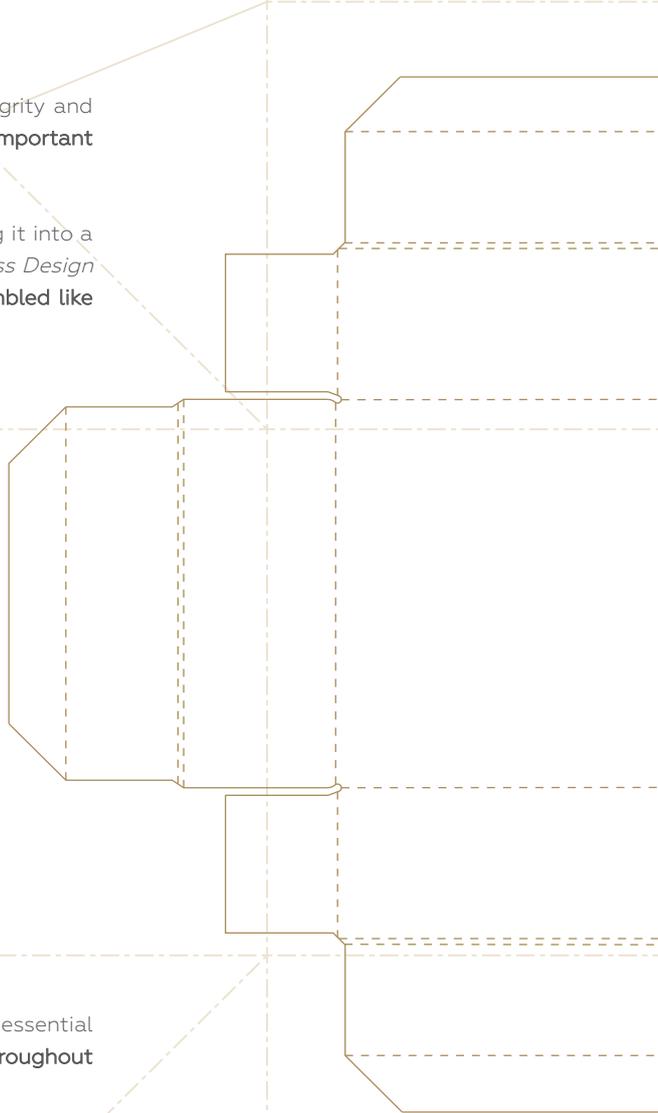
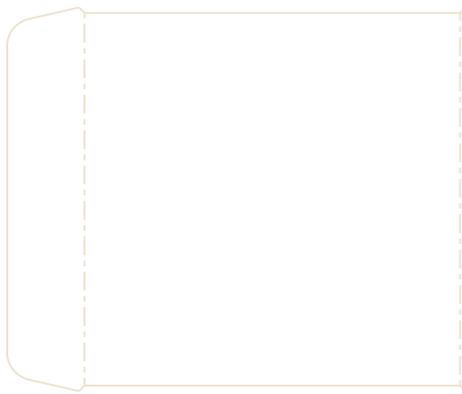
# production

Pilot scale-up and production tests were performed, with progressive improvements implemented and the optimal process established with real batches.

## B. THE BOX *creating a suitable and sustainable transport box*

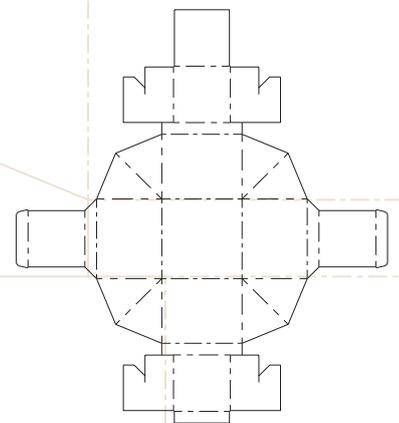
Such a special container requires appropriate packaging to guarantee its integrity and total sustainability. For this reason, the box that houses the jar also plays **an important role** and is key to the complete user experience.

The project calls for a rethinking of the traditional box, drastically transforming it into a key element for protecting ceramic packaging. The creative team at *Daniel Ross Design* therefore proposed a new concept - **a totally foldable box that can be assembled like origami**.



The objectives to be achieved through the design are:

- Safe transport of the ceramic container, under all transport conditions. It is essential to have a **buffer chamber without compromising the quality of the product throughout the logistics cycle.** (tested in different transport studies)
- Selection of a sustainable material in line with the project, **kraft corrugated cardboard** that is recycled, recyclable and biodegradable.
- Minimal materials, to reduce the environmental footprint: the design should **exclude plastic or similar buffer materials.**
- **No glue** for the assembly as we seek harmony with nature. It is based on a fully foldable **system that can be assembled origami-style** to create a box and a lid that are completely adhesive-free.
- No inks or decorations are included on the cardboard to ensure its recyclability, and the basic consumer information is arranged on a completely separate, thin strip of paper.
- Creation of a fully reusable object once its original use has been fulfilled. The beauty and minimalism of the design make it attractive for reuse by the consumer.



*daniel ross*  
design & illustration



*daniel ross*  
design & illustration

## C. THE EMOTIONAL MARKETING STRATEGY

*turning a consumable into a desirable collectible*

With Terra, AYUNA • Less is Beauty has gone a step further in presenting a hot trend, taking inspiration from the fashion catwalks that only high-end brands can recreate. A unique piece designed to **showcase a parade of the world's emerging trends and novelties** in the most luxurious way. This unique and special packaging is the natural evolution of the brand's desire to become the **cosmetics of common sense, nature, respect, luxury and innovation**, which is why we use this cult object as one of the company's marketing strategies.

An exceptional, distinctive element like Terra is the ideal showcase for the brand's most important innovations. **As an artistic component in its own right, TERRA is the perfect way to enhance AYUNA's** most special developments. The strategy proposes a collectible limited edition thanks to its differentiated colours and the innovative formula it contains; turning each edition into a cult item and a work of art.

Each launch is associated with an outreach **strategy to key opinion leaders and the AYUNA community**. Their feedback is collected and channelled into a **co-creation process** in which, once the market's interest in the product contained in Terra has been validated, the formula is introduced into the regular product collection.



In 2019, the first terra, a 100% ceramic container was presented. A unique piece designed to glorify the most outstanding innovations of AYUNA less is beauty in a sustainable, respectful and sublime way.

Then, in December 2020, Terra bella (coloured green) presented the benefits of **Cannabis stem cells. These, by acting on the microbiota-skin-brain axis, provide the first ever product capable of increasing cutaneous oxytocin** and activating brain areas associated with pleasure. The feedback was very positive and in 2021 the formula became AYUNA's standard as CREAM III, the richest texture in the cream range.

In December 2021, Terra viva (coloured black) introduced a nectar texture and a new 100% natural fragrance designed to connect inner vitality with the efficacy of Lithops (living stones) stem cell cultures, **capable of activating cutaneous vitamin D production**. The overwhelming success of the product ensured its introduction in the AYUNA catalogue as Nectar, the lightest texture in its range.

In November 2022, a new edition will be released. The creative vision behind the new edition of the Terra series **was to develop a remedy that celebrates the universal liquids and their blue immensity, balancing the skin's fluids while mediating the skin's emotional stress**. This season's ceramic container, as well as its content, is an intriguing cerulean blue, the shade used to represent the firmament and which also hints at the seas and oceans. AYUNA's new creation for Terra is Fluida. A plasma mask that activates the circulation, draining and tightening.

The innovative formulations of AYUNA • Less is Beauty are based on the latest discoveries in epigenetics and the skin-brain-mind connection, which guide the brand's vision. The efficacy of the products is achieved through the biotechnology of plant stem cell cultures, a paradigm of green processes with enormous creative potential.

## D. THE ENVIRONMENTAL IMPACT a system for the cosmetic footprint

Packaging materials have a major impact on the environment. Since the creation of the AYUNA brand, our aim has been to reduce this footprint throughout a product's life cycle. And with Terra these principles are taken to the extreme, with natural, renewable, recycled, recyclable, biodegradable and reusable materials, maximising the circular economy.

### REDUCING THE IMPACT OF THE PACKAGING

Terra harnesses ceramic stoneware, an ideal material for the circular economy. It is based on clay, an abundant raw material, 100% natural and with an environmentally friendly production process. It is then transformed, through a clean process involving only heat, enhancing its properties as a resistant, high quality and durable material. And the temperature required (1150°C) is much lower than that required to produce glass (1500-1600°C). The colour is the natural colour of the clay, no decorative elements, paints or varnishes are included. In addition, the life cycle of this packaging can involve:

- indefinite re-use, for holding other objects or as a decorative element.
- recycling; through a grinding process, it can be incorporated into the production of new ceramic objects, to which it confers resistance.
- disposal; it does not pollute even if eventually disposed of, as it contains no additives and does not decompose or degrade. It is reincorporated as its mineral elements without polluting water, soil or air.

### REDUCING THE IMPACT OF THE BOX

Made entirely from recycled and fully recyclable *FSC® kraft* board. Its design also reduces the amount of material required, the final weight, and eliminates the need to incorporate superfluous filler or protective materials for transport. Finally, its sleek appearance makes it both decorative and useful for storing small objects.

### REDUCING THE IMPACT OF THE FORMULA

All Ayuna formulas involve a careful selection of ingredients and processes to reduce their impact:

- At source, thanks to renewable ingredients, obtained and produced using respectful processes, green chemistry, and local or Mediterranean resources whenever possible.
- When used, with ingredients that are free of components or impurities of concern for both humans and the environment.

The disruption of the innovations presented in Terra is based on the use of biotechnologically active ingredients designed and produced in Spain, in highly sustainable processes. Production is carried out in bioreactors with a 99% reduction over traditional field crops in terms of soil and water requirements, and minimising the carbon footprint.

## 4. PROBLEMS IT *solves* NEEDS IT *covers*

The consumer society requires action aimed at tackling carbon and water footprints, waste, especially non-biodegradable waste, and pollution. Each year, tonnes of plastic is produced worldwide, much of which is used for packaging (40%)<sup>1</sup>. In addition, 400 million tonnes of CO<sub>2</sub> are released annually during production and incineration<sup>2</sup>. This is packaging designed to hold the product it contains until it runs out, which is then discarded or deposited for eventual recycling. However, the reality is that much of it cannot be recycled and it ends up as waste. This puts the focus on plastic waste, due to its persistence in the environment, the toxicity of its additives and the generation of microplastics. In this scenario, glass and aluminium appear to be the most sustainable option, but they do not solve the whole problem. Their disadvantages include the high energy cost involved in their recycling, and very often the containers are painted and decorated, limiting the possibilities of reincorporating them into the process. They may also include harmful components in their paints and varnishes.

**The first problem that Terra tackles is the need to create more sustainable packaging.** The solution lies in sustainable designs that take into account all stages of the packaging cycle and extend the useful life of packaging before it is recycled or discarded. This means re-imagining packaging as an object that has a value in its own right, beyond just being a container, and breaking the vicious circle of the throw-away consumer model. The real possibility of reusing cosmetic packaging does not usually exist, as these objects are clearly designed for cosmetic use and are not attractive in their own right.

AYUNA is committed to elevating packaging and packaging material to the category of a valuable object, which, beyond merely holding and protecting the product, creates a sublime user experience and becomes a venerated object, to be reused and valued. Our main allies in this are noble materials and designs that support the circular economy:

- The ceramic for the packaging, beginning as mouldable clay, produces safe ceramic stoneware (inert, free of toxins or polluting substances), which is long-lasting, versatile and resistant. It enhances the user experience while permitting clean, minimalist and delicate design lines.
- The *kraft cardboard* used for the box, utilises air as a cushion, thanks to its ingenious design.

<sup>1</sup> Ibrahim, N.I.; et.al. *Overview of Bioplastic Introduction and Its Applications in Product Packaging*. *Coatings* 2021, 11, 1423. <https://doi.org/10.3390/coatings11111423>

<sup>2</sup> *A European Strategy for Plastics in a Circular Economy. Communication from the commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions*. Brussels, 16.1.2018.

The second problem to be solved is the pressing need for innovation in the cosmetics sector. The market, particularly the cosmetics market, demands a high turnover in terms of innovation. For an indie brand like AYUNA, the effort dedicated to generating new concepts and formulations that provide true differentiation must have a considerable impact to be visible, given that we do not have the advertising budget of the large corporations with which we compete. Terra, as a showcase for innovation and an attractive and eye-catching element in its own right, is an excellent opportunity for focusing consumer attention on the exquisite products it presents.

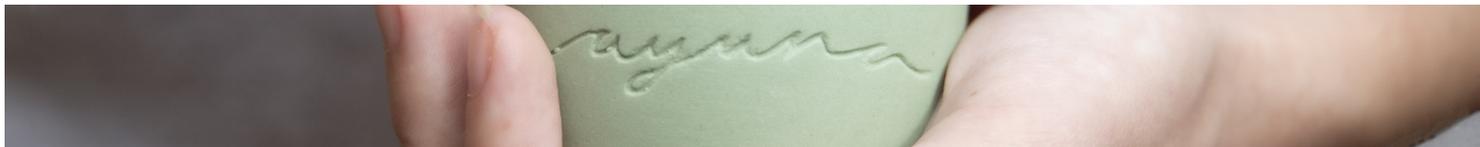
## 5. THE *socioeconomic* IMPACT

In addition to reducing the environmental impact, this project has significant socioeconomic benefits in five distinct areas:

- **Educating consumers on reuse as a fundamental action for reducing waste.** To this end, AYUNA launched a social media campaign in 2021 that showed examples of how to give Terra a new life.
- **Influencing the industry in terms of moving towards creating truly sustainable packaging material solutions.** Terra is AYUNA's innovation gateway, it is strategic and has the highest visibility within the brand's launches, making it prominent in the media and underlining the fact that it is possible to move beyond plastic, glass and aluminium packaging.
- **Supporting the employability** of people with intellectual disabilities, through collaboration with LaFACT (Factoria Social de Terrassa), where Terra's boxes are assembled entirely by hand, a totally manual and artisanal process.

- **Promoting the cosmetics sector as an economic resource.** Especially in the case of OCOBIAM, which focuses on products for the hotel and catering industry, a sector that has suffered the direct consequences of the closure resulting from the COVID-19 pandemic. In its processes, OCOBIAM has semi-mechanised the jar production by creating a device that enables reproducibility to be controlled. CAPSEALING has demonstrated that its systems are valid for ceramic packaging, and Terra has been used as an example at trade fairs, such as the 2021 edition of HISPACK.

- **Inspiring a cultural movement driven by beauty and cosmetics.** The real consumer is not the individual per se, but the network of real and symbolic relationships that they maintain. It can be understood, then, that it is not the individual choices of people that shape collective taste, but rather the taste of certain collectives that determines individual choices, and this fact is linked to cultural patterns that mould people's lifestyles.



Financial, health and social crises precipitate changes that impact the way we select and purchase products; new values are emerging. In the case of **Terra** and other products with similar values, the significance of 'a **better product**' is linked to the impact that its development, manufacture and sale have on the planet as well as on people. In this respect, Terra not only integrates sustainability and traceability into its DNA, but it also promotes pleasurable experiences, adding sensory, emotional, cognitive, behavioural and relational values.

The consumer comes to view Terra as something beyond its simple functionality and the everyday object that it is in reality.

total social impressions



HOME > FORMULAS/PRODUCTS > SKIN CARE  
Ayuna 'Less is Beauty' Launches Cannabis-based Terra-Bella Skin Cream

Nov 17th, 2020 | By Michele Belvins



Ayuna 'Less is Beauty' has introduced the latest addition to its Terra line. According to the company, the product, Terra-Bella, is an emulsion-based on a rejuvenating and stimulating formula comprising cannabis stem cell extract, and inspired by environmentally friendly biotech.

Related: Calming the Storm: Cannabis Sativa Cell Culture Extract Eases Neurogenic Inflammation



It is so lovely and hydrating and so very lightly fragranced. My skin has not felt this plump ever.



So far really loving this formula! Feels lightweight and hydrating on my oily winter parched skin.

The application is glorious.



Marie @RIE.BAGS

"I wish all my skincare came in ceramic jars. Ayuna has my heart as a true leader in the skincare industry. The smell and texture are divine, and the vessel is just beautiful. So glad I could experience this product."

Naomi @OFSILKANDPERFUME

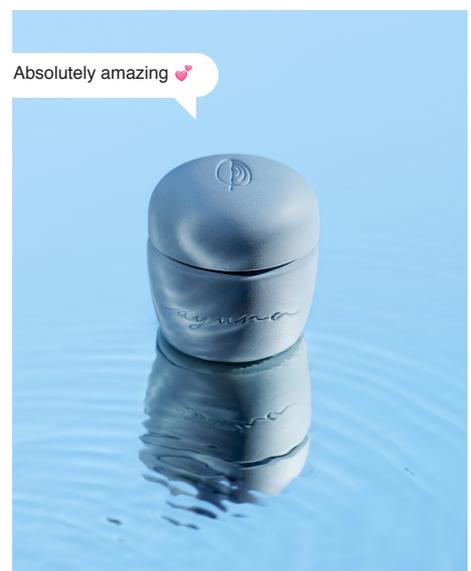
"Not gonna lie, the chic black terracotta vessel alone is enough to sell me (I still have last year's Terra Bella jar, even though it is completely empty). This cantaloupe-coloured 'nectar' as Ayuna has dubbed it, is potentially their best offering yet. This one is super light and sinks in easily."

Bart @OMGBART

"The latest from Ayuna is their best one yet. But also, isn't Terra Viva just stunning? Housed in a gorgeous ceramic jar, this fully biodegradable vessel holds a gorgeous serum-cream. Lifefulness, Terra Viva's scent, is soft and very pleasant."



Amazing work @ayuna\_lessisbeauty keep up the brilliant work, I would love this to be a permanent product ❤️❤️❤️



Absolutely amazing 💕

## 6. OTHER DATA *highlights*

AYUNA was founded in January 2017 with the aim of creating better products, understood as innovative and effective products that are both sustainable and respectful of people and the environment. These values entail a green and sustainable commitment that is "clean", i.e., free of traces and impurities of concern, as well as the quest for minimalist simplification ("less is beauty") and fully conscious beauty. Since its launch, AYUNA has set out to change the discourse from "anti-ageing" to "well-ageing" in order to honestly promote a healthy and natural relationship with beauty and ageing. Furthermore, through its routines and treatments, it promotes self-esteem and self-confidence through the mind-body balance. To promote the well-being of the population, it has promoted and actively participated in the *Global Wellness Day* event since its creation..

AYUNA is an "indie" brand and has rapidly positioned itself as a benchmark for eco-luxury cosmetics, with a firm commitment to promoting the true clean revolution. In a short time Ayuna has gained a reputation among the most demanding opinion leaders in this niche, including *Beauty Heroes*, *Organics Magazine* and *Detox Market* among others, as well as receiving the strict "MADE SAFE" seal and the *Blue Beauty Awards* from *Innocos*. The innovation of Ayuna and Terra has been featured in articles in sectoral magazines such as *Cosmetic Design*, *Cosmetic and Toiletries* and *Mintel* reports, among many others.<sup>3</sup> Ayuna has also helped to communicate the principles of clean cosmetics and green chemistry at international conferences..

This project has been made possible thanks to the collaboration of the companies mentioned above, among which the following stand out: *OCOBIAM S.L.*, a specialist in food ceramics; *CAPSEALING Products S.L.*, a specialist in induction sealing; and *ATC Durfón S.L.*, a specialist in technical solutions, including O-rings. *DANIEL ROSS DESIGN* design and illustration, the creative soul of the project. *PANETTONE GROUP* production and handling of the secondary pack.

<sup>3</sup> <https://www.cosmeticsandtoiletries.com/formulas-products/skin-care/news/21843824/ayuna-less-is-beauty-launches-cannabis-based-terra-bella-skin-cream>  
<https://www.cosmeticsdesign.com/Article/2021/03/19/Innovation-in-Action-advances-in-microbiome-beauty>  
<https://www.traveler.es/experiencias/articulos/ayuna-marca-cosmetica-eco-luxury-espanola/21253>