



Living Sea Therapy® comes on board

We initially met the Living Sea Therapy® team at the Packaging Innovations Exhibition in London and instantly shared a similar ethos to protect and care for the environment.



Living Sea Therapy® is a new skin care brand that uses ingredients that derive from the Cornish waters of the Atlantic Ocean. They create products with restorative powers, from the crystal-clear waters around the Lizard Peninsula, which has a unique geological profile.

Working with their sister companies; Cornish Sea Salt Co. and The Cornish Seaweed Co., they use sustainable hand harvesting techniques which are based on natural sciences, that refrain from harming the environment. They were looking for a UK-based packaging company with the same environmental credentials. What they liked

about Curtis was the friendly service that felt ‘human’ and that didn’t feel ‘foreign or distant’ the stages of production were being explained. Sasha from Curtis, kept in contact with Tracey to let her know how things were progressing, making it feel more person to person, rather than business to business.

Curtis packaging prides themselves on making their customers feel connected within the production process and provide an excellent customer service. Tracey added that “Steve and Sasha were prepared and available to talk during the entire journey. Everyone at Curtis was happy and willing to help and provided excellent support in providing a quality product.”

We produced the carton using an FSC accredited material, which means that for every tree that is harvested, another three are planted. Curtis selected a coated folding boxboard with superior whiteness for the project. We suggested certain improvements & offered advice on how to improve the carton. Curtis produced examples of the company name on the product being embossed or spot UV’d, to compliment the foil blocking. Once seen by the team they instantly decided to go with the additional, as it made it look a desirable product to have, and gave maximum shelf appeal.

Living Sea Therapy® has 12 products in its range so far, each product has a unique design on the front pack, featuring a segment from a painting that was specially commissioned by local artist Catherine Forshall. Each carton shows off the paintings magnificent blues and greens that were influenced by the Cornish coast, and the high-quality print makes sure the colours are just as vibrant as the original. Curtis reproduced the imagery to get the very best looking image possible. Time was taken, on the press pass, with Tracey to mix a special Pantone for the logo and some text on the back of the carton, as well as on the inside of the carton.

What Living Sea Therapy® found when looking for a supplier, is that most companies didn't have the time and patience to work with a new start-up business. However, Curtis saw the potential that Living Sea Therapy® had and were willing to work closely with them to develop the perfect product. We've shown that we have an outstanding record in helping and believing in new start-ups. At Curtis, we provide a tailor-made service and are often recommended to new clients.



Living Sea Therapy® wants to grow by the end of the year and be recognised as a global brand as their long-term target. They feel Curtis will be the packaging company to help with this growth by creating stand-out cartons that are instantly recognisable with their vibrant blues and greens inspired by the sea.

This was a thoroughly amazing project to be involved in and we are thrilled to have this brand as part of our great customer portfolio.

Note:

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of packaging that doesn't cost the earth. Clients include many of the leading beauty brands including Boots, L'Oréal, Nivea, Soap and Glory, Neal's Yard and many third-party contract manufacturers.

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