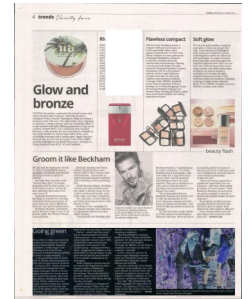


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Going green

IN an effort to raise awareness for nature and its resources, French beauty brand Clarins Malaysia organised a Green Angel Tree Planting event at the Forest Research Institute Malaysia (FRIM) in Kuala Lumpur recently.

At the gathering, held on Earth Day, 40 Clarins customers planted fruit trees at the research institute.

In March 2015, Clarins Malaysia conducted its inaugural Green Angel campaign aimed at encouraging consumers to recycle products made from plastic, glass and aluminium. During the year-long event, Clarins customers were urged to return empty jars, bottles and cartons to four Clarins skin spas in the Klang Valley. After the campaign, the top 40 recyclers were selected and invited to partic-

ipate in the tree planting ceremony.

Clarins – which has been working on environmental and biodiversity projects – has committed to using vegetable extracts since 1985, obtained through methods that protect the environment. The Clarins Group – headquartered in Paris – progressively applies a comprehensive eco-design policy (using glass instead plastic and recycled and recyclable cardboard) in its packaging.

While helping to protect nature, the brand also supports the Solar Impulse project, founded by Bertrand Piccard and André Borschberg. The project involves the first solar-powered aircraft to fly around the world, flying during the day and night.

Clarins (Malaysia & Singapore) general manager Gillian Tyo said the brand has based its development on respect for nature. It honours the principle of extracting

benefits of each plant without harming ecosystems.

“We always believe in giving back to nature. Clarins worldwide practices the 4Rs principle: Reduce, Reuse, Recycle and Replant. Through our efforts, we can help to minimise our impact on the environment,” she said.

At the event, Tyo and the 40 Green Angel campaign winners went on a 40-minute stroll and planted trees along the Taman Bidara trail in FRIM.

After the ceremony, each winner received a tree certificate, as a symbolic gesture to reward their commitment to preserve nature and support of Clarins’ initiative to run a greener operation in Malaysia.

Tyo said: “The partnership with FRIM highlights the importance of nature. The planting of fruit trees helps enrich the tropical forest and reduce carbon footprint.” – **Sheela Chandran**



On Earth Day, 40 Clarins customers planted fruit trees in FRIM as part of Clarin's Green Angel Tree Planting campaign.