

Sustainable Luxury

# FENTY BEAUTY JUMBO BUTTA DROP

Elevated PCR Packaging for the 500 ml / 16.9 fl. oz. Whipped Oil Body Cream



2026-FEB-04 SR Packaging Brand Focus

PCR PET jar plus PCR PP cap, the packaging is tailored—built into a matte pink lure for FENTY BEAUTY JUMBO BUTTA DROP, the 500 ml, 16.9 fL. OZ. Whipped Oil Body Cream. It isn't just bigger, it's a commitment to prioritizing the planet without compromising beauty routine experience. By utilizing PCR (Post-Consumer Recycled) content, it helps:

**Reduce Virgin Plastic Consumption:** Diverts plastic waste from landfills and oceans.

**Lower Carbon Footprint:** PCR production requires significantly less energy than virgin resin.

**Support Circularity:** The PET jar remains recyclable in most municipal streams.

## - Design & Aesthetic Excellence -

**Custom Color Matching:** Precision-matched to Fenty Beauty's iconic color palette.

**Ergonomic Jumbo Form:** Designed for a comfortable grip despite the larger volume, ensuring easy access to the product.

**Premium Tactile Feel:** The PCR PP cap offers a smooth, high-end opening experience consistent with luxury skincare standards.

### PCR PET Jar

- ✓ Shatter-resistant.
- ✓ Post-Consumer Recycled plastic.

### PCR PP Cap

- ✓ Durable.
- ✓ Post-Consumer Recycled Plastic.

### 500 ml Capacity

- ✓ 16.9 fl. oz. "Jumbo" volume for extended use.

### Excellent Compatibility

- ✓ Composition of PET jar, PP cap, and chemical-resistant PE lining to protect Rich Formulation designed for intense hydration and repair