SSL manufacture a wide range of consumer products including major brand names Scholl and Durex. In 2009 SSL International contacted Chemistry Innovation for assistance in developing a wider sustainability policy including approaches to assess ingredients. Chemistry Innovation were particularly keen to develop a clear understanding and definition of ‘natural’ ingredients with a live opportunity to develop a ‘natural’ personal lubricant for the Durex Play range.

Chemistry Innovation worked with the innovation team and Head of Environment to plan and run a Sustainable Design workshop involving key members of the innovation, marketing, regulation, manufacturing and environment teams.

The output from the workshop led to SSL International developing a naturals policy to be implemented across all products over time. The exercise was also a validation of Chemistry Innovation’s Sustainable Design Guide methodology.