

**PRESS RELEASE**

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**BBDO GUERRERO**

BBDO Guerrero's The Dissolving Bottle further champions sustainability in EU with LUORO GmbH



MANILA, June 03, 2023 – The plastic pollution crisis is escalating at an alarming rate, with an estimated 8 million metric tons of plastic waste dumped into the ocean each year.

Shockingly, the personal care industry is one of the biggest contributors to this global environmental disaster, producing over 500 billion single-use plastic items annually. These waste products eventually make their way into the ocean contributing to the formation of microplastics that not only threaten marine life but also contaminate our food and water supplies, posing a grave threat to human health.

LUORO GmbH, a sustainable e-commerce company based in Cologne, Germany, has partnered with BBDO Guerrero to bring The Dissolving Bottle design to Europe, with the aim of introducing an alternative to traditional shampoo in the entire continent. The Dissolving Bottle is an award-winning initiative by BBDO Guerrero that redesigns a traditional shampoo bar into the shape of a bottle to make it more familiar to consumers.

Louis Bahlmann, co-founder of LUORO, said: "As a company that promotes climate action with safe and sustainable shopping, we are immediately drawn to the Dissolving Bottle due to its simplicity and yet profound impact on the environment. We know that through this partnership, we can further champion our goal to make sustainable living available for everyone. "

David Guerrero, Creative Chairman at BBDO Guerrero, said: "We conceptualized the Dissolving Bottle to combat the increasing problem of plastic pollution. We are very honored to have partnered with LUORO to bring this solution to Europe and we hope for this to be one of the many firsts outside the Philippines as we continue to work together to make our lifestyles sustainable and responsible for the planet's benefit."

The product will soon be available on LUORO's website and will be manufactured under the company's plain b brand. It will cover major European countries such as Germany, Austria, and others. The Dissolving Bottle campaign has picked up over 60 international awards including Cannes Lions, D&AD, Spikes Asia, Clio, The One Show and more.

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#### **NOTES TO EDITOR:**

**BBDO Guerrero** ([www.bbdoguerrero.com](http://www.bbdoguerrero.com)) is a network office of BBDO Asia Pacific, part of BBDO Worldwide and a member of Omnicom Group Inc., a global advertising, marketing, and communications company. BBDO Guerrero is the only Philippine agency to make it in the 2022 Cresta Global Top 50 agencies and is currently recognized by Spikes Asia 2022 Festival of Creativity as the Agency of the Year by Market for the Philippines. BBDO Guerrero is the creative mind behind award winning works such as [The Dissolving Bottle](#) and [Project Re-Dew: Scrapboards](#).

#### **About LUORO:**

**LUORO GmbH** is a German trading company and manufacturer of innovative, sustainable products in the areas body care & beauty and household & cleaning. One of the company's goals is to establish a more sustainable consumer behaviour in society. For its own brand plain b, LUORO produces natural and sensual body care products, such as "The Dissolving Bottle". The Paperdent brand stands for environmentally conscious paper-based dental care. Sustainable and stylish products for the home are produced by WingGuard Home.

The company sells its products in retail stores and online on [www.WingGuard.de](http://www.WingGuard.de). In addition to its own brands, the online shop also offers products from other well-known & sustainable manufacturers.

LUORO is committed to being a Leader for Climate Action and works in a climate-neutral and plastic-neutral way.