

Iberia launches sustainable toiletry bags produced by Kaelis



Iberia presents its toiletry bag designed by Teresa Helbig at FITUR 2024

[Iberia](#) presented at [FITUR](#) in Madrid on January 26, unveiling its new toiletry bags designed by Teresa Helbig, inspired by her uniforms for Iberia. The toiletry bags will be available in the airline's Business and Premium Economy Class long-haul flights this summer.

These sustainable toiletry bags contain natural and vegan cosmetic products, made in Spain by [Uvas Frescas](#). The products use surplus grapes from the wines selected by the Wine Club (Araex) and served onboard Iberia flights. The product packaging is made from sugar cane with I'm Green TM certification, the press release said.

Produced by [Kaelis](#), the sustainable toiletry bags were made by recycling 7.5 million 550 ml plastic bottles, saving 1.2 million litres of water and reducing energy emissions by 70 percent. The products were packaged by Envera, the Iberia employee association for parents of people with disabilities, which employs more than 400 people with disabilities.

The Business Class toiletry bag contains cosmetics, a pair of night socks, an eye mask, a toothbrush and toothpaste, earplugs, lip balm and hand cream. The bag that Premium Economy passengers will receive includes socks, a mask, a toothbrush and toothpaste and earplugs.

Iberia will deliver the toiletry bags and products to passengers on request during the flight. Any products not used by travellers will be recycled, furthering the sustainability of the toiletry bags and

the initiative.