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**Laboratorios Best Medical adopts collagen packaging with Sonoco’s GreenCan® solution for its Colagen Plus product line**

**Sonoco Balsareny, Spain –** Laboratorios Best Medical, a pioneer in collagen-based health and wellness supplements in the Iberian market, has partnered with Sonoco to transition its flagship Colagen Plus product line into Sonoco’s GreenCan® packaging solution. The move highlights the company’s commitment to the continued rise in demand for collagen, which is commonly used as a lifestyle and wellness supplement.

Founded in Spain over three decades ago, Laboratorios Best Medical has built a strong reputation for developing innovative, nutritional supplements which focus on supporting longevity, joint health and holistic wellbeing. Laboratorios Best Medical was one of the first companies to bring collagen-based powders to the Iberian market and today serves both Spain and Portugal with a diverse portfolio of specialist supplements tailored to its customers’ demographics and needs. This June, Laboratorios Best Medical celebrated 10 years of its flagship Colagen Plus range, marking a decade of dedication to science-backed wellness solutions.

The global collagen market continues to surge, with a category value of US$6 billion in 2024 and projected growth to more than US$8 billion by 2029. Collagen is now a firmly established supplement in many people’s daily wellness routines, not only for beauty-from-within benefits, but for functional health support. According to research firm Mintel, in the UK, 34% of beauty supplement users look for collagen in their products, while in the US, 33% of women aged 35–54 do the same. Popular delivery formats include powders (19%), gummies (18%), liquids (14%) and capsules (13%) ([Beyond the hype: rethinking collagen innovation, Mintel, 2025](https://clients.mintel.com/content/insight/beyond-the-hype-rethinking-collagen-innovation#workspace_SpacesStore_7a0dde32-1533-47bc-8dde-321533d7bce6)).

Post-pandemic interest in longevity, immunity, and preventative self-care has also driven demand across Iberia. María Martín, CMO at Laboratorios Best Medical, says: “Collagen was not a passing fad; it is here to stay. We were pioneers in its development more than a decade ago, and our transition to Sonoco’s packaging was a step forward in our long-term commitment to both people and planet.”

Martín adds: “We have been looking for a more tailored solution for some time for part of our flagship line, ColagenPlus, which had been presented in PET containers to date. After evaluating several options, Sonoco’s packaging stood out; it was the only one that met all our criteria for functionality and quality.”

Laboratorios Best Medical’s Colagen Plus range includes 12 formulations, with five of them now available in Sonoco’s GreenCan® solution with a metal end. These include:

* Flexiplus: For joints, bones and muscles
* Woman: Focused on the different stages of a woman’s life
* Sport: For the performance and recovery of an athlete
* Rejuvenage: An antioxidant nutricosmetic for skin, hair and nails
* Daily: For general daily maintenance

Laboratorios Best Medical says the working relationship with Sonoco has been, and continues to be, “excellent”. The company highlighted smooth communication, mutual understanding and a collaborative mindset as key to the project’s success.

“From the very beginning, Sonoco understood our needs and was involved in the project with total commitment. The team brought a proactive, decisive attitude that made all the difference,” comments Martín.

Laboratorios Best Medical’s commitment to sustainability is embedded in its brand identity. Martín comments: “Evolution towards sustainability is in our DNA. Our products are based on natural resources, so we have a responsibility to protect them. This packaging change not only improves our brand’s carbon footprint compared to the traditional collagen pack format, but it does so without compromising the quality or safety of the product in any way.”

The company is currently developing new formulations targeting anti-ageing, women’s health, pain management and mental wellbeing, while continuing to explore packaging innovations through Sonoco’s broader rigid paper packaging portfolio.

Laboratorios Best Medical has also just obtained the IFS ESG Certification, having recently passed its audit with strong results. This marks a critical step in the brand's broader sustainable management strategy, which emphasises transparency and good governance, alongside environmental performance. The IFS ESG standard is a comprehensive framework that covers all aspects of sustainable development, including environmental, social and governance issues. It is designed to help companies improve their environmental performance, promote social responsibility and ensure compliance with ethical standards.

David Vilanova, Iberia Sales Manager at Sonoco comments: “Our collaboration with Laboratorios Best Medical reflects how we tailor our packaging solutions to meet the unique needs of each brand. As the collagen supplement category continues to expand across Iberia, it’s important for Sonoco to have a presence in this space – offering formats that combine performance, shelf appeal, and adaptability. Supporting businesses like Laboratorios Best Medical reinforces our commitment to delivering fit-for-purpose packaging that evolves with both market demands and consumer expectations.”

**ENDS**

**About Sonoco**

Founded in 1899, Sonoco (NYSE: SON) is a global leader in value-added, sustainable metal and fiber consumer and industrial packaging. The Company is now a multi-billion-dollar enterprise with approximately 23,400 employees working in 285 operations in 40 countries, serving some of the world’s best-known brands. Guided by our purpose of Better Packaging. Better Life., we strive to foster a culture of innovation, collaboration and excellence to provide solutions that better serve all our stakeholders and support a more sustainable future. Sonoco was proudly named one of America’s Most Trustworthy and Responsible Companies by Newsweek in 2025. For more information on the Company, visit our website at [www.sonoco.com](http://www.sonoco.com/).

**About Laboratorios Best Medical**

Located in Southern Europe, Laboratorios Best Medical stands as a premier Spanish institution dedicated to the research, development, and manufacturing of food supplements, functional foods, and self-care products that promote human health and wellness. The company began as the dream of a family from Seville, who, through their herbalist line, had already built strong experience in distribution and retail. Driven by a desire to make a difference, they created their own brand, specialising in natural solutions for health, well-being, and beauty. From the very beginning, their goal was to oversee every stage of the process – from manufacturing to selling — to ensure the highest quality standards. Today, Laboratorios Best Medical is recognised as a pioneer in Spain for its innovation and leadership in developing natural products designed to support healthier, more balanced lifestyles. Committed to safety, health and environment, our main goal is to achieve our clients’ satisfaction. To achieve this aim, our company focuses exclusively on the client and offers a total quality service. Visit[**www.laboratoriosbestmedical.com/**](http://www.laboratoriosbestmedical.com/)

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