

# Our plastic packaging policy



Plastic pollution is a major environmental challenge and managing its waste is a big issue. That is why, for over 15 years, L'Oréal has been committed to an ambitious policy regarding sustainable development including an in-depth work on the usage and reduction of plastics.

That means we need to look at the complete picture, spanning everything from product design to recycling of packaging after use. With our *L'Oréal for the Future* programme, we are tackling the problem of reducing, replacing and recycling high-impact materials like plastics head on. Our targets are far-reaching. We are continuing our efforts to reduce plastic waste by 2030, and we are innovating in the type of packaging we provide, the way it is used and the materials it contains.

Innovation, science and creativity are our strongest assets in shaping a forward-looking cosmetics industry in which plastic derived from fossil fuels will be a thing of the past.

2021  
results

2030  
goals



## Key targets and achievements to date

By 2030, 100% of the plastic used in our packaging will be either from recycled or biobased sources (we will reach 50% in 2025).

21% 100%

By 2025, 100% of our plastic packaging will be refillable, reusable, recyclable or compostable.

39% 100%  
in 2025

By 2030, we will reduce by 20% in intensity the quantity of packaging used for our products, compared to 2019.

-3% -20%

L'Oréal has pursued a **three-pronged eco-design policy for packaging** since 2007.

- 01** **Reduce** packaging intensity to avoid using excessive resources.
- 02** **Replace** high-impact materials with materials that have a smaller environmental footprint (post-consumer recycled or biobased).
- 03** **Recycle** by designing packaging that supports a more circular economy.

## 01 | Reduce

To reduce the amount of raw materials we use, we're slimming down the size and weight of our packaging (**-3% already in 2021 versus a 2019 baseline**), and inventing new types of packaging that use less plastic. We're also cutting back on the overall quantity of packaging thanks to a growing number of reusable and refillable products. Examples include refillable bottles and boxes, fragrance fountains and cartridges. Innovation is our watchword in creating planet-friendly packaging solutions.



## 03 | Recycle

Long committed to a more circular economy, L'Oréal joined in 2017 the Ellen MacArthur Foundation to promote a New Plastics Economy (NPEC), which rethinks the future of plastics and ensures it no longer becomes a waste product. Our teams are improving our packaging to ensure it is recyclable and hence more «circular». In 2021, for instance, L'Oréal Paris' Elsève line removed all the metallised labels of their shampoo bottles, as these, by reflecting light, disturb the detection systems of sorting centres.

L'Oréal has also partnered with Loop Industries® and PureCycle to develop new innovative recycling processes. These partners will help us to achieve our ambitious responsible packaging goals.



## 02 | Replace

L'Oréal harnesses the power of innovation in packaging design. We've introduced new materials to avoid resorting to virgin plastic. We're replacing plastic derived from fossil fuels with recycled plastic, as in our packaging for some Kérastase and Elvive shampoos, which contains 100% recycled PET. Elsewhere, we've swapped plastic for cardboard, as in the Garnier range of solid shampoo bars.

The partnerships we build are also key to designing responsible packaging with pioneering players in the field, like Albéa, which has developed a new generation of cardboard-based tubes for cosmetics, replacing part of the plastic with renewable alternatives. La Roche-Posay embodied this innovation in November 2021 with the launch of its Lipikar balm, featuring innovative cardboard-based packaging that cut plastic content by 64%.



## SPOTLIGHT ON

### Building effective partnerships to innovate in plastics

As part of our commitment to responsible packaging innovation, we build strategic partnerships with pioneering companies and organisations to ensure that we have access to the very best technologies and uphold our commitment to continuous improvement.

In 2017, L'Oréal co-founded a consortium with **Carbios** to support the development of an innovative enzymatic plastic recycling process able to produce recycled PET with virgin like quality. In 2021, we made the first fully recycled cosmetics bottle (Biotherm) using this technology. We have teamed up with other partners like **LanzaTech**, **Loop Industries®** and **PureCycle** to pursue new breakthroughs in designing alternative solutions to virgin fossil fuel plastic with the help of disrupting technology.

Besides, L'Oréal is a core member of the New Plastics Economy initiative led by the **Ellen MacArthur Foundation**. The Group is actively involved in work on plastics use and is a signatory of the initiative's Global Commitment. In 2018, L'Oréal co-founded the Sustainable Packaging Initiative for CosMEtics (SPICE) with Quantis. The goal is to offer market participants a shared and robust methodology for the packaging footprint of cosmetic products.

To go even further, L'Oréal announced in April 2022 the creation of the Circular Innovation Fund. As an anchor investor, it is contributing 50M€ to scale-up circular economy solutions.