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.

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

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

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

Key targets and achievements to date

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.
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.

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 recycles 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 CosmÉtics (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.