In a context of climate urgency and strong consumer expectations, L’Oréal aims to empower all consumers to make sustainable consumption choices. Indeed our new sustainability programme L’Oréal for the Future sets new disclosure commitments regarding the impact of our products. We committed to improve every year the environmental and social profile of our new and renewed products and to share information with our consumers. Accordingly, we developed a Product Impact Labelling system offering a transparent assessment of our products.

Key achievements to date

In 2021, we calculated an environmental and social impact score for 76% of our rinse-off products.

In 2021, this information was accessible on our brands’ websites in up to 20 European countries, and for up to 5 brands: Garnier, L’Oréal Paris, La Roche Posay, Vichy, Biotherm for Haircare and Skincare categories. We continue to progressively deploy this labelling on new brands and new markets.

The environmental and social impact score

In order to provide everyone with clear and useful information, this score was developed as a comparison tool for products within the same category. The classification is a reflection of a product’s impact compared to other products offering the same kind of cosmetic service (hair cleansing, conditioning, etc.) on a scale from A to E. An “A” product can thereby be considered as “best in class” in terms of environmental impact across the total range of evaluated L’Oréal products.

In addition to this information, L’Oréal makes available more details about the manufacturing conditions and packaging profile of each product.

Finally, yet importantly, there is key information regarding the product’s social impact. This includes compliance with the fundamental principles of the UN on labor standards by all ingredient and component suppliers and the number of suppliers committed to social inclusion having contributed to the product, if any.
A holistic approach

This labelling is based on a methodology L’Oréal has developed together with 11 independent scientific and experts, and aligned with the European Product Environmental Footprint (PEF) guidelines to scientifically evaluate a product’s environmental impact. It gives an accurate vision of the impact of a L’Oréal product by taking into account 14 planetary impact factors to date, such as greenhouse gas emissions, water scarcity, ocean acidification or impact on biodiversity.

Those impacts are measured at every stage of a product’s life cycle by looking not only at sourcing, production and transportation, but also consumer usage and packaging recyclability.

As part of its Live By Blue Beauty program (a holistic beauty that take care of your skin while taking care of the planet), Biotherm has committed to sharing the environmental and social impact of its products. Since October 2021, consumers can find this information on Biotherm website for all skincare products in France and Germany. The environmental impact score will be also available for all body and suncare products. It will be progressively deployed to other markets worldwide.

DID YOU KNOW?

70% of a shampoo’s carbon footprint is linked to its use, as a result of the water needed to rinse it off and the energy used to heat that water.

The EcoBeautyScore Consortium

We have also committed to share the learnings of our Environmental and Social labelling initiative with the members of the EcoBeautyScore Consortium, aiming to develop an industry-wide environmental impact assessment and scoring system for cosmetics products.

The EcoBeautyScore Consortium brings together small and large cosmetics and personal care companies and associations (42 members in 2021) across four continents and is truly global and inclusive. It remains open to other companies and associations interested in joining.

The first EcoBeautyScore prototype is due to be published by the end of 2023. Pending the arrival of this new resource, L’Oréal will continue to roll out its own product impact information system.