

REDUCING THE IMPACT OF OUR PLASTIC PACKAGING

Plastic pollution is a major environmental problem and managing plastic waste is a huge challenge. That is why L'Oréal has been committed to an ambitious sustainable development policy for over 15 years that includes in-depth work on the use and reduction of plastics.

This requires a holistic overview, 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, they way they are used and the materials they contain.

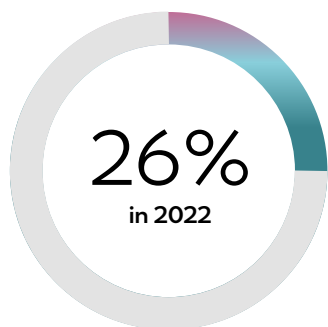
Innovation, science and creativity are our strongest assets in shaping a forward-looking cosmetics industry in which plastic derived from fossil fuels will be a thing of the past.

2030 TARGETS

BY 2030,

100%

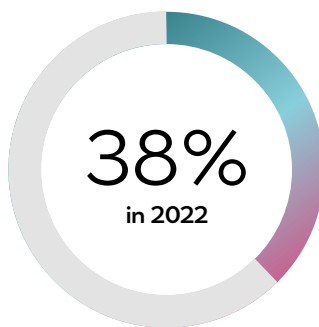
of the plastic used in our packaging will be either from recycled or biobased sources (we will reach 50% in 2025).



BY 2025,

100%

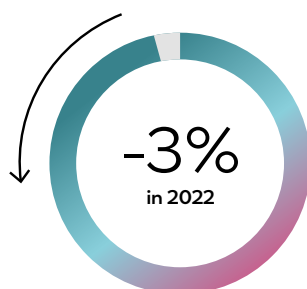
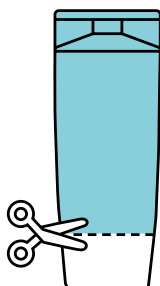
of our plastic packaging will be refillable, reusable, recyclable or compostable.



BY 2030, WE WILL
REDUCE BY

20%

in intensity the quantity of packaging used for our products, compared to 2019.



PLASTIC
PACKAGING AT
THE HEART OF
L'ORÉAL
FOR THE FUTURE

TRANSFORMING OURSELVES

- Reduce packaging intensity
- Replace high-impact materials with low-impact alternatives

EMPOWERING OUR BUSINESS ECOSYSTEM

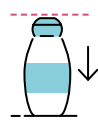
- Recycle by designing packaging that supports a more circular economy
- Build effective partnerships to innovate in plastics

L'ORÉAL HAS PURSUED
A THREE-PRONGED
**ECO-DESIGN POLICY FOR
PACKAGING** SINCE 2007:

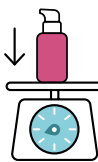
- 1 REDUCE** packaging intensity to avoid excessive use of resources
- 2 REPLACE** high-impact materials with low-impact alternatives
- 3 RECYCLE** by designing packaging that supports a more circular economy

01 | REDUCE

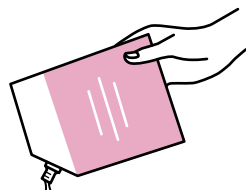
TO REDUCE THE AMOUNT OF RAW MATERIALS WE USE IN OUR PACKAGING:



- We are slimming down the size of our packaging.



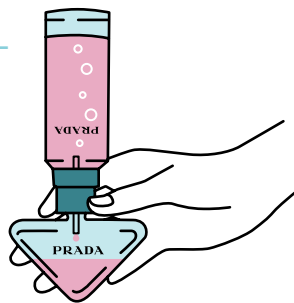
- We are reducing the weight of our packaging for the same amount of formula (-3% already in 2022 versus a 2019 baseline).



- We are inventing new types of packaging that use less plastic.

TO CUT BACK ON THE OVERALL QUANTITY OF PACKAGING:

- We are developing a growing number of reusable and refillable products such as refillable bottles and boxes, fragrance fountains and cartridges.



Innovation is our watchword in creating packaging solutions that are compatible with planetary boundaries.

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.
- 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, with whom we've developed a new generation of cardboard-based tubes for cosmetics, replacing part of the plastic with renewable alternatives. An example of this innovation is the launch of the new Lipikar 200mL balm by la Roche-Posay in November 2021, which features innovative cardboard-based packaging that reduces plastic by 60% compared with the original 200mL tube.

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KÉRASTASE: REFILLABLE ALUMINIUM BOTTLES

In March 2022, Kérastase launched its first refillable bottles across five of its product ranges. Made entirely of **recycled aluminum**, the new containers can be reused again and again thanks to a refill pouch that enables an **82% reduction in plastic** compared with two standard single-use 250ml bottles.

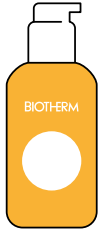
The new refillable bottles can be purchased directly from leading salons in Europe (France, Italy, Germany, Spain and the UK) and North America (USA and Canada). Rollout of Kérastase refillable options will continue worldwide in 2024.



03 | RECYCLE

As part of our commitment to responsible packaging innovation, we build strategic partnerships with a range of stakeholders to ensure we have access to the very best technologies and can develop a circular economy.

CREATING DISRUPTIVE INNOVATIONS:

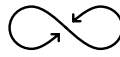


- In 2017, L'Oréal co-founded a consortium with Carbios to support the development of an innovative enzymatic plastic recycling process able to produce recycled PET with virgin-like quality. In 2021, we produced the first beauty product in the world whose bottle is made from 100% bio-recycled PET plastic, for a non-commercial pilot sample (Biotherm).



- 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.

SPEARHEADING THE BEAUTY INDUSTRY TRANSITION TOWARDS A MORE CIRCULAR ECONOMY AS PART OF A PROACTIVE ECOSYSTEM:



- In 2017, L'Oréal joined the Ellen MacArthur Foundation to promote the New Plastics Economy, which rethinks the future of plastics.



- In 2018, L'Oréal co-founded the Sustainable Packaging Initiative for Cosmetics (SPICE) with Quantis to unite cosmetic industry players in collectively shaping the future of sustainable packaging.

INVESTING IN CIRCULAR INNOVATION:



- In April 2022, L'Oréal took things a step further by setting up the Circular Innovation Fund. As an anchor investor, the Group is contributing 50 million euros to scale up circular economy solutions.

DID YOU KNOW?

In 2022, Garnier removed the metallised labels from bottles in its Micellar Water range in Europe which, by reflecting light, were interfering with the detection systems in waste sorting centres.

ZOOM

ULTIMATE BLENDS: RECYCLED, RECYCLABLE AND REFILLABLE PACKAGING

Ultimate Blends by Garnier now features shampoo and conditioner bottles made entirely of recycled plastic, including 30% ocean-bound plastic*, for some of its ranges. The brand has signed a long-term partnership with Plastics for Change, which works to support people who collect waste in India by giving them access to a steady income and social services.

This partnership led to the construction of a new waste collection facility in Chennai in 2022, with the goal of

collecting 2,000 tonnes of ocean-bound plastic in its first year. The collected plastic is recycled to make new Ultimate Blends shampoo and conditioner bottles.

These bottles are also fully recyclable and easily refillable, thanks to an easy-open system and a pouch that can refill two bottles, available for shampoos in the Honey Treasures, Avocado Oil and Delicate Oat ranges. Using the refill system reduces virgin plastic by 70% and halves the product's carbon footprint over a year.



* Marvellous Oils, Honey Treasures, Soft Clay and Citrus, Mythic Olive and Kids.

** Plastic at risk of ending up in the ocean, collected from river banks and coastlines.