

Optimised packaging for Nail, Wellness, Spa, Foot, Hair, Cosmetics Products



By 2020, 100% of L'Oréal products will offer an improved environmental and social role while providing equal or even greater benefits to the consumer. Optimising packaging is a key driver in achieving this goal.

In 2007, L'Oréal implemented a responsible packaging policy based on three pillars, known as the three "Rs": Respect, Reduce and Replace.

These focal points form the framework for a comprehensive and systematic eco-design process for finished-product packaging and transport packaging used in the manufacturing of products. This approach was extended to Point of Sale (POS) displays in 2015 (link to 2014 article "The Sustainable POS displays initiative at the Consumer Products Division". Moreover, our packaging teams also work with Group brands to analyse the environmental profile of their packaging and identify ways to improve their ranges and products.

RESPECTING THE ENVIRONMENT

Mastering packaging relies on responsible sourcing of the materials used. Our paper, cardboard and wood packaging is sourced from forests that are sustainably managed and preserve biodiversity.

We have implemented a comprehensive and systematic eco-design process for all our packaging. Thus, in 2015, 100% of the paper used for instructions and 99.8% of the cardboard used for boxes were certified. The same year, PVC represented 0.3% of the quantity of plastic used by the Group. L'Oréal aims to completely eliminate PVC from its packaging by 2016.

REDUCING AND OPTIMISING RESOURCES

Our goal is to design packaging and finished products that are optimised in terms of weight and volume. Thus, design optimisation reduced the amount of materials used by 130 tonnes in 2015,

bringing the total amount of materials saved since 2008 to 4,200 tonnes. Special efforts have also been made to reduce packaging in plants, for example by removing the cardboard boxes used to transport mascaras from the Yichang plant in China, hence saving 17 tonnes of cardboard.

REPLACING AND SELECTING MATERIALS WITH BETTER ENVIRONMENTAL PROFILES

Replacing conventional materials with renewably sourced alternatives, such as recycled or biosourced materials, reduces the environmental footprint of products. More than 4,900 tonnes of post-consumer recycled (PCR) materials were used instead of virgin materials in 2015 (i.e. up 20% with respect to 2014).

The new L'Oréal Professionnel Profiber bottle launched in mid-2015 features 25% recycled plastic. New bottles in the Spa of the World range from The Body Shop now contain 30% recycled plastic (saving 144 tonnes of virgin plastic per year). To give another example, Vichy has also incorporated 25% recycled glass in its 50ml jars, saving 295 tonnes of virgin glass in 2015).