ENVIRONMENTAL SUSTAINABILITY
THE EUROPEAN COSMETICS INDUSTRY’S CONTRIBUTION 2017
Environmental and social criteria are increasingly considered when sourcing ingredients and packaging materials. Deforestation is being minimized and steps are taken to ensure that biodiversity is conserved. A significant part of the environmental impact of a product is determined already at this stage, however, the exact proportion varies depending on the product in question.

Cosmetic products manufacturing is increasingly oriented towards efficient technologies which help to reduce energy and water consumption, emissions, and waste. Using solar or wind power, rainwater harvesting or developing recyclable packaging are only some examples of solutions already in place.

There is mounting evidence that a large proportion of the environmental footprint of rinse-off or wash-off cosmetic products occurs during the ‘use’ phase. Hence, innovative products are being developed that require less water during use, such as concentrated shampoo formulas or ‘two in one products’.

The use of biodegradable, recyclable and reusable packaging continues to increase and packaging is designed more and more based on a life cycle thinking.

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Environmental sustainability in the cosmetics industry

All consumer products create environmental impacts throughout their lifecycles. Companies in the cosmetics industry recognise the need to design products and processes that minimise their environmental footprint. To this end, they have implemented a broad range of strategies that contribute to improving the sector’s sustainability.