



## KEY FACTS

# ENVIRONMENTAL SUSTAINABILITY

THE EUROPEAN  
COSMETICS INDUSTRY'S  
CONTRIBUTION  
2017-2019



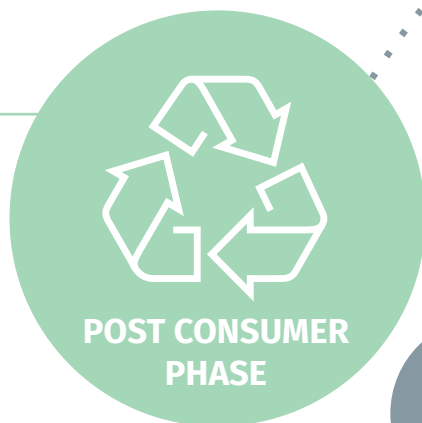
**Cosmetics Europe**  
the personal care association

# 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.



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

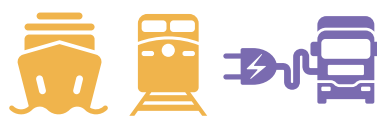


There is mounting evidence that a large proportion of the environmental footprint of rinse-off or wash-off cosmetic products occurs during this 'use' phase. Hence, innovative products are being developed that require less water during use, such as concentrated shampoo formulas or 'two in one products'.



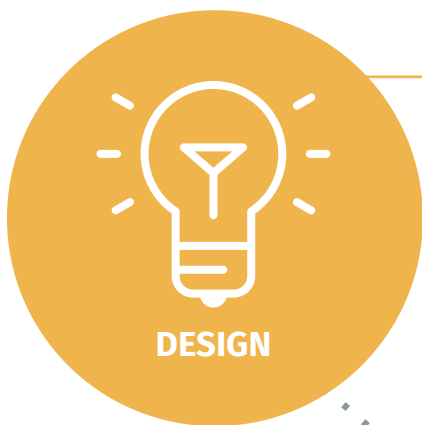
## FAST FACT:

A recent study by Cosmetics Europe on the Product Environmental Footprint of Shampoo has identified that only 5% to 20% of the total lifecycle environmental impact of shampoo is attributable to the raw materials, manufacture, distribution and packaging of shampoo.



Shifting transportation from road to rail and from air to sea, introducing hybrid or electric vehicles, using larger container trucks or introducing new 'compact' products help the industry reduce the emissions associated with the transport of cosmetics.



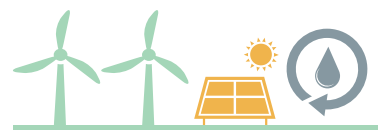


A significant part of the environmental impact of a product is determined already at this stage, however, the exact proportion varies depending on the product in question.



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.



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.

## Interested in examples of sustainability actions taken by the cosmetics industry at different stages of the product life cycle?

Read the "Environmental Sustainability: The European Cosmetics Industry's Contribution 2017-2019" report.  
For more information: [www.cosmeticseurope.eu](http://www.cosmeticseurope.eu)



All references can be found in the "Environmental Sustainability: The European Cosmetics Industry's Contribution 2017-2019" report.

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