

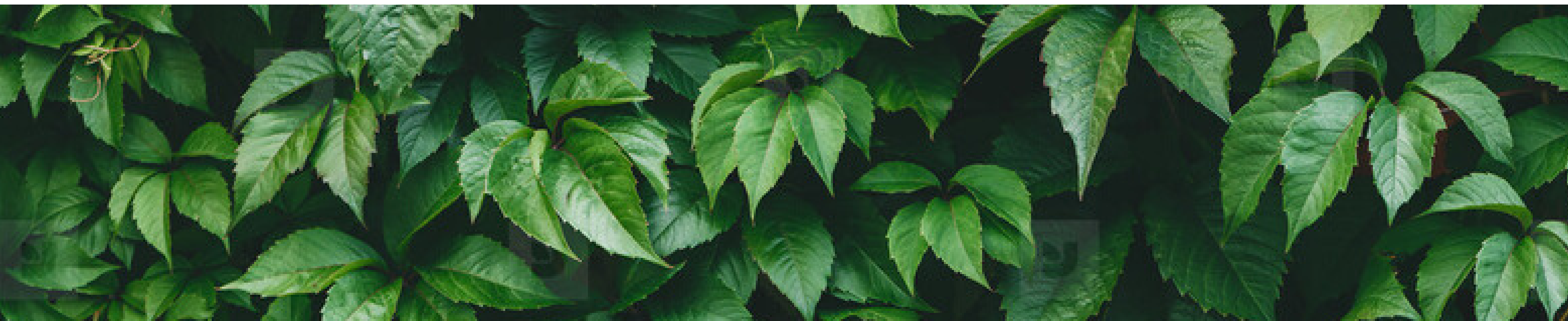


# Building plastic-less future in the beauty industry



# AGENDA

- Initial problem
- Our Solution
- Target
- Benefits
- Get started



The background of the slide is a close-up photograph of green leaves, likely basil, with prominent veins. The lighting is soft, creating a natural and organic feel. The text is overlaid on this background.

## The Problem

**70% of cosmetics end up  
in landfill unfinished and  
many discarded plastics  
are ending in the ocean**

## Initial problem

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# Alarming Findings

- The use of plastic packaging in the skincare industry is massive and has to be challenged
- Plastic packaging accounts for 61% of the market - mostly used bottles, jars, compacts and tubes
- The use of this packaging is expected to grow by 12% by the end of 2019
- Only 9% of all the plastic is recycled





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## FOR MORE SUSTAINABLE PACKAGING


By the end of 2020, 100% of L'Oréal's products will have an improved environmental or social profile. Optimising packaging is essential to achieving this goal.



OPTIMISING PACKAGING

FOR MORE SUSTAINABLE PACKAGING

PLASTIC PACKAGING POLICY

 NEWS

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Home > Sustainability > Environment - Protect Beauty > Developing Sustainable Packaging

### Sustainability

Top Commitment

What is Shiseido's Sustainability

#### Materiality Core Activities

Primary Strategic Actions

#### Developing Sustainable Packaging

Since the launch of our first refill products in 1926, we have developed various kinds of environmentally friendly packaging (e.g. biomass containers, recyclable PET bottles, low-temperature combustible materials), based on the philosophy that the earth creates all value. We are the first Japanese company to join SPICE<sup>\*1</sup>. We have also been actively developing biodegradable packaging<sup>\*2</sup> in addition to promoting the 3Rs (reduce, reuse, recycle) in order to utilize limited resources and resolve the issue of ocean pollution.

<sup>\*1</sup> SPICE (Sustainable Packaging Initiative for CosMEtics) : A collaborative initiative by global cosmetic companies to create a future with sustainable packaging

<sup>\*2</sup> At our company, cosmetics packaging that is reduced, reused, recycled and biodegradable is defined as "Sustainable Packages."

Big cosmetic companies such as L'Oréal and Shiseido have been actively looking for solutions

REPLEO TECH



**Our solution**

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# Refill cosmetic stations

Concept zero-waste booths for plastic free packaging



REPLEO TECH

# Why work with us ?

Eco-design and Beauty consultancy

## Efficiency

We will help you decrease significantly the use of disposable plastic packaging with smart solutions such as refill stations installed in your store

## Originality

We provide a personalized service for each client, making it easier for them to turn towards sustainable branding. Every station will be unique and original

## Feasibility

The project of refill stations does not require a lot of specificities and is logistically very easy to put in place

# Our solution

Inspiration  
draft of refill  
station by Eliza  
Baker  
Cosmetics





## Our solution

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Style and design of containers will be customized for each client to differentiate from others. Kit-refill station concept might also be proposed.

Containers will be eco-friendly and high quality enabling long time use for refilling instead of buying a whole new product leading to cheaper costs for both the brand and its customers.

# Target

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Our primary clients will be brands that own brick and mortar businesses and are looking for easy way to become more sustainable. For example:



L'Occitane



Aésop



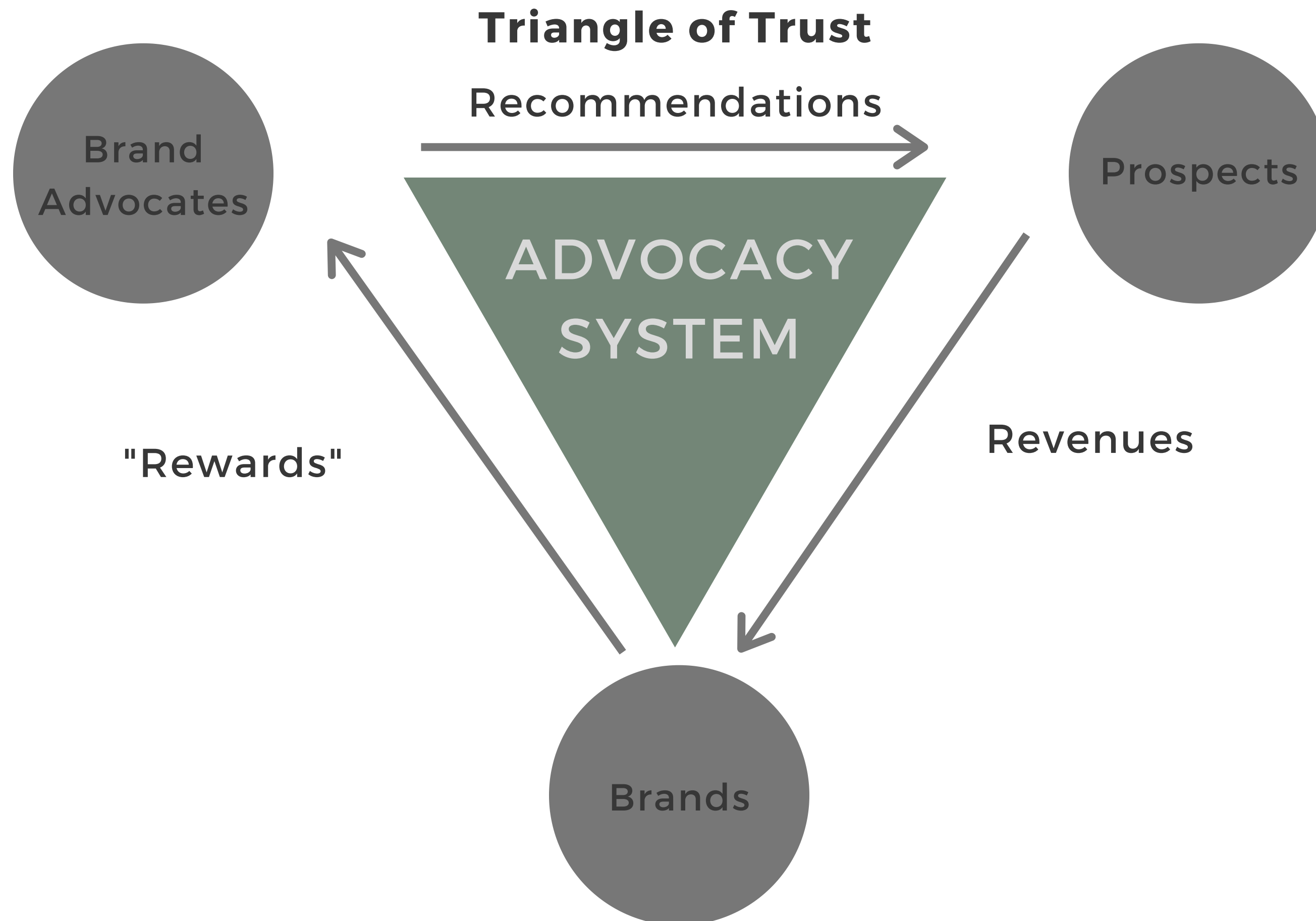
Aēsop. Example of a refill station



Draft of refill station made by our graphic designer



## Benefits







# FIRST STEPS

- Build partnerships with brands: focus on the premium and "clean" market (e.g. moisturizers, toners, lotions...)
- Start with local brands, focus on Parisian selected stores in central arrondissements
- Find quality suppliers located near by (for glass and refill stations)
- Work on business development and innovate in digital

## INTERESTED TO WORK WITH US?

Find more information on our website:

<https://bit.ly/2Et7uX4>

or youtube:

<https://bit.ly/2s3C4DQ>

or contact our business development manager:

[thao.nguyenova@sciencespo.fr](mailto:thao.nguyenova@sciencespo.fr)

