



SUSTAINABILITY IN COSMETICS

TRANSITION, OBLIGATIONS,
SOLUTIONS

EBOOK 2024

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Introduction

Water shortage, drought, environmental imbalances, energy crisis... not a day goes by without the impacts of global warming making the headlines and being felt on a daily basis.

The environmental emergency is no longer a vague concept, far from us... it is here and now.

So it is no longer time for alarmist rhetoric, what is needed are concrete solutions, applicable by citizens and local authorities as well as by industry.

The French and European regulatory framework is being put in place at an accelerated pace. The first compliance orders are coming due. Companies that have not yet begun their ecological transition have no choice but to comply.

This obligation of environmental commitment is also imposed by consumers. Today, a cosmetic brand that prides itself on having a positive impact on the planet is no longer different from the competition. For the general public, being “sustainable” is a prerequisite, an evidence... and a requirement. They expect brands to go further, to commit in different ways and to be perfect on the whole value chain.

To help beauty professionals put all these new rules into practice, CosmeticOBS has designed this Databook. It has been designed as a guide that reviews the environmental regulations (French and European) and details their impact on the cosmetics industry.

It reviews the certifications to be considered and also takes stock of consumers’ expectations in terms of sustainability.

Finally, it gives concrete examples of how the skin care industry (large and small) has taken up the subject and how they are working to reduce their impact on the planet as much as possible.

Regulation

No more pretending. The regulatory framework in France and in Europe in favor of the ecological transition is getting tougher.

Within the framework of the European Green Pact or the French AGEC law, regulations on microplastics, packaging and packaging waste, eco-design or the fight against deforestation, a whole series of new rules are being introduced that will have an impact on the sourcing of certain raw materials and the very design of cosmetic products.

Faced with this avalanche of legislation and new rules, the industry is getting organised: a number of practical guides and factsheets have been published to help companies take sustainable action and comply with the regulations.