



**PUTTING ORDER
IN
THE BULK**

MINIBOOK 2021

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Introduction

Bulk sales have long remained a niche distribution method, confined to specific points of sale and reserved for food products. Today, it is becoming more than trendy, when it is not a must. 62% of French households would like to be able to find more bulk products in their stores, and this concerns hygiene and beauty products for 43% of them, who would like to find their usual brands in bulk, in their usual stores.

But even more than the expectations of consumers who are more and more inclined to consume in a more responsible way, the various regulations (AGEC law, Climate and Resilience law...) have accelerated the democratization of this type of distribution, which has spread to the cosmetics sector. Offering bulk or refillable cosmetics may seem easy, but certain constraints (regulatory, hygiene, training of sales teams...) make the process difficult and more complex than it seems.

This Minibook has been designed to give the professionals of the sector all the keys to bulk. It provides an update on the regulatory framework and on the bulk trend. It also identifies the formulation issues for certain types of products. Finally, it offers concrete testimonials from brands and packaging companies.

BULK SALES

The key points



REGULATORY FRAMEWORK



♥ Bulk sales = sales to consumers of products presented without packaging, in quantities chosen by the consumer, in reusable or reapplicable containers. Offered on a self-service basis, or as an assisted service in mobile sales outlets. It can be concluded as part of a distance selling contract. Article L. 120-1 of the Consumer Code.

♥ All types of products must be able to be sold in bulk, except for exceptions duly justified by public health reasons.

♥ The manufacturer is the Responsible Person and must integrate in the PIF all the steps of the bulk sale in the evaluation of the safety of its products, taking into account the distribution equipment, the establishment of the expiry date, the labeling, etc.

♥ It is necessary to contractualize the responsibilities between the different actors of the bulk distribution: supplier, manufacturer, trader...



IN STORE



In France, all shops of more than 400 m² must devote 20% of their sales area to bulk by 2030.

♥ In retail stores, the reusable or refillable container may be provided by the retailer at the point of sale or brought by the consumer, as long as it is visibly clean and appropriate for the nature of the product purchased.

♥ The consumer has the right to be served in the quantity he or she chooses.



The consumer must leave the point of sale with a labeled container, bearing the same mandatory information as for a prepackaged product.

♥ Points of sale must be trained in good bulk selling practices.

♥ Displaying the cleaning protocol for reusable containers is mandatory in France for cosmetic products.



The consumer becomes a key actor of the bulk consumption mode and he takes some responsibilities, but this must be done through clear information in store.



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8 rue Bernard Iské
92350 Le Plessis-Robinson – France

€29.80 ISBN : 979-10-92544-99-2



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