



*REGULATORY, SUSTAINABLE,  
DESIRABLE...*

# THE PACK THAT WRAPS IT UP!

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# Introduction

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According to the dictionary, a package is used to... to package. And for a long time, this definition was sufficient for the beauty industry.

Nowadays, it is impossible for a brand not to be aware of the concepts of recycling, reuse and over-packaging. And for those who are still deaf, the regulatory framework (which is getting harder and harder on these issues) will remind them.

But legislators are not the only ones to put pressure on manufacturers. In a concern to preserve nature and limit their impact on the environment, consumers are also driving this packaging transition. They are attentive to the way their cosmetics are packaged and tend to support the most sustainable brands. However, packaging is still one of the first purchase criteria, especially in the beauty sector. It is therefore important for brands to combine sustainability and desirability.

To help companies better understand contemporary packaging issues, CosmeticOBS has designed this Minibook. It provides an update on current regulations, illustrates consumer desires (via data from forecasting agencies) and presents the latest innovations launched by packaging suppliers. The packaging revolution is definitely underway.





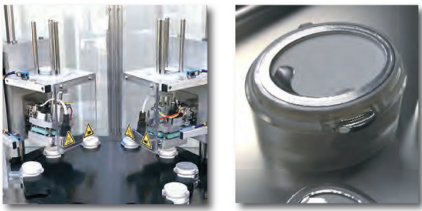
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# THE CHALLENGES OF PACKAGING RECYCLABILITY

**At a time when the reduction and recyclability of household packaging, including cosmetics, have become compulsory, their implementation remains a challenge for companies. Between regulatory requirements and the reality of sorting centres, Marion Halby, Léko's Head of Institutional Affairs, and Nicolas Pont, Véolia's Ecodesign and Recycling Director, took stock of the subject during the JEST 2002 organised by Cosmed in September.**

Léko is an French eco-organisation that is part of an extended producer channel for household packaging set up in 1992 on the basis of the "polluter pays" principle. In concrete terms: from the moment a piece of packaging is placed on the market, the person who places it on the market contributes financially to its end-of-life (the cost of collection, recycling and processing), in a mutualised manner, by paying a contribution to an eco-organisation, which is then responsible for organising the sector and redistributing financial support to the local authorities, which, for the most part, organise the collection and recycling.

Léko has been approved by the State since 2017. Its founder, the Reclay group, is approved in five countries: Germany, France, Austria, Slovakia and Canada.

Today, 830 million euros are collected annually by Léko from various sectors, including the cosmetics industry. Glass represents 49%, plastic 23%, paper and cardboard 22%... Recycling targets have been set for the past ten years at 75%, and have still not been reached since they were only 72% in 2021. Léko's objective is therefore to contribute to reaching the target of 75% of packaging recycled in France. To achieve this, the eco-organisation is working on collection, sorting and recycling, but also on reduction and reuse, through eco-design, deposits, reuse or bulk.

Its other actions:

- The simplification of companies' declarations to the eco-organisation, as well as scales and processes
- A better information for consumers (in particular via the new sorting sign that came into force this year in France)
- The collaboration with the other EPR sectors, in order to offer a shared approach to companies that depend on several sectors
- The development of international services
- Consultation via the creation of sectoral committees, by industry and by theme (deposit/reuse, real, composting, etc.)

## **New French regulations**

They have been multiplying recently, in the wake of new environmental laws. Marion Halby has focused on four of them.

### **Sorting signage**

The extension of the sorting instructions (the change of instructions for what can be put in the yellow bin) has led to **a change in the signage that must be affixed to the packaging**. It was validated by the public authorities on 9 September 2021.

A deadline was set for marketers to bring their packaging into compliance (until 8 September 2022), and an additional period was granted for the disposal of packaging manufactured or imported before 9 September 2021, until 8 March 2022.

It was further clarified that marketers of finished cosmetic products have the possibility to market products with packaging that does not carry the sort info after 9 March 2023, without a deadline, if such