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Page: 1/7

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**INFORMAL DIALOGUE ON PLASTICS POLLUTION
AND ENVIRONMENTALLY SUSTAINABLE PLASTICS TRADE**

PRESENTATION BY YVES ROCHER FOUNDATION ON THE RE(SET) COSMETICS INITIATIVE

Pre-plenary meetings 19-20 September 2022

DOCUMENT DE SÉANCE NON OFFICIEL¹

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* In Original language only/En langue originale seulement/En el idioma original solamente.

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PULP IN ACTION

A program to keep the promises of the cosmetic industry

BY ARWIN - 2022

(RE)SET^{FOR} COSMETICS
PULP IN ACTION

1

AN UNPRECEDENTED COLLABORATION BETWEEN 14 MAJOR COSMETIC PLAYERS

BIOCODEX

CHANEL

EUGÈNE PERMA

Johnson & Johnson

Groupe
L'Occitane

L'ORÉAL
OPERATIONS

LVMH

Mustela[®]

MS BEAUTILAB
..... INNOVATIVE BEAUTY SINCE 1984.....

NAOS

Pierre Fabre

GR
GROUPE ROCHER

SHISEIDO

sisley
PARIS

FEBEA
FÉDÉRATION DES
ENTREPRISES DE LA BEAUTÉ

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2

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FUNCTIONALIZING CELLULOSIC FIBER

as an alternative to plastic packaging for the cosmetics
industry

(RE)SET

By Awwa 2021 ©

A COLLABORATIVE PROGRAM TO ACHIEVE A COMMON GOAL

To develop a packaging solution that can be deployed on an **industrial scale**
based on **cellulosic fibers** that meet the requirements of cosmetic products
in terms of quality of use, barrier properties and preservation of formulas
(restitution rate, water resistance, formula stability, etc.)

By Awwa 2021 ©

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AN AMBITION FOR SUSTAINABILITY*

1 - **RECYCLABILITY**

Develop packaging made up of **at least 85% cellulosic fibres** for a significant material yield during recycling

2 - **CHEMISTRY**

Changing the chemical nature of coatings - moving towards **100% bio-based coatings**

SOURCING - Source sustainable fibre (FSC, PEFC) or other biomass that is not competitive with food crops**.

*In order to have the best possible environmental balance

**It will be necessary to ensure the availability of resources and the supply capacity of the cosmetics sector.

6



OUR APPROACH

**"We know it well that none of us
acting alone can achieve success."**

Nelson Mandela

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9

(RE)SETTM COSMETICS
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THE GUIDING PRINCIPLES



OPTIMISATION

DEVELOP A TRAJECTORY WITH THE AMBITION TO
CREATE AND MARKET, IN THE MID-TERM, A
RANGE OF RESPONSIBLE PACKAGING BASED ON
CELLULOSIC FIBRES



ACTION / INNOVATION

DEAL WITH CONCRETE ISSUES: IDENTIFY, SELECT AND
QUICKLY SET UP PILOTS TO TEST SOLUTIONS

ADDRESS MAJOR ENVIRONMENTAL ISSUES WHILE
CREATING VALUE FOR YOUR COMPANIES



COLLABORATION

ENGAGE THE LEADERS OF THE COSMETICS
INDUSTRY AROUND AN INNOVATION PROGRAM TO
ACCELERATE THE ECO-DESIGN PROCESS

ACT COLLECTIVELY, BREAKING DOWN SILOS

By Arwin 2021 ©

KEY RESULTS AFTER 8 MONTHS

12

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MAJOR OUTCOMES TO DATE

25 R&D PILOTS LAUNCHED

thanks to the energy of 2 bootcamps.
4 pilots to rethink consumer uses (new formats, consumer studies, etc.)

PROMISING INITIAL RESULTS

Very high barriers achieved (gas, water vapour, etc.) with a cellulose rate of 85% for some pilots*

MORE THAN 50 WORKSHOPS

with innovators and partners to rethink the entire product life cycle (barrier properties, formats, machinability, ageing tests, end-of-life, etc.)

*Note: these results were obtained at lab scale and will have to be validated on an industrial pilot later on.





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PULP IN ACTION

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