

When a natural cosmetic becomes sustainable: consumer perception and industry activities

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We personally care



Cosmetics Europe
the personal care association

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1. Environmental sustainability and the cosmetics industry

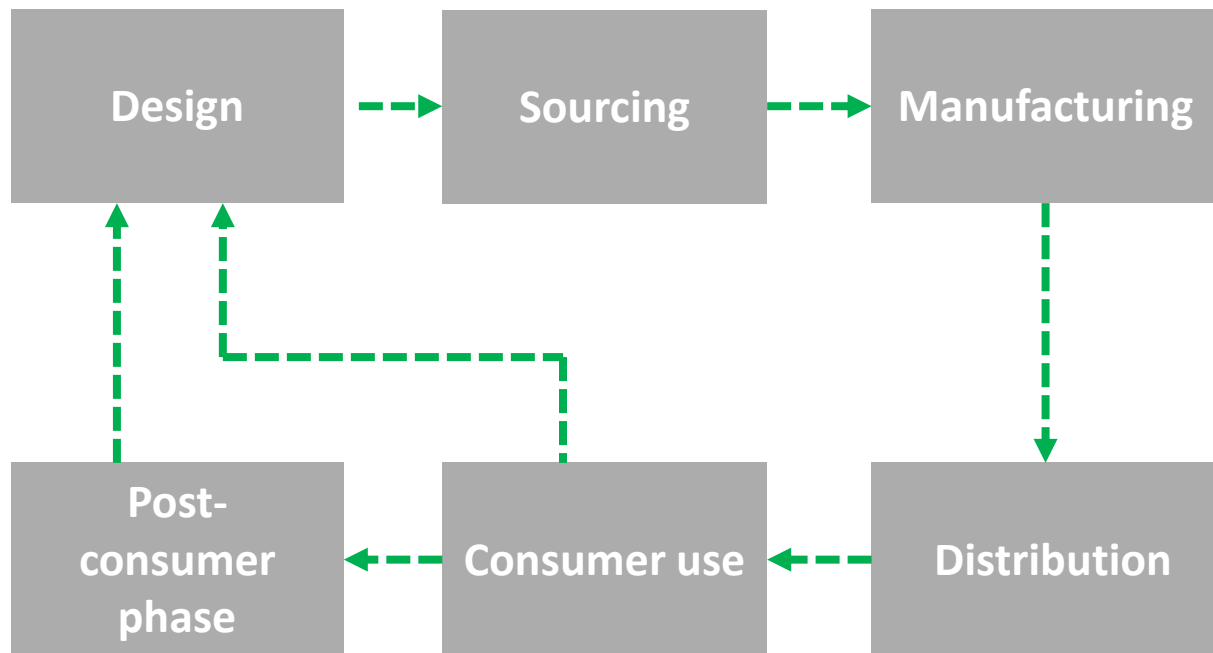
- Strong emphasis in the cosmetics industry on improving the environmental sustainability of its activities and products
- The industry's commitments and activities enable consumers to benefit from products with better sustainability profiles and to adopt more sustainable consumption habits
- Product design towards sustainability and responsible sourcing of raw materials are of particular importance for the cosmetics industry



Environmental and social criteria are increasingly considered when sourcing ingredients and packaging materials.

Deforestation is being minimized and steps are taken to ensure that biodiversity is conserved.

- Environmental life cycle assessment – and similar approaches like Environmental-, Carbon- or Water-Footprinting - are frequently applied to quantify the environmental impact of products over their entire life cycle:





Sustainable sourcing of ingredients is a high priority for the cosmetics industry

Many cosmetics companies have started partnering with their suppliers to improve the transparency and sustainability of their supply chain

- **for example, the EcoVadis* platform enables companies to assess the environmental and social performance of their global suppliers and several Cosmetics Europe members are using this tool**

* <http://www.ecovadis.com/>

**Further information on the European
cosmetics industry's contribution to the
Socio-Economic Development and
Environmental Sustainability:**

Cosmetics Europe Report, June 2017

<https://www.cosmeticseurope.eu/library/6>



2. Consumer perception and trends

New consciousness emerging in European societies and around the world with consumers aiming more and more for sustainable lifestyles:

- **clean-eating, clean-living, exercising, more minimalist life-styles**
- **‘less is more’-type consumption patterns, minimising waste**
- **attraction towards what is pure, what is natural, what is ethical**



More than buzz-words:

Authentic

Ethical

Natural

Organic

Raw

Healthy

Environmentally-friendly

Animal-friendly

Sustainable

Un-processed

Personalised

Do good – feel good

Green chemistry

- **Consumer identity is multi-dimensional and in flux, consumers are citizens**

Customers demand that brands fulfil or even predict their needs, which go far beyond the material value of products

- **Consumption and behaviour become expressions of personal identity**

‘I am what I eat’

‘I am what I use’

‘I am what I wear’

- **Consumers want authenticity** in what they buy and expect elements of personalisation in mass-produced, as well as upscale, items

Industrially-produced products can be customised or personalised, at least in part

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Some generalisations that are common misconceptions:

- Natural = chemical-free
- Natural = good / chemical = bad
- Natural = safe / chemical = unsafe
- Natural = sustainable
- Raw = healthy

INGREDIENTS OF ALL-NATURAL BLUEBERRIES*



INGREDIENTS: AQUA (84%), **SUGARS (10%)** (FRUCTOSE (48%), GLUCOSE (40%), SUCROSE (2%)), FIBRE E460 (2.4%), **AMINO ACIDS (<1%)** (GLUTAMIC ACID (23%), ASPARTIC ACID (18%), LEUCINE (17%), ARGININE (8%), ALANINE (4%), VALINE (4%), GLYCINE (4%), PROLINE (4%), ISOLEUCINE (3%), SERINE (3%), THREONINE (3%), PHENYLALANINE (2%), LYSINE (2%), METHIONINE (2%), TYROSINE (1%), HISTIDINE (1%), CYSTINE (1%), TRYPTOPHAN (<1%)), **FATTY ACIDS (<1%)** (OMEGA-6 FATTY ACID: LINOLEIC ACID (30%), OMEGA-3 FATTY ACID: LINOLENIC ACID (19%), OLEIC ACID (18%), PALMITIC ACID (6%), STEARIC ACID (2%), PALMITOLEIC ACID (<1%)), ASH (<1%), PHYTOSTEROLS, OXALIC ACID, E300, E306 (TOCOPHEROL), THIAMIN, **COLOURS** (E163a, E163b, E163e, E163f, E160a) **FLAVOURS** (ETHYL ETHANOATE, 3-METHYL BUTYRALDEHYDE, 2-METHYL BUTYRALDEHYDE, PENTANAL, METHYLBUTYRATE, OCTENE, HEXANAL, DECANAL, 3-CARENE, LIMONENE, STYRENE, NONANE, ETHYL-3-METHYLBUTANOATE, NON-1-ENE, HEXAN-2-ONE, HYDROXYLINALOOL, LINALOOL, TERPINYL ACETATE, CARYOPHYLLENE, ALPHA-TERPINEOL, ALPHATERPINENE, 1,8-CINEOLE, CITRAL, BENZALDEHYDE), METHYLPARABEN, 1510, E300, E440, E421 and FRESH AIR (E941, E948, E290).

*

<https://jameskennedymonash.files.wordpress.com/2014/01/ingredients-of-all-natural-blueberries-poster1.pdf>

3. Cosmetic Product Claims: 'natural' and 'organic'

- Cosmetic products making 'natural' and 'organic' claims, either for the product or its ingredients, are subject to the same legal requirements as all cosmetic products;
- Like all cosmetic product claims, 'natural' and 'organic' are governed by the horizontal laws on advertising and commercial practices, by the Cosmetic Products Regulation and the Common Criteria Regulation;
- 'Natural', 'organic' and related claims need to be considered on a case-by-case basis, from the perspective of the average consumer, who is reasonably well-informed and reasonably observant and circumspect.





The ISO Standard 16128 (Parts 1 & 2) – *Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products:*

- The first, and currently only, fully international voluntary guidance on natural and organic cosmetics and their ingredients
- Provides clarity by specifying definitions, criteria and calculation methods
- Provides principles towards a consistent and logical framework and common baseline
- Is not linked to any specific certification system and can sit alongside private schemes used on a voluntary basis
- Does not provide any list of authorised or prohibited ingredients, it thus allows for further innovation and encourages a wider choice of natural and organic sourced materials.

4. Conclusions and way forward

- Sustainable development is a strategic priority for Cosmetics Europe
- The two main areas of focus currently are:
 - *Plastic packaging*
 - *Sustainable sourcing of raw materials*
- Increasing numbers of cosmetics companies are publishing their sustainability targets and are regularly reporting achievements about various aspects
- Cosmetics Europe and its members have a common belief that sustainability and business success go hand in hand
- Cosmetics Europe will continue to bring its members together to develop a forward-looking common sustainability agenda with the joint aim to further improve the sustainability profile of the sector
- It is committed to collaborating with all relevant stakeholders, throughout the value chain.

