

L'ORÉAL Sustainability Challenge

FOR B-SCHOOLS &
ENGINEERING COLLEGES



GARNIER

COMMITTS TO GREEN BEAUTY



APPROVED BY
Cruelty Free
INTERNATIONAL



#GreenBeautyForAll

Why is Green Beauty important?

Today, more than ever, environmental, health and social concerns are of utmost importance. The events of the last year have been unprecedented, shifting consumer expectation and calling into focus the role of brands in society. Above anything else, people want brands that they can trust, that are transparent, and which are genuinely committed to being better. As a world leading mass-market natural beauty brand, Garnier aims to take a lead in developing more sustainable beauty, and to catalyse change in the beauty industry.

What is Green Beauty?

Garnier's '**Green Beauty**' launch is a complete end to end approach to sustainability. The aim is to transform every stage of Garnier's value chain, reducing or eradicating environmental impact in the key areas listed below as our Green Beauty Commitments. Garnier aims to achieve this through:

- More solidarity sourcing
- Greener and cleaner formulas
- More recycled & recyclable packaging
- More renewable energies
- More actions to fight plastic pollution

With the launch of our sustainability program 'Garnier Green Beauty', Garnier wants to shift the way the beauty industry operates and lead the change for all of us.

Garnier's "Green Beauty" commitments:

● **Plastic and Packaging:**

- **By 2025**, Garnier will aim to use Zero Virgin Plastic in packaging, saving 37,000 tonnes of plastic every year.
- By 2025 all packaging will also be either reusable, recyclable or compostable.

● **Product & Formula:**

- By 2022, all plant-based and renewable ingredients will be sustainably sourced.
- **By 2025, 100% of Garnier's new products will have an improved environmental profile.**

● **Factories & Manufacturing:**

- **100% Carbon Neutral industrial sites by 2025, through the use of renewable energy.**
- The CO2 emissions of industrial sites have already been reduced by 72%.

● **Solidarity Sourcing:**

- By 2025 Garnier will have empowered 800 communities worldwide as part of our Solidarity sourcing programme.

Garnier has also been committed to a world against animal testing since 1989, and, now, **Cruelty Free International** has given the brand their stamp of approval under their **Leaping Bunny programme**. Garnier is one of the largest global brands Cruelty Free International has ever approved under the Leaping Bunny programme. This is a giant leap, not only for Garnier, but for the beauty industry as a whole.

What have we achieved?

OUR KEY 2020 ACHIEVEMENTS AND OUR COMMITMENTS



SINCE MARCH 2021

GARNIER IS OFFICIALLY APPROVED
BY **CRUELTY FREE INTERNATIONAL**
UNDER THE LEAPING BUNNY PROGRAM

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GREENER SCIENCES AND FORMULAS

IN 2019

91% of our new or renovated products had an **IMPROVED ENVIRONMENTAL OR SOCIAL PROFILE**

91% **BIODEGRADABILITY*** for our new and renovated haircare formulas (average score, and at least 67% and up to 99%)

IN 2020

97% of our new or renovated products had an **IMPROVED ENVIRONMENTAL OR SOCIAL PROFILE**

85% of our biobased ingredients are **SUSTAINABLY SOURCED**

65% **BIOBASED INGREDIENTS** in our new formulas

90% **BIODEGRADABILITY*** for our new or renovated haircare formulas

99% of our ingredients are **VEGAN**
No animal derived ingredients

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BY 2025

75% of our ingredients in our new and renovated skincare and haircare will be

BIOBASED, DERIVED FROM ABUNDANT MINERALS OR FROM CIRCULAR PROCESSES

MORE SOLIDARITY SOURCING

IN 2019

670 COMMUNITIES were empowered worldwide as part of our Solidarity Sourcing program for ingredients

IN 2020

787 COMMUNITIES were empowered worldwide as part of our Solidarity Sourcing program for ingredients

BY 2025

1,000 COMMUNITIES will be empowered worldwide as part of our solidarity programs

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OUR KEY 2020 ACHIEVEMENTS AND OUR COMMITMENTS

MORE RECYCLED AND RECYCLABLE MATERIALS

IN 2019

3,670 TONS of virgin plastic saved thanks to the use of recycled plastic, 9.8% of our annual plastic consumption

Since 2019, **100%** of the paper and cardboard used for our product leaflets and folding boxes have been made with material from sustainably managed forests like **FSC**, or recycled material

IN 2020

9,019 TONS** of virgin plastic saved thanks to the use of recycled plastic, 21.1% of our annual plastic consumption

54% of our PET plastic comes from **RECYCLED MATERIALS**

BY 2025

We will use **ZERO VIRGIN PLASTIC** in our products and packaging, saving more than 40,000 tons of virgin plastic per year

All our plastic packaging will be **REUSABLE, RECYCLABLE OR COMPOSTABLE**

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MORE RENEWABLE ENERGY

IN 2020

-69% reduction in **CO₂ EMISSIONS** at our industrial sites, in absolute terms compared to 2005 (17,980 tons CO₂eq in 2020)

49% of industrial sites involved in Garnier production are **CARBON NEUTRAL**. This is 7 more sites in 2020 vs 2019

61% of the **ENERGY** used at our industrial sites comes from **RENEWABLE** sources

18% of factories involved in Garnier production are **WATERLOOP FACTORIES**. This is 1 more site in 2020 vs 2019

-53% **WATER CONSUMPTION** at our industrial sites compared to 2005 (0.37 litre per finished product in 2020)

BY 2025

100% of our industrial sites will be **CARBON NEUTRAL** and only use **RENEWABLE ENERGY**

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Information audited, see details p.54.
*As per OECD 301 or equivalent tests.
**Based on our 2020 plastic consumption.
For more details on those figures, please see p.54.

What do we need from you?

We, at Garnier, want to go beyond only telling consumers about sustainability and help them experience it in their lives. While raising awareness is critical, real change will be created when every person experiences the impact of thinking “sustainable” and are given the chance to participate in the journey. At Garnier, we want to champion this change and are looking for ideas to help us do so. Here’s your challenge:

- 1.** Tell us how Garnier can champion #GreenBeautyForAll for consumers not just by experience but helping them join us on the journey
- 2.** Your solution must have a short term (0-6 months) and medium term (12-18 months) plan and must include but not be restricted to:
 - a.** Central campaign thought/idea
 - b.** “Sustainable” activation ideas to help consumers experience Green Beauty and be a part of the initiative
 - c.** Trade engagement ideas – How do we educate them and take them along? (Modern Trade, General Trade and E-Com partners)
 - d.** Activation calendar with amplification ideas including media and content
 - e.** Potential tie-ups with credible bodies
 - f.** Concrete benchmarking against competition

Are you ready to “greenovate”?