

ALBEA COSMETICS & FRAGRANCE: RECYMakeUp

Our 2020 – 2025 roadmap makes packaging recyclability a priority, and we were the first cosmetic packaging supplier, in 2018, to sign the Ellen MacArthur Foundation's New Plastics Economy Global Commitment with the aim of implementing a circular plastic economy. The objective? Make 100% of its plastic packaging reusable or recyclable, by 2025.

In 2022, Citeo launched a call for projects to study the technical, environmental, and economic conditions for changing the design of household packaging in the beauty and cosmetics sector. Albéa C&F was proudly part of the winners with project called **RECYMakeUp**.

Project objective

The projects selected by Citeo and Adelphe aim to improve the recyclability of packaging currently made of non-recyclable plastics, to move towards plastic resins or other materials with recycling channels.

Albéa's RECYMakeUp project aims to improve the recyclability of plastic packaging used in make-up and skin care products like mascara/lip gloss, lipstick, or powder packaging.

The aim is twofold: to work on the design of technical solutions (prototypes) compatible with current French recycling channels, and to share best practices with the entire industry (technical constraints, development obstacles and channel requirements), to drive the sector forward.

