

LESSONIA

ENVIRONMENTAL IMPACT

As a contract manufacturer of cosmetic products, we have become experts in powder cosmetics thanks to over 20 years of experience in this field. Over the years, we have compared the environmental impact of powder cosmetics versus traditional cosmetics and identified ways to further reduce our carbon footprint by focusing on refillable cosmetics.

Our initiative contributes to a low environmental impact by developing a range of rehydratable cosmetic products in powder or tablet form. This innovation significantly reduces the carbon footprint of our products. Concrete and quantified results include a 50% reduction in CO2 emissions, 52% less water usage, and 52% less energy consumption. These reductions are achieved through reusable packaging and optimized transportation, as powder products are less heavy and bulky than traditional cosmetics.

PROJECT OBJECTIVE

The overall objective of our project is to reduce the environmental impact of our cosmetic products by transitioning to rehydratable and refillable forms. This initiative was chosen to align with our company's commitment to sustainability and to meet increasing cosmetic brands demand for eco-friendly products. Our quantitative targets include reducing our products' carbon footprint by 50%, water usage by 52%, and energy consumption by 52%. We are committed to maintaining product quality and efficacy while achieving these environmental benefits.

PROJECT INITIATION

The project was initiated by our innovation and R&D team in 2022. Key steps included conducting an environmental impact study, developing the rehydratable product formulas, and designing reusable packaging. Constraints identified during the project included ensuring product stability and performance in powder form and adapting our production processes to accommodate the new product formats. Overcoming these constraints required extensive research, testing, and collaboration across various departments.

PROJECT IMPLEMENTATION

Key milestones in the project implementation included:

1. Completing the environmental impact study.
2. Developing and testing the new product formulas.
3. Designing and producing reusable and 100% recyclable packaging.
4. Launching the new product line to our customer (cosmetic brands)

Difficulties encountered included ensuring the rehydratable products maintained the same quality and user experience as traditional products, and adapting our production and packaging processes. These were overcome through rigorous testing, iterative development, and close collaboration between the R&D, production, and marketing teams.

INVOLVEMENT

The company involved all its employees in this project by providing training on the new product range, its innovations, and its environmental benefits. This comprehensive training ensured that all

employees understood the significance of the initiative and could effectively communicate its advantages to customers. The project was positioned as a major advancement in the cosmetic industry and a significant environmental innovation, highlighting the company's commitment to sustainability.

RESULTS / IMPACTS

The significant benefits of this initiative include substantial environmental savings and operational efficiencies. Here are the results according to the comparative study between conventional cosmetic products and rehydrated products,

- A 50% reduction in CO2 emissions.
- A 52% decrease in water usage.
- A 52% reduction in energy consumption.

These results are explained by the fact that rehydratable powder cosmetic products are refillable, so the packaging is reused multiple times, and they are less heavy and bulky to transport.

ANYTHING ELSE?

This initiative not only underscores our commitment to environmental sustainability but also represents a forward-thinking approach to product innovation in the cosmetic industry. By pioneering the development of rehydratable and refillable cosmetics, we are setting new standards for eco-friendly practices and leading the way for brands to follow. Our project demonstrates that it is possible to achieve significant environmental benefits without compromising on product quality or consumer experience.

DOCUMENTS:

