

# SUSTAINABLE PACKAGING INITIATIVE FOR COSMETICS



SPICE, co-founded by L'Oréal and Quantis, unites leading global cosmetics stakeholders to work towards a common goal: **to collectively shape the future of sustainable packaging.**

## A SUSTAINABLE FUTURE FOR BEAUTY

Rapid changes in consumer behavior and global economic expansion are putting unprecedented strain on the planet. Cosmetics brands are stepping up to the challenge, meeting consumer and regulatory expectations, and making ambitious commitments to work towards a thriving future for beauty.

**Packaging is a key lever** to act on sustainability. Yet cosmetics companies face considerable **methodological challenges when measuring, tracking progress and communicating** on the environmental footprint of their packaging.

**SPICE develops the solutions to overcome these challenges.**

## UNITED BY A STRONG AMBITION

In May 2018, L'Oréal and Quantis launched SPICE, a pre-competitive initiative that now includes **24 global cosmetics brands and organizations** along the packaging value chain. Together, SPICE members co-create methodologies and tools to **drive the future of sustainable packaging for cosmetics.**

**SPICE allows the cosmetics sector to make significant progress in three key areas:**



Guide sustainable packaging policy development based on a science-driven methodology



Drive packaging innovation with objective eco-design criteria



Provide consumers transparency on packaging environmental performance

## WHAT SPICE DELIVERS

1. Comprehensive and scientific footprinting methodology
2. Proof of concept through case studies
3. User-friendly eco-design tool for decision-making
4. Multi-indicator and sector-specific environmental database
5. Environmental claims guidance for credible communications



## THE SPICE METHODOLOGY

In 2019, SPICE delivered a comprehensive, science-driven, publicly-available methodology for assessing the environmental impact of any cosmetics packaging across the product's life cycle. This methodology empowers teams in cosmetics companies to accelerate sustainable transformation.

The SPICE methodology builds on key environmental footprinting principles to assess impacts across the lifecycle of a cosmetics packaging.

The guidelines provide **in depth insights on 8 measurement challenges and opportunities** to deliver a comprehensive environmental footprint and a single rating of its environmental performance.

### KEY PRINCIPLES OF THE SPICE METHODOLOGY

#### Functional unit



SPICE set a common reference point for cosmetics packaging based on a product's functions for the consumer.

#### Scope of environmental footprint



SPICE defined a common scope for the footprint of cosmetics packaging.

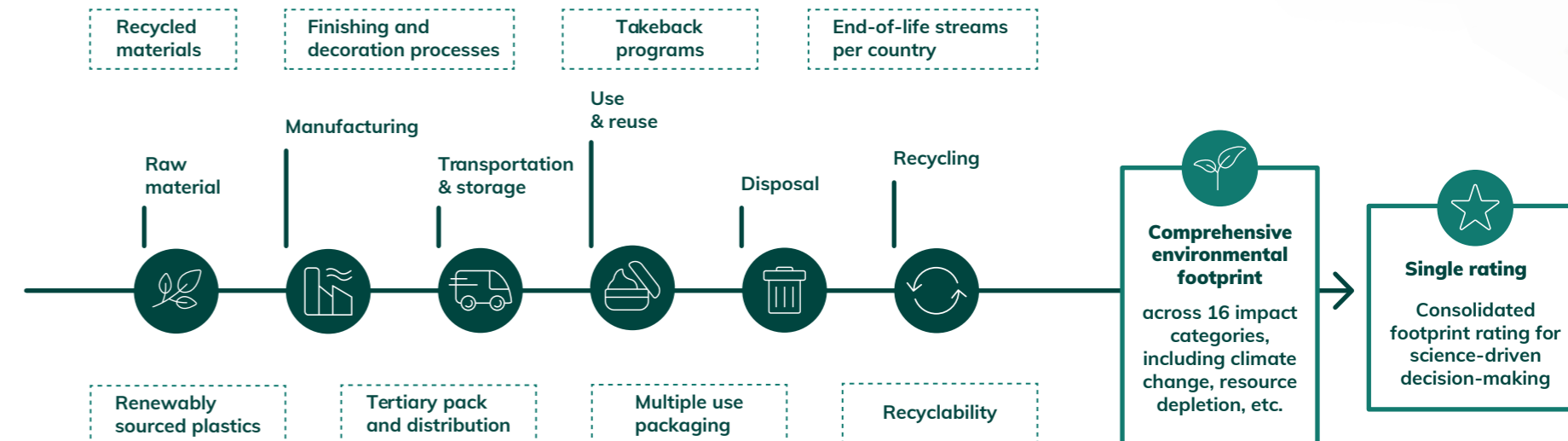
#### Database of materials and processes



SPICE presented criteria and methodological requirements to guide companies in selecting scientifically robust and consistent databases

## THE LIFECYCLE

### & KEY CHALLENGES AND OPPORTUNITIES OF A COSMETICS PACKAGING



— Lifecycle stages

- - - Key challenges and opportunities

## HOW SPICE WORKS

### COLLABORATIVE

We believe environmental knowledge should be pre-competitive. What we create is a collective work by all SPICE members.

### SCIENCE-DRIVEN

We build on best-in-class environmental footprint frameworks to develop robust, scientific guidelines.

### COMPREHENSIVE

We ensure our methodology includes impacts on all relevant environmental challenges across 16 categories, including climate change, resource depletion, water use, effects on biodiversity, etc.

### COMPATIBLE

We align with leading global frameworks: the European Product Environmental Footprint (PEF) initiative, ISO standards and the Ellen MacArthur Foundation.

### TRANSPARENT

We share our work, resources, and SPICE meeting minutes publicly on the SPICE website to benefit the entire industry.

Discover more at [open-spice.com](https://open-spice.com)



"As the co-founder of SPICE, L'Oréal is proud to see the initiative uniting the cosmetics industry around a shared vision of sustainable packaging. For more than a decade, we have been committed to innovating our packaging toward sustainability. We developed the Sustainable Product Optimisation Tool (SPOT) and are pleased to share this packaging methodology with the SPICE initiative so that together, we can drive the industry's sustainable transformation. It's what our consumers want, and it's what our planet needs."

**PHILIPPE BONNINGUE**  
HEAD OF SUSTAINABLE PACKAGING, L'ORÉAL

"Quantis is honored to co-lead SPICE and guide major players in the cosmetics industry on this ambitious journey. Packaging is an important lever for cosmetics sustainability strategies and we know we will go farther, faster together. SPICE is developing the knowledge, frameworks and tools companies need to make resilient decisions — and we're just getting started!"

**DIMITRI CAUDRELIER**  
CEO OF QUANTIS

## SPICE CO-FOUNDERS

L'ORÉAL

## CORPORATE MEMBERS



## ASSOCIATE MEMBERS

