




The SPICE initiative is uniting some of the world's leading cosmetic brands and packaging manufacturers to collaboratively *create the future of packaging*. At the heart of the initiative is an eco-design tool that allows brands to assess the environmental impact of cosmetics packaging.

Shaping
sustainable
packaging
together






The initiative
has developed the
SPICE Tool.



SPICE corporate members (as of May 2022): Albéa, Aptar, Axilone, Berry Global, Bormioli Luigi, Chanel, Clarins, Coty, Estée Lauder, Groupe Pochet, Heinz Glas, Hermès Parfums, L'Oréal, LVMH, Mary Kay, Meiyume, Natura & Co, Puig, Schwan Cosmetics, Shiseido, Sisley, Texen, Unilever Prestige, Walgreens Boots Alliance.



SPICE associated
members: Canopy,
CITEO, Cosmetic
Valley, DETIC, Elipso,
FEBEA, FEVE, PCPC,
RecyClass.

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MOST PEOPLE who work with sustainability, in any industry, seem to agree that working together is the only way to achieve the urgent emission reductions that the United Nations says are vital for the planet. The changes that are required are huge. They include the need to fundamentally change processes, products, machinery, measurements and standards, issues that are far too big for one, or even a few players, to tackle alone.

But while there is much talk about the need for collaboration, and particularly collaboration across the entire supply chain, there are few ideas about how to do it. Among the key obstacles are traditional (and very understandable) mindsets around confidentiality and competition.

Launched in 2018

With the Sustainable Packaging Initiative for CosMEtics (SPICE) however, the cosmetics industry is showing that the type of collaboration that is needed, can be achieved.

SPICE was launched in 2018 by the French cosmetics brand L'Oréal and sustainability consultants Quantis. In just four years it has grown to now include 33 global cosmetics brands and organisations along the packaging value chain.

Together, SPICE members co-create methodologies and tools to drive the future of sustainable packaging for cosmetics, with a particular emphasis on guiding sustainable packaging policy development based on a science-driven methodology, driving packaging innovation with objective eco-design criteria, and providing consumers transparency on packaging environmental performance.

One of the key tools that the initiative has established is the SPICE Tool, an eco-design tool that makes robust scientific environmental data accessible to

packaging designers so that they can embed eco-design into the packaging development process.

SPICE was in fact conceived following the success of an earlier eco-evaluation tool called the Sustainable Product Optimisation Tool (SPOT). This was developed by L'Oréal and Quantis together with another sustainable consultancy called EY. Since its inception in 2017, SPOT has allowed L'Oréal to embed eco-design metrics into the development process of all its products.

But with SPICE, L'Oréal and Quantis wanted to go even further and bring the rest of the industry together to tackle some of the big sustainability challenges around packaging. SPICE was therefore launched with the main objectives of harmonising the way the environmental performance of cosmetics packaging is measured and sharing, at industry level, best practice for eco-design packaging.

As well as co-founders L'Oréal, many other leading cosmetic brands are now part of SPICE along with packaging designers and suppliers, as well as material associations, recycling organisations and NGOs.

The initiative therefore sees representatives from across the industry's value chain working together to collectively decide how to standardise sustainability measurement criteria for packaging. They also sit down together to tackle big topics such as how to assess the recyclability of cosmetics packaging, the biodiversity issues around raw material production and reusability models.

SPICE does not set collective goals for the industry in terms of emissions

reduction or recyclability targets. It also refrains from defining a common view of what sustainable packaging is. Its members represent everything from luxury to mass market players, working in different categories and products, and they therefore remain autonomous in setting their own targets.

The initiative does however help companies reach their own sustainability targets, whether they are self-imposed, or set by governments or investors. It is a forum for discussions and knowledge sharing, but one which also produces tangible results in the form, for example, of the constant evolution of the SPICE Tool and how it is used to measure environmental impacts of packaging in a scientific way, as well as guidelines on subjects such as environmental claims and proof of concept case studies.

A useful tool for marketing

The main decisions and discussions are taken with all members in the general assembly and every decision requires a majority vote in order to be carried out. Separate workstreams and taskforces on key topics are also agreed here, which are then led by members with the most experience.

Being part of SPICE provides organisations with a seat at the table, to help influence the future of the industry. It is also a useful tool for marketing and communication teams to make robust claims about a brand's sustainable credentials. But anyone in any industry can also benefit from the know-how and best practice that are brought together at SPICE because all of its publications, guidance and even a version of the SPICE eco-design tool are available for free,



“L'ORÉAL IS PROUD TO SEE THE INITIATIVE UNITING THE COSMETICS INDUSTRY AROUND A SHARED VISION OF SUSTAINABLE PACKAGING.”

— Philippe Bonningue, L'Oréal





“SPICE IS DEVELOPING THE KNOWLEDGE, FRAMEWORKS AND TOOLS COMPANIES NEED TO MAKE RESILIENT DECISIONS.”

— Dimitri Caudrelier, Quantis

SPICE includes 33 global cosmetics brands and organisations.



Find out more about the collaboration: open-spice.com

from the SPICE website, to anyone. The SPICE Tool is now used by members to ensure that their packaging design begins with considerations of environmental performance measured by life-cycle assessments that take into account things like the least impactful materials, weight, recyclability, circularity and reusability models. But any player in any industry can also subscribe to an annual licence for the tool and embed its results in their packaging development process and governance. They can also be inspired by the SPICE initiative to find ways to join together and tackle the huge

sustainability challenges that can only be solved by collaboration. “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,” says Philippe Bonningue, global VP of Packaging & Circular Economy Stewardship. “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 and our learnings 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.” “Quantis is honoured to co-lead SPICE and guide major players in the cosmetics industry on this ambitious journey,” says Dimitri Caudrelier, CEO, Quantis. “Packaging is an important lever for cosmetics sustainability strategies and we know we will go further, faster together. SPICE is developing the knowledge, frameworks and tools companies need to make resilient decisions – and we’re just getting started.” —