



cosnova launches mascara packaging made of recyclates

Sulzbach, September 30, 2020 – As part of its Corporate Responsibility strategy, the cosmetics company cosnova is gradually converting its product ranges to include eco-friendly packaging. With its CATRICE brand, cosnova is celebrating its first milestone: since the late summer of 2020, the bestselling mascara "Glam & Doll" has been available in four versions¹ with outer packaging made of post-consumer recycled material.

cosnova is one of the first manufacturers of decorative cosmetics to use packaging made of 80 percent post-consumer recyclates (PCR), specifically recycled polyethylene terephthalate (rPET), for its CATRICE brand. Compared to the previous packaging made of 100 percent virgin plastic, cosnova is thereby saving 39 tonnes of virgin plastic per year and thus reducing CO₂ emissions by 70 percent (around 92 tonnes of CO₂). Thanks to the use of the recyclate, water consumption is reduced by 35 percent annually.

"We are proud to be a pioneer in the cosmetics industry with our recycled plastic packaging. Especially with such a complex product packaging: mascara is challenging in that it requires highly sensitive packaging in which the interaction of the brush, bottle and texture is very finely tuned," explains Axel Geiger, Executive Expert Purchase & Packaging at cosnova. "Another factor is that visually appealing packaging is very important to us as a cosmetics company. Despite a very high proportion of PCR-PET, the packaging is in no way inferior to its predecessor made of virgin plastic in terms of aesthetics and performance." cosnova is already working on converting the remaining five versions of the CATRICE Glam & Doll Mascara – by spring 2021, they will also be available in new packaging made from recyclates.

Less new plastic, more recycle

The bestselling range of CATRICE mascara is just the beginning: cosnova's sustainability targets are ambitious and aim to make up to 75 percent of the packaging of its product brands recyclable and to manufacture at least 50 percent of the packaging from recycled material by 2025. In addition, cosnova has set itself the goal of saving 30 percent of packaging material.

"Of course, the best thing is packaging waste that does not occur in the first place – which is why we focus on minimalism in our packaging. This means that we only use as many raw materials as absolutely necessary and as much recycled and recyclable material as possible," reports Daniela Soukup, Senior Manager Corporate Responsibility. "However, there are certain types of plastics where the recyclates are not yet available in the purity and quality that we need for use in cosmetics products."

¹ applies to the Glam & Doll "Volume Mascara", "Volume Mascara Waterproof", "False Lashes Mascara" and "False Lashes Mascara Waterproof".

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For this reason, the medium-sized cosmetics expert conducts numerous tests with suppliers and has been working closely with a panel of internal and external specialists on the qualification of suitable materials for several years. cosnova is also cooperating with the organisation Plastics For Change: with the establishment and expansion of two plastic collection centres in India, cosnova is helping to reduce the considerable environmental pollution caused by plastic waste, which stems from the lack of local sorting or collection-return systems – and to prevent the formation of Ocean Plastic. The plastic collected and reprocessed under fair and safe working conditions is fed back into the cycle as a valuable recyclate and thus is also made suitable for use in product packaging by cosnova.

Savings of 25 tonnes of new plastic in the sales displays

However, cosnova's commitment to recycling plastic does not end with the product packaging: the cosmetics company has also been using recyclate inserts in the beauty displays of the CATRICE brand in its stationary retail outlets since this year. Here, too, the aim is to reduce the use of "virgin plastics" and instead mainly use recycled materials. As a result, over 25 tonnes of virgin plastic have already been saved in CATRICE displays in 2020.



* each year

ABOUT COSNOVA BEAUTY

cosnova Beauty with headquarters in Sulzbach/Germany is managed by the Executive Managers Mathias Delor, Javier González, Gesine Hild, Dirk Lauber, Christina Oster-Daum, Hilko Prahl and Yvonne Wutzler. At the end of the 2018 fiscal year, cosnova Beauty had around 600 employees around the world. Meanwhile, its cosmetic brands such as essence, CATRICE and L.O.V are sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries and fashion chains.

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