



LUSH Cosmetics uses 100% recycled PET bottles from Alpha Packaging for all of its liquid beauty products. LUSH was one of the first beauty companies to use recycled PET at 100%.

pronged approach—water, energy, supply chain—the Green Buffet (his term for selecting various “green” items to incorporate), is gone; no longer can you pick and choose.”

Duber-Smith says, “Sustainability is a business model first and a sustainability issue second,” and he issues an alert: “To be global these days, you have to follow it. Companies need to see the whole picture. Failure for a company to recognize this means death.”

Designer Connection

Sandra Krasovec, associate professor/packaging design at Fashion Institute of Technology (FIT) and who serves on the Ad Hoc Faculty Senate Committee on Sustainability and President’s Council on Sustainability, agrees that sustainability in packaging is a multi-pronged approach: “For most CPGs [consumer product goods], the social responsibility of developing smarter, more sustainable products and packaging is worked into overall business strategy in order to remain competitive. In the end it affects the bottom line and it’s the right thing to do.” In addition, she notes: “CPGs have to work with their suppliers in order to comply with scorecard criteria and remain on the shelves of Walmart stores.”

Krasovec notes, “If it isn’t already, sustainability will be built into business philosophy and strategy, but it still comes down to economics.” She says beauty industry leaders such as Estée Lauder that have already put efforts into researching better materials and production processes will ultimately help smaller companies with a trickle-down effect.

Big and Small Beauty Companies

Whereas niche brands such as Soapworks, Pangea, LUSH and Weleda (see sidebar) remain prime examples of eco-friendly products and packaging and corporate commitment to the cause, today, beauty giant Estée Lauder is often cited for leading the pack in sustainable practices, such as the use of wind power and recycling programs, like the one at Origins where customers return their used packaging at counter for the brand to effectively recycle. John Delfausse, vice president global package development and chief environmental officer for Estée Lauder Corporate Packaging, was a founding member of the Sustainable Packaging Coalition. (Please see Delfausse’s article on sustainability in this issue. Delfausse and Krasovec will both be speaking on Beauty Packaging’s panel on sustainable packaging at Luxe Pack New York on May 19.)

Recently, global leader L’Oréal announced its membership in The Sustainability Consortium (TSC). Pam Alabaster, the company’s senior vice president corporate communications and external affairs, says, “L’Oréal believes that consumer purchasing decisions are becoming increasingly influenced by the sustainability choices made by the companies that produce these products, and also believes that there is a need for a standardized approach to measure and report on the sustainability of consumer products, which the TSC can provide.

“L’Oréal takes a holistic approach to sustainability” adds Alabaster, “and our practices, initiatives and policies are developed with the



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