



The Beauty and Personal Care Industry Supports a Global Agreement to Address Plastics Pollution

March 2, 2022 – Cosmetics and personal care products companies are global leaders committed to product safety, quality, and innovation as well as sustainable business practices. Our member companies are some of the most beloved and trusted brands in beauty and personal care today. As the manufacturers, distributors, and suppliers of a diverse range of products millions of consumers rely on to enhance their health and well-being, – from sunscreens, toothpaste and shampoo to moisturizer, makeup, and fragrance – our industry contributes significantly to the world economy.

We strongly support a legally binding treaty that will address plastics pollution through improving waste management and recycling systems; by promoting innovation and eco-design; and by reducing the production and use of virgin plastic where possible and beneficial to the environment. We believe that promoting a circular and sustainable economy is intrinsically related to solving this issue. Our companies support the achievement of the UN Sustainable Development Goals (SDGs)¹, and many have made robust pledges² while taking progressive action in support of transitioning to a circular economy and ending plastics pollution. In this regard, our industry is fervently exploring and adopting where currently possible different distribution models including refilling and recharging as well as alternative packaging materials. At the same time, we recognize the importance of plastics in achieving the UN SDGs³ and the role they can play toward achieving a circular economy. In many cases, plastics, especially when recovered and reused, may have a lower carbon footprint or be the alternative that best safeguards our environment⁴.

Our industry supports a global legally binding treaty to address plastics pollution based on the following principles:

- **Adaptability in implementation:** The treaty should allow flexibility for signatories to create frameworks that best enable them to meet the objectives agreed upon within the treaty.

¹ Personal Care Product Council’s 2019 “[Creating a More Beautiful World](#)” sustainability report

² Ellen McArthur Sector Insights: [Progress Report](#); [Cosmetics](#); [Household and Personal Care](#)

³ [UN Sustainable Development Goals](#)

⁴ [Plastics and Sustainability: A Valuation of Environmental Benefits, Costs, and Opportunities for Continuous Improvement](#)



- **Interventions across the full lifecycle of plastic:** The treaty must include both upstream and downstream measures to address plastic pollution.
- **Life cycle assessments:** Cognizant of the pressing need to limit climate change, plastics and alternatives should be evaluated along their lifecycle.
- **Guidance on product design:** Flexibility in product design is paramount and we encourage the parties to collaborate with industry to develop guidelines on product design that enhance circularity, foster innovation while also ensuring product integrity and consumer safety.
- **Increase post-consumer technology capacity and deployment:** Post-consumer management of plastics, including effective collection, recycling, and value recovery of waste, is essential to eliminate leakage into the environment and to adequate, high quality Post-Consumer Recycled Plastic feedstock which is necessary for a circular economy to function.
- **Harmonized definitions and reporting:** To the extent possible and without prejudice to local differences, the treaty must provide harmonized definitions and reporting on plastic and plastic waste that leverages existing international standards and definitions (e.g. ISO). In the absence of such standards, definitions and metrics, parties should collaborate with industry to develop these using validated and harmonized methodologies.
- **Proportionality:** The treaty must respect the principle of proportionality to ensure outcomes that efficiently and equitably address the issue.

Endorsed by the regional personal care products industry associations from: ASEAN; Central America; Europe; and Latin America

Endorsed by the national personal care products industry associations from: Argentina; Australia; Belgium; Canada; Colombia; Czech Republic; Dominican Republic; Ecuador; France; Germany; Greece; India; Italy; Japan; Mexico; Netherlands; New Zealand; Paraguay; Peru; Philippines; Poland; Russia; S. Korea; South Africa; Spain; Switzerland; Thailand; Turkey; Ukraine; Uruguay; UK; USA; Singapore