Product Environmental Footprint

Supporting Study

in the EF Shadow Pilot Phase:

Shampooing antipelliculaire Eucalyptus et Citron - Ultra Doux de Garnier

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1 Summary

This supporting study is part of Cosmetics Europe's PEF Project which follows closely the PEF guidelines of the European Commission, whose goals are:

- to test the draft "Study into the development of Product Environmental Footprint Category Rules for shampoo" (hereafter referred to as PEFCR);
- to validate the outcomes of the screening study.

This study supports the elaboration of a shadow PEFCR for shampoo. LCA results are presented for the "Shampooing antipelliculaire Eucalyptus et Citron - Ultra Doux de Garnier". The assessment is aligned with the shampoo PEFCR recommendations. The product analysed belongs to the Hair cleansing and anti-dandruff activity category.

The functional unit considered is as follows:

A hair wash carried out in Europe (EU 28 MS), on average length hair

The reference flow considered, i.e., the amount of product needed to provide the defined function, is 10.46 grams of shampoo.

The system boundaries of the study encompass the life cycle of the use of shampoo, from the materials extraction to the end-of-life of the shampoo and its packaging. L'Oréal provided primary data concerning the shampoo formulation (ingredients), the packaging quantity and type, manufacturing energy consumption, water use and waste generated. Further, primary packaging transport distances were provided as well as distances from the manufacturing plant/conditioning to the warehouses. The remainder of the data was based on secondary data from the PEFCR. Since the use stage is highly dependent on consumer habits, which can vary significantly depending on the consumer, and for which little data are available, the modelling of this life cycle stage is considered to have a high level of uncertainty.

Figure 1 presents the overall results contribution for the "Shampooing antipelliculaire Eucalyptus et Citron - Ultra Doux de Garnier" life cycle. The use stage dominates or has a significant contribution for all indicators except freshwater ecotoxicity, which is dominated by product end-of-life. The shampoo ingredients production, manufacturing and distribution stages have non negligible contributions for several indicators. Packaging production and end-of-life, relative to the other life cycle stages, do not have a large contribution to the overall results.

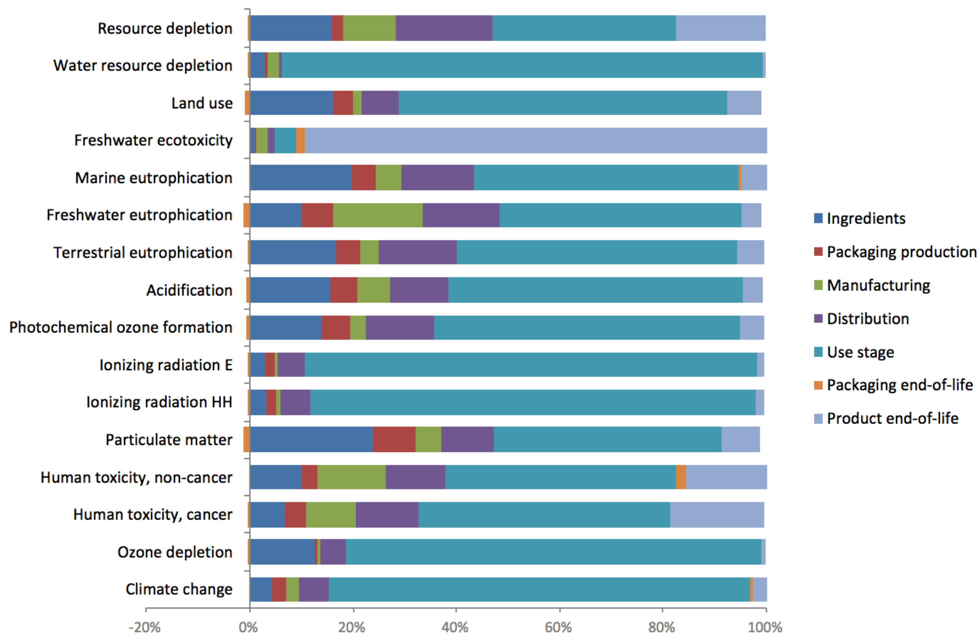

Figure 1. Overall results for one shampoo use per life cycle stage

The indicators evaluated as relevant for a shampoo are:

- Climate change
- Water resource depletion
- Mineral and fossil resource depletion
- Freshwater ecotoxicity (subject to the availability of appropriate methodology and data)

This selection was performed based on two normalisation approaches. The process and results to identify the most relevant EF impact categories are presented in Annex II: Normalisation.

The supporting study conclusions are consistent with those obtained from the representative product screening study.

2 General

The characteristics of the product under study are:

Product name: Shampooing antipelliculaire Eucalyptus et Citron - Ultra Doux de Garnier **Product identification:** C3991210 **Product classification:** C 20.42.16.30 “Shampoos” **Shampoo category:** Hair cleansing and anti-dandruff activity **Company:** L’Oréal **Company location:** France **Date of publication of the supporting study:** April 2016 **Geographic validity:** Manufactured in Poland, distributed and used in France **Reference study:** Study into the development of Product Environmental Footprint Category Rules (PEFCR) for shampoo, Final draft, April 2016 **Critical review:** this report has not undergone a critical review process	

The current document endeavours to be compliant with the requirements of the ‘Product Environmental Footprint (PEF) Guide’ (Annex II to Recommendation (2013/179/EU), the “Guidance for the implementation of the EU PEF during the EF Pilot Phase” (version no. 5.0.) and “Study into the development of Product Environmental Footprint Category Rules (PEFCR) for shampoo”, Final draft, April 2016. The latter document will be referred to throughout this report as PEFCR.

3 Goal of the study

This supporting study is part of Cosmetics Europe’s PEF Project which follows closely the PEF guidelines of the European Commission, whose goals are:

- to test the draft “Study into the development of Product Environmental Footprint Category Rules for shampoo” (hereafter referred to as PEFCR);
- to validate the outcomes of the screening study (such as the selection of relevant impact categories, life cycle stages, processes and elementary flows).

4 Scope of the study

4.1 Functional unit and reference flow

The functional unit considered is as follows:

A hair wash carried out in Europe (EU 28 MS), on average length hair

The reference flow considered, i.e., the amount of product needed to provide the defined function, is 10.46 grams of shampoo.

4.2 System boundaries

The system boundaries of the study encompass the life cycle of the use of shampoo, from the materials extraction to the end-of-life of the shampoo and its packaging. Figure 2 illustrates all life cycle stages included in the study as well as a description of the main activities considered in each life cycle stage. L’Oréal provided primary data concerning the shampoo formulation (ingredients), the packaging quantity and type, manufacturing energy consumption, water use and waste generated. Further, primary packaging transport distances were provided as well as distances from the manufacturing plant/conditioning to the warehouses. The remainder of the data was based on secondary data from the PEFCR.

Life cycle stage	Description of activities included for each life cycle stage
1 Ingredients production	• Extraction of resources • Pre-processing of all material inputs to the studied product • Transportation from pre-processing facilities to the production facility
2 Packaging production	• Production of raw materials for packaging (plastics, cardboard, etc.) • Packaging manufacturing processes (blow molding, extrusion) • Transportation of packaging to shampoo manufacturing facility
3 Manufacturing	• Energy and water use for shampoo manufacturing • Packaging of the shampoo • Treatment of waste and wastewater • Manufacturing plant infrastructure
4 Product distribution and storage	• Energy inputs for warehouse lighting and heating • Distribution center infrastructure • Transportation from manufacturing plant to point of sale, to consumer's home
5 Use stage	• Energy use during shower • Water use during shower
6 Packaging end-of-life	• Transportation of packaging to treatment facilities • Recycling, incineration, landfilling of packaging
7 Product end-of-life	• Wastewater treatment (including infrastructure and sludge treatment) • Product end-of-life (aquatic environment)

Figure 2. System boundary diagram with the main activities included per life cycle stage

4.3 Supplementary analysis

No supplementary analyses were performed.

5 Life cycle inventory analysis

5.1 Data collection and quality assessment

L'Oréal provided primary data for the shampoo formulation (ingredients), packaging quantity and type, as well as manufacturing energy consumption, water use and waste generated. L'Oréal also provided transportation distances for the primary packaging to the manufacturing site as well as the distances from the manufacturing site to the distribution centre (warehouses). The remainder of the data were based on secondary data from the PEFCR. This includes data for all other transportation and distribution, use stage energy consumption and water use, packaging and product end-of-life. The main modelling limitations lie within the use stage. Since the use stage is highly dependent on consumer habits, which can vary significantly depending on the consumer, and for which little data are available, the modelling of this life cycle stage is considered to have a high level of uncertainty.

Table 1 lists the shampoo ingredients, the associated dataset and the data quality ranking. All datasets are based on ecoinvent version 2.2. The composition of the shampoo is expressed as a range for confidentiality reasons.

Table 1. Shampoo ingredients, modelling dataset, composition range and data quality ranking

L'Oréal name	Modelling dataset (ecoinvent v2.2)	Composition	DQR[1]
Ammonium hydroxide	Ammonia, liquid, at regional storehouse/CH	]1-5%]	2
Citric acid	Acetic acid, 98% in H2O, at plant/RER	]1-5%]	2
Citrus medica limonum peel oil	Chemicals organic, at plant/GLO	[0-0.1%]	5
Cocamidopropyl betaine	Fatty alcohol, mix (w/o heavy metals)	]1-5%]	2
Eucalyptus globulus leaf extract	Chemicals organic, at plant/GLO	[0-0.1%]	5
Fragrance	Chemicals organic, at plant/GLO	]0.1-1%]	5
Glycerine	Glycerine, from palm oil, at esterification plant/MY (w/o heavy metals)	]1-5%]	2
Hexylene glycol	Propylene glycol, liquid, at plant/RER	]0.1-1%]	4
Isopropyl alcohol	Isopropanol, at plant/RER	[0-0.1%]	4
Piroctone olamine	Monoethanolamine, at plant/RER	]0.1-1%]	2
Polyquaternium-10	Chemicals organic, at plant/GLO	]0.1-1%]	5
Salicylic acid	Benzoic-compounds, at regional storehouse/CH	]0.1-1%]	3
Sodium acetate	Acetic acid, 98% in H2O, at plant/RER	[0-0.1%]	2
Sodium benzoate	Sodium borates, at plant/US	]0.1-1%]	2
Sodium chloride	Sodium chloride, powder, at plant/RER	]1-5%]	3
Sodium laureth sulfate	Fatty alcohol sulfate, mix, at plant/RER (w/o heavy metals)	]10-25%]	2
Water	Tap water, at user/RER	]75-100%]	3

[1] DQR: Data quality ranking, 1 = Excellent, 2 = Very good, 3 = Good, 4 = Fair, 5 = Poor

Table 2 lists the packaging types and quantities per functional unit, the associated dataset used for the modelling as well as the data quality ranking. All datasets are based on ecoinvent version 2.2.

Table 2. Packaging quantities, modelling dataset and data quality ranking (DQR)

L'Oréal name	Modelling dataset (ecoinvent v2.2)	Quantity/ bottle	DQR[1]
Primary packaging			
Shampoo bottle	Polyethylene, HDPE, granulate, at plant/RER Blow moulding/RER	]0.010-0.040 kg]	3
Shampoo bottle cap	Polypropylene, granulate, at plant/RER U Blow moulding/RER U	]0.001-0.008 kg]	3
Shampoo labels and stickers	Polyethylene, LDPE, granulate, at plant/RER Extrusion, plastic film/RER	[0.0-0.005 kg]	3
Secondary packaging			
Corrugated board	Corrugated board, fresh fibre, single wall, at plant/RER	0.010 kg	3
Tertiary packaging			
Pallet	EUR-flat pallet/RER	5.8E-6 p	3
PP foil	Polypropylene, granulate, at plant/RER Extrusion, plastic film/RER	1.14E-4 kg	3
Packaging transport			
Truck transport	Transport, lorry 16-32t, EURO5/RER	0.0250 tkm	3

Table 3 lists the manufacturing data per functional unit, the associated dataset used for the modelling as well as the data quality ranking. All datasets are based on ecoinvent version 2.2. All data were provided by L'Oréal except for the infrastructure, for which the value is based on the PEFCR assumptions.

Table 3. Manufacturing data, modelling dataset and data quality ranking (DQR)

L'Oréal name	Modelling dataset (ecoinvent v2.2)	DQR[1]
Electricity consumption	Electricity, low voltage, at grid/PL	3
Natural gas consumption	Natural gas, burned in industrial furnace >100kW/RER	3
Water use	Tap water, at user/RER U - adapted flows Pfister, Germany	3
Infrastructure (manufacturing plant)	Chemical plant, organics/RER/I	2
Wastewater treatment	Treatment, sewage, to wastewater treatment, class 3/CH	3
Solid waste incinerated (with energy recovery)	Disposal, municipal solid waste, 22.9% water, to municipal incineration/CH	3
Solid waste incinerated (without energy recovery)	Disposal, municipal solid waste, 22.9% water, to municipal incineration/CH	3
Avoided electricity from waste heat recovery [1]	Electricity, medium voltage, at grid/PL	3
Avoided heat from waste heat recovery [2]	Heat, natural gas, at boiler modulating <100 kW/RER	

[1] assume same composition as municipal solid waste, 0.39 kWh/kg (source: ecoinvent version 3.2)
[2] assume same composition as municipal solid waste, 2.85 MJ/kg (source: ecoinvent version 3.2)

For the distribution and use stage, the generic data from the PEFCR was used; refer to the PEFCR for the modelling details. For the packaging end-of-life stage, the 50:50 formula was used, as well as the default end-of-life treatment assumptions (see PEFCR).

Table 4 lists the ingredients' end-of-life modelling. Wastewater treatment connectivity and efficiency data are based on the PEFCR, where the default values are 85% and 90% respectively. The substances for which wastewater treatment efficiencies differ from that of the default value are alpha-hexyl cinnamaldehyde (99.9%), dihydromyrcene (99.9%) and hexyl salicylate (99.8%).

Table 4. Ingredients end-of-life modelling

L'Oréal name	ecoinvent v2.2 elementary flow[1]	Comment
Water	water	not modelled, no EOL impacts
Sodium laureth sulfate	sodium laureth sulfate	
Citric acid	Citric acid	
Cocamidopropyl betaine	cocamidopropyl betaine	
Glycerin	Glycerol	
Sodium chloride	Sodium chloride	
Ammonium hydroxide	ammonium hydroxide	not modelled, is a pH adjustor and reacts in the formula
Hexylene glycol	2-Methyl-2,4-pentanediol	
Fragrance	alpha-hexyl cinnamaldehyde	20%
	dihydromyrcenol	50%
	Bicyclo[3.1.1]heptane, 6,6-dimethyl-2-methylene-	10%
	hexyl salicylate	15%
	patchouli oil	5%
Piroctone olamine	piroctone olamine	
Sodium benzoate	Sodium benzoate	
Salicylic acid	Salicylic acid	
Polyquaternium-10	polyquaternium-10	
Citrus medica limonum (lemon) peel oil	citrus limon peel powder	
Sodium acetate	Acetic acid, sodium salt	sodium acetate = acetic acid, sodium salt (USEtox name)
Eucalyptus globulus leaf extract	eucalyptus globulus leaf powder	
Isopropyl alcohol	2-Propanol	
Total		

[1] Some substances not existing in ecoinvent v2.2 were added/custom modelled

5.2 Data gaps

Please refer to the PEFCR for recommendations on the filling of data gaps.

5.3 Supplementary analysis

Please refer to the PEFCR for default assumptions and data sources.

6 Impact assessment results

6.1 PEF results

Figure 3 presents the overall results contribution for the shampoo life cycle. The use stage dominates or has a significant contribution for all indicators except freshwater ecotoxicity, which is dominated by product end-of-life. The shampoo ingredients production, manufacturing and distribution stages have non negligible contributions for several indicators. Packaging production and end-of-life, relative to the other life cycle stages, do not have a large contribution to the overall results.

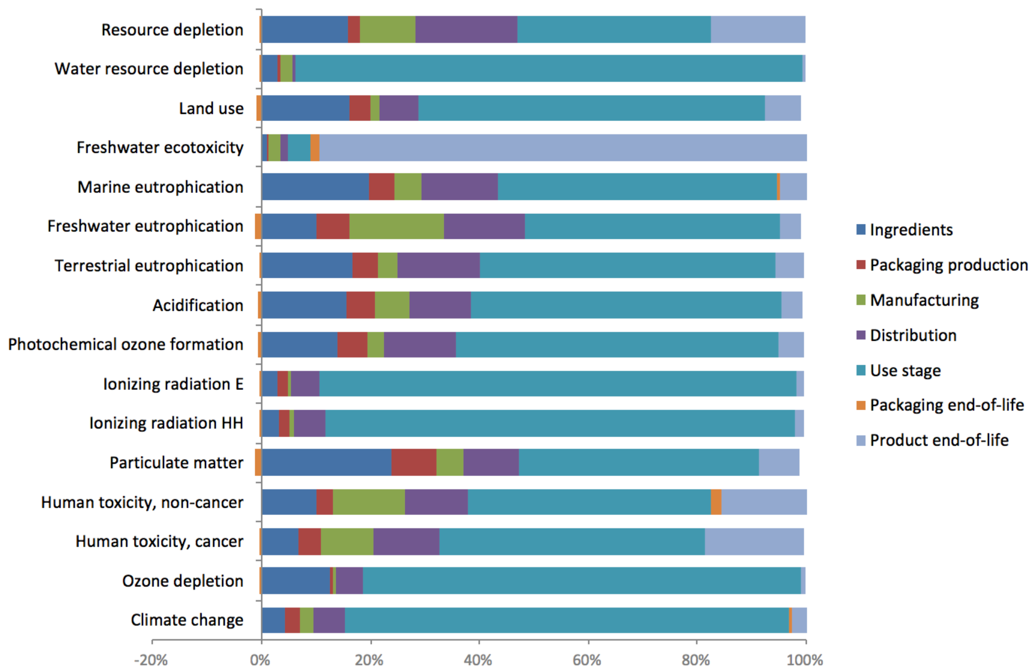

Figure 3. Overall results for one shampoo use per life cycle stage

The indicators evaluated as relevant for a shampoo are:

- Climate change
- Water resource depletion
- Mineral and fossil resource depletion
- Freshwater ecotoxicity (subject to the availability of appropriate methodology and data)

This selection was performed based on two normalisation approaches. The process and results to identify the most relevant EF impact categories are presented in Annex II: Normalisation.

The supporting study conclusions are consistent with those obtained from the representative product screening study.

Detailed results for the use stage are shown in Figure 4. For water resource depletion, tap water use in the shower is the main contributor. For all other indicators, electricity and/or natural gas consumption, used to heat the shower water, are the main contributors. Note that the French (FR) grid mix was used as we assume product use on the French market.

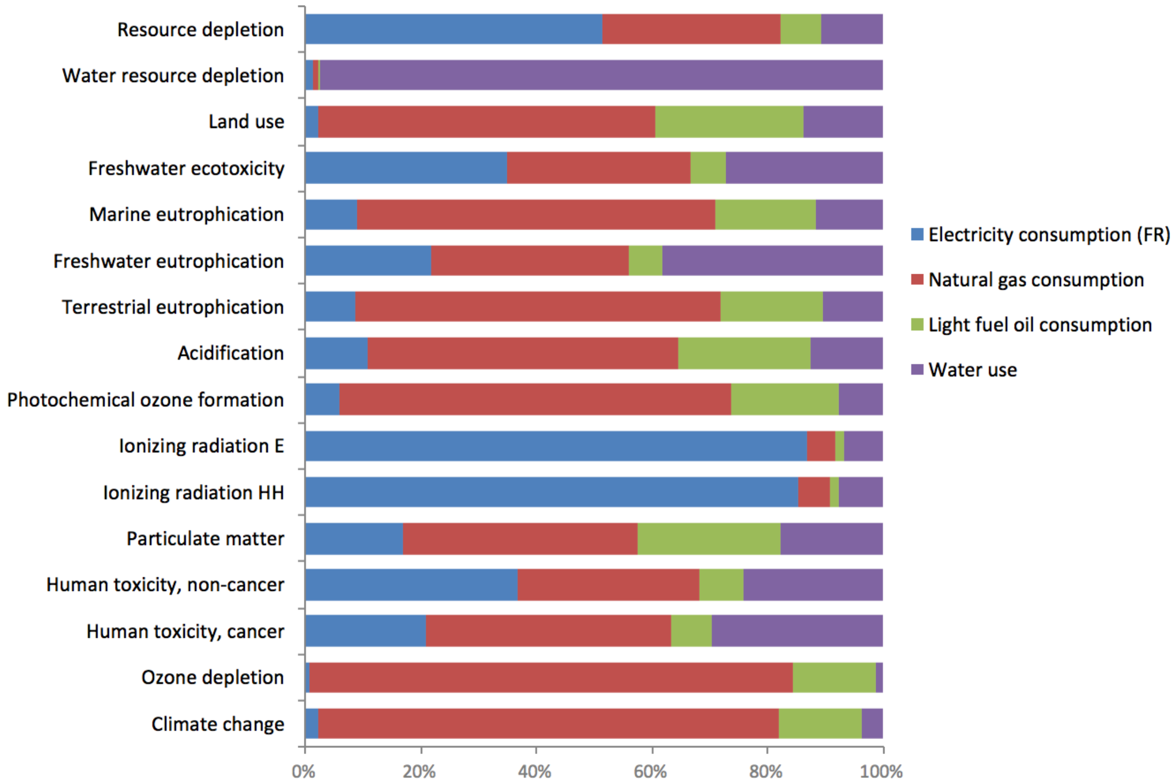

Figure 4. Detailed results for shampoo use stage

Detailed results for the product end-of-life are shown in Figure 5. Wastewater treatment dominates all indicators except for freshwater ecotoxicity, for which ingredients end-of-life is the main contributor. Processes responsible for the wastewater treatment impacts are mainly infrastructure-related such as the sewer grid and the wastewater treatment plant. Sludge treatment is found to be negligible compared to wastewater treatment impacts. Note that no characterization factors are available to evaluate human toxicity, cancer effects for the shampoo ingredients and it was assumed that none of the shampoo ingredients have human toxicity, cancer effects.

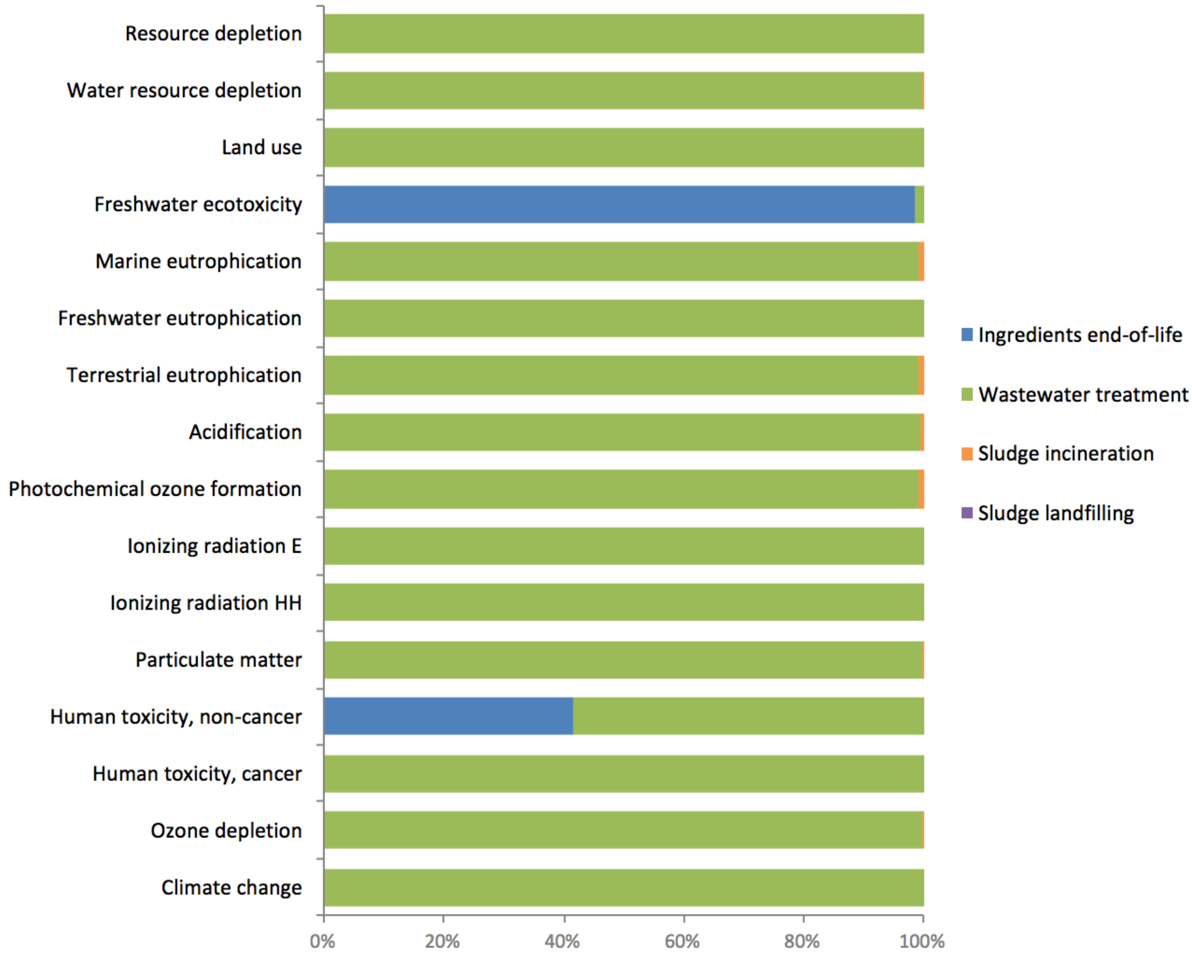

Figure 5. Detailed results for product end-of-life stage

Table 5 presents the ingredients emitted to nature and their associated freshwater ecotoxicity impacts contributions. Sodium laureth sulfate is the main contributor, accounting for 92% of freshwater ecotoxicity impacts. Polyquaternium-10 is the next most contributing ingredient, representing 5% of impacts.

Table 5. Summary of freshwater ecotoxicity impacts contributions of shampoo ingredients emitted to nature

	Freshwater ecotoxicity	
L'Oréal name	**CF[1] (CTUe/kg)**	**Ecotoxicity contribution (%)**
AMMONIUM HYDROXIDE [2]	3'354	0%
CITRIC ACID	22	0%
CITRUS MEDICA LIMONUM PEEL OIL	1741	0%
COCAMIDOPROPYL BETAINE	783	1%
EUCALYPTUS GLOBULUS LEAF EXTRACT	4508	0%
alpha-hexyl cinnamaldehyde	110	0%
Bicyclo[3.1.1]heptane, 6,6-dimethyl-2-methylene-	135	0%
dihydromyrcene	4'200	0%
hexyl salicylate	6'090	0%
patchouli oil	158	0%
GLYCERIN	0.213	0%
HEXYLENE GLYCOL	2.23	0%
ISOPROPYL ALCOHOL	2.46	0%
PIROCTONE OLAMINE	1676	1%
POLYQUATERNIUM-10	41’955	5%
SALICYLIC ACID	161	0%
SODIUM ACETATE	2	0%
SODIUM BENZOATE	146	0%
SODIUM CHLORIDE	3.87	0%
SODIUM LAURETH SULFATE	12'081	92%
Characterization factor (CF) data source:		
USEtox default	Cosmede database	

[1] Characterisation factor

[2] Ammonium hydroxide is a pH adjuster and the OH^- ions are assumed to react with the acids in the formula.

Table 6 presents the ingredients emitted to nature and their associated human toxicity, non-cancer impacts contributions. This is specific to the product end-of-life stage, which accounts for approximately 16% of the overall shampoo life cycle for this indicator. Characterization factors are not available for several ingredients, thus the characterization factor for dimethicone was used as a proxy, as recommended in the PEFCR. Note that the characterization factors and proxies are considered to have a very high uncertainty and low robustness. Sodium laureth sulfate is the main contributor, accounting for 53% of human toxicity, non-cancer effects for this life cycle stage.

For the impact category human toxicity, cancer effects, no characterization factors are available for the shampoo ingredients therefore these impacts are not taken into account in the study. This is a limitation of USEtox model applied to shampoo ingredients.

Human health, cancer and non-cancer effects are not considered to be relevant indicators (see Annex II: Normalisation for more information).

Table 6. Summary of human toxicity, non-cancer effects contributions of shampoo ingredients emitted to nature

	Human toxicity, non-cancer	
L'Oréal name	**CF[1] (CTUh/kg)**	**Toxicity impact contribution**
AMMONIUM HYDROXIDE	2.36E-06	0%
CITRIC ACID	2.36E-06	14%
CITRUS MEDICA LIMONUM PEEL OIL	2.36E-06	0%
COCAMIDOPROPYL BETAINE	2.85E-07	1%
EUCALYPTUS GLOBULUS LEAF EXTRACT	2.36E-06	0%
Fragrance		
alpha-hexyl cinnamaldehyde	2.36E-06	0%
Bicyclo[3.1.1]heptane, 6,6-dimethyl-2-methylene-	2.36E-06	1%
dihydromyrcene	2.36E-06	0%
hexyl salicylate	2.36E-06	0%
patchouli oil	2.36E-06	0%
GLYCERIN	2.36E-06	10%
HEXYLENE GLYCOL	2.36E-06	5%
ISOPROPYL ALCOHOL	2.36E-06	0%
PIROCTONE OLAMINE	2.36E-06	2%
POLYQUATERNIUM-10	2.26E-08	0%
SALICYLIC ACID	2.36E-06	1%
SODIUM ACETATE	2.36E-06	0%
SODIUM BENZOATE	2.36E-06	2%
SODIUM CHLORIDE	2.36E-06	9%
SODIUM LAURETH SULFATE	2.36E-06	53%
Characterization factor (CF) data source:		
Custom calculated with USEtox model	Cosmede	Proxy – used CF for dimethicone

[1] Characterization factor

6.2 *Supplementary analysis*

No supplementary analyses were performed.

7 Interpreting PEF results

7.1 *PEF results*

The results of the L'Oréal supporting study product are in line with those obtained from the representative product screening study. The same relevant impact categories, life cycle stages and processes were identified. The main contributing substance at product end-of-life is sodium laureth sulfate for both products (L'Oréal and representative product).

The main areas of uncertainty in the study lie in the impact assessment methods. The impact categories for which the methods are currently not sufficiently reliable are human toxicity, cancer effects, human toxicity, non-cancer effects, freshwater ecotoxicity, water depletion, resource depletion, ionizing radiation and land use. The use stage modelling is also a large source of uncertainty. Since the use stage is highly dependent on consumer habits, which can vary significantly depending on the consumer, and for which little data are available, the modelling of this life cycle stage is considered to have a high level of uncertainty.

7.2 Benchmark

Figure 6 shows a comparison of the L'Oréal shampoo and the representative product from the screening study. The L'Oréal shampoo results are in the same order of magnitude (less than 20% difference) as those for the representative product for all indicators indicators except for freshwater eutrophication, ionizing radiation E and ionizing radiation HH. The L'Oréal shampoo has approximately 38% less impacts for freshwater eutrophication while the representative shampoo has 50% and 45% less impacts, respectively, for the indicators ionizing radiation E and ionizing radiation HH. These differences are due to the fact that the L'Oréal shampoo is considered to be used in France, while the representative product is used in Europe, thus, the grid mixes for the use stages are different. The UCTE grid, which contains more coal based energy than the FR mix, has higher eutrophication impacts linked with coal and lignite mining. The higher ionizing radiation impacts of the FR mix are associated with the higher share of nuclear energy (77%), more specifically the tailings from uranium milling.

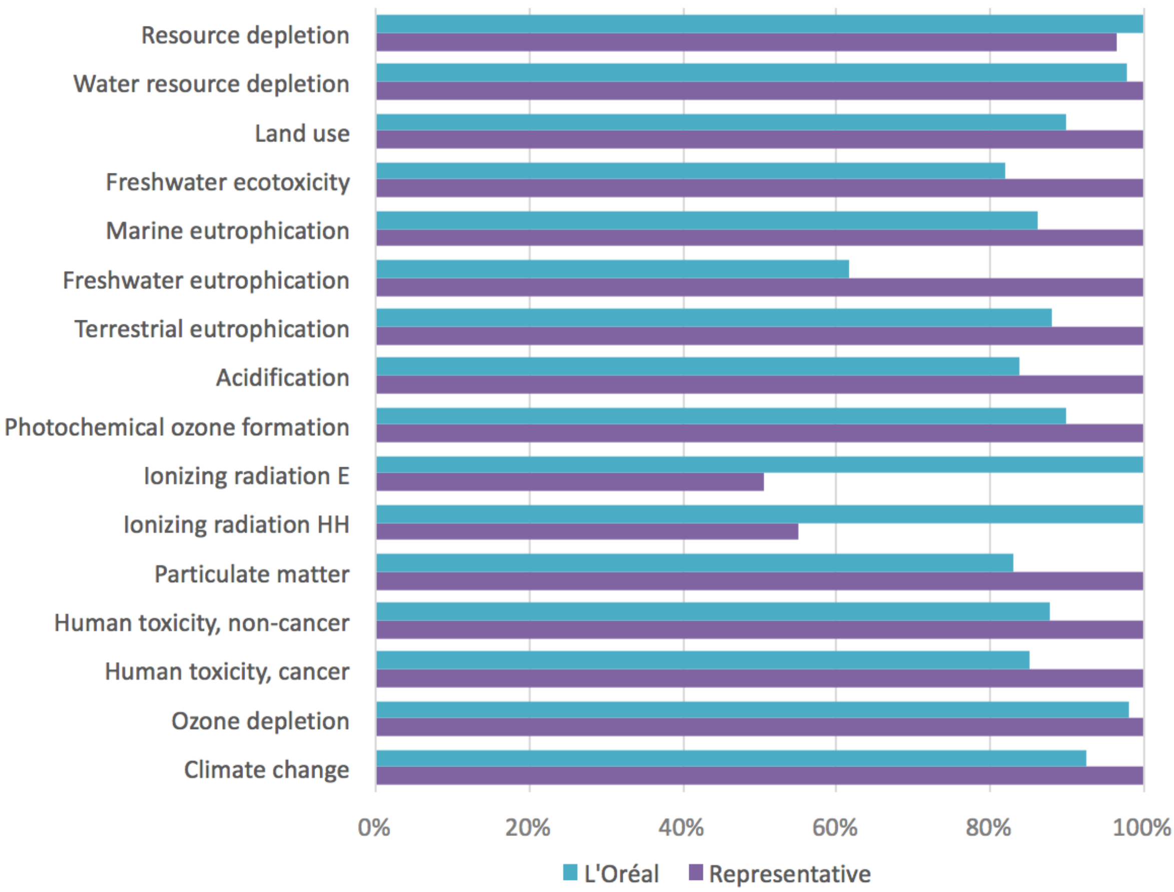

Figure 6. Benchmark comparison of L'Oréal shampoo vs representative product

7.3 Performance classes

No performance classes are currently proposed based on the PEFCR.

8 Annex I: Bibliographic references

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9 Annex II: Normalisation

Based on the screening study results, Table 21 shows results obtained with the EU 27 normalisation factors and Table 22 illustrates results with the Quantis proposed conversion factors. The European Commission normalisation factors are applied at the midpoint level while the Quantis proposed conversion factors are applied at the endpoint level, which allows one to identify the relative contribution of midpoint indicators to the endpoints' results (areas of protection). These factors are taken from various LCA methodologies and publications.

Based on an analysis of both normalization methods, the impact categories evaluated as relevant for a shampoo are:

- Climate change
- Water resource depletion
- Mineral and fossil resource depletion
- Freshwater ecotoxicity (subject to the availability of appropriate methodology and data)

When considering the European Commission (EC) and Quantis proposed methods, the impact category Human toxicity, cancer effects, is also identified as being relevant, however, the main contribution for this impact category is from energy use during the use stage and this indicator is thus correlated with the Climate change indicator. When considering all the Human Health related indicators, global damage to this area of protection[1] linked to the use of shampoo appears to be negligible. Based on the previous analysis and considering that the positive impacts linked to personal hygiene cannot be adequately assessed in LCA, it is proposed not to consider Human Health in the final list of impact categories.

The safety of personal care products such as shampoos is guaranteed by toxicity risk assessment and thus differs from potential indirect impacts on human health (particulate matter impacts, toxicity of substances bioaccumulated in food, etc.). The environmental (LCA) evaluation of a shampoo attempts to provide information on what we could refer to as "Public health effects", meaning these impacts more globally highlight "indirect" effects on the population over the life cycle of a shampoo.

[1] Climate change (HH), Ozone depletion, Human toxicity, cancer and non-cancer effects, Particulate matter, Ionizing radiation, Photochemical ozone formation, Water resource depletion