



## **Cosmetics Europe brings together industry action on sustainability through “Commit for Our Planet” initiative**

7 December 2022, BRUSSELS – Cosmetics Europe today launched an unprecedented industry-wide initiative, *Commit for Our Planet*, with the goal to reduce the sector’s environmental footprint in Europe. The initiative encourages all cosmetics and personal care companies to take part in a joint industry effort to reduce greenhouse gas emissions, improve packaging solutions and act for nature. Twenty-seven companies have already made commitments within the framework of the Commit for Our Planet initiative and several national associations representing the cosmetics and personal care industry are supporting them and promoting the initiative locally\*.

*“While many cosmetics and personal care companies are already making significant environmental progress on their own, Commit for Our Planet aims to further raise the bar for sustainability across the sector by collectively stepping up and amplifying efforts as an industry through joint action,”* said John Chave, Director General at Cosmetics Europe. *“We developed the initiative to be inclusive of the whole industry, with commitments that can be tailored to all company sizes and types, regardless of Cosmetics Europe membership or where they stand in their sustainability journeys. This is to ensure that there is an opportunity for everyone to help meet the societal and planetary needs.”*

The initiative comprises specific commitments within the three themes of climate, packaging and nature that will help drive progress across the full value chain. These areas are central to cosmetics companies’ operations and their related impacts, ensuring the industry can make the most progress towards optimizing sustainable production and consumption of goods. Moving forward, Cosmetics Europe will continually revise and reinforce its sustainability commitments to reflect changing societal demands and planetary needs, as well as to align with EU standards.

Through the initiative, Cosmetics Europe will provide top-notch tools and guidelines to support companies in delivering on their sustainability commitments. On an annual basis, the association plans to report on the overall action against the commitments to demonstrate industry progress and positive environmental impact.

For more details on Commit for Our Planet, visit [www.commitforourplanet.cosmeticseurope.eu](http://www.commitforourplanet.cosmeticseurope.eu).

### \* Commit for Our Planet Initiative Partners to date:

AVA Cosmetic Laboratory, Babaria, Beiersdorf, Börlind, Bruno Vassari, Colgate Palmolive, Cosnova, Coty, Dalli Group, Floslek, Gardiner Family Apothecary (Elave), Global Cosmed, Henkel, Keune, La Biosthétique, L’Occitane, L’Oréal, LVMH, MartiDerm, NAOS, Natura Bissé, Salerm Cosmetics, Schwan Cosmetics, SystemKosmetik, Unilever, WALA, and Weleda.



Commit for Our Planet Initiative Supporting Partners to date:

Dutch Cosmetics Association (NCV), German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW), Polish Union of Cosmetics Industry (Kosmetyczni), Romanian Union of Cosmetics and Detergent Manufacturers (RUCODEM), and Spanish Cosmetics, Toiletry and Perfumery Association (STANPA).

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About Cosmetics Europe

Cosmetics Europe is the European trade association for the cosmetics and personal care industry. For nearly 60 years, Cosmetics Europe has been the voice of the cosmetics and personal care industry in Europe. Our members include cosmetics and personal care manufacturers as well as associations representing our industry at national level, right across Europe.

For more information, please consult [Cosmetics Europe website](#).

Media Questions

Media representatives should address their questions to [media@cosmeticseurope.eu](mailto:media@cosmeticseurope.eu).